

FOOTBALL FOR
WORLDWIDE UNITY

ANNUAL REPORT 2023

INCLUDING OUTLOOK 2024 AND VISION 2025

Dear readers,

in 2023 FFWU has been able to advance on many projects while simultaneously building the foundation for an exciting year ahead. We are tackling 2024 with full vigor and a lot of tailwind.

Thank you very much for your trust and support! We are happy and proud to have you on our side.

SASCHA BAUER, FOUNDER & FIRST CHAIRMAN OF FFWU





FOOTBALL FOR
WORLDWIDE UNITY



PROJECTS 2023



MOZAMBIQUE



ASSOCIAÇÃO DESPORTIVA DE ALBAZINE, MAPUTO (ADA)

IN COLLABORATION WITH BAVARIAN FOOTBALL ASSOCIATION (BFV)

- Project visit to Maputo, Mozambique in March 2023 by Sascha and Matthias on behalf of the BFV
- Development of an annual plan with the 10 project coaches
- Strategy workshop with the ADA board
- Monitoring & evaluation of the "Credit System" pilot phase
- Subsequent assumption of project coordination for the implementation of the "Credit System" with the project coaches
- Project management and coordination with local project partner on behalf of the BFV
- Monitoring and analysing the awarding of credits and rewards
- Evaluation of the project progress



SOUTH AFRICA



COACHING COURSE IN CAPE TOWN

IN COLLABORATION WITH GREAT COMMISSION UNITED (GCU) AND SPORTFIVE

- 6-day training course in March 2023 in Cape Town by Nadica, Sascha and Matthias
- Training of 25 young coaches who implement after-school care through sport in schools in Heideveld
- Integration and further training of the local instructor "Slits" (GCU) and "X" (HBUFC)
- Accompaniment by SPORTFIVE communication and camera team - very good response to video and positive effects on social media
- Social media workshop by SPORTFIVE with GCU communication team
- Monitoring & evaluation: baseline evaluation of trainers implemented before the course, unfortunately no survey conducted after the course
- New process and quality standards for project planning, implementation and reporting were further developed and successfully tested during the course in Cape Town



SHARINGGOALS

DEVELOPING OUR COACHING MANUAL

- The plan was to complete the content by mid-2023 and digitize it as an interactive platform (second half of the year) - time requirement was underestimated
- Strong focus: Sascha, Nadica and Matthias are working on the project
- New editors added to the team (currently active: Marisa, Paul, Selina, Rodrigo, Brad, Anderson, Samia - no longer active Carla, ...) - now sufficiently positioned, further editors no longer helpful
- Several skills and abilities completed
- Sport Session Planner added as pro bono partner for Sharing Goals
- Translation and Proofreading Partner ProBono gained for Sharing Goals
- Current progress: approx. 30%
- Budget required for completion: approx. 29,000 EUR
- Planned financing: 22.500 EUR donation ST LOUIS FC + 4600 EUR own contribution + 2000 EUR still open

SHARINGGOALS

TRAININGSGUIDE

VERSION 1

CURRENT ORGANISATIONAL STRUCTURE



MEMBERS

- 42 regular members
- 6 members have opted for "Supporter" status (no voting rights at the General Assembly)
- The reorganization of payments has been completed; some members still need to adjust their payment method.
- Greater involvement of members in operational processes has not progressed as planned



TEAM

- Florian was active as a mini-job until April as planned
- Nadica works as a freelancer with a focus on the Sharing Goals project, but not as busy as planned
- The expansion of the team could not be implemented as planned (finding replacement in communication)



PARTNERS

- The partnership with SPORTFIVE was intensified by the project visit to Cape Town, during which an image film for FFWU was also shot. The monthly donation of EUR 1,200 will be continued.
- The MLS club St. Louis FC has been supporting us since this year in completing the Sharing Goals Manual. The club has donated USD 25,000, which will enable us to create more content.
- In addition, a letter of intent was signed under which STLFC will also support us in testing and distributing the manual in North America.

COMMUNICATION

- Social Media
 - LinkedIn: 399 followers (+23% since 01.01.2023),
 - Instagram: 492 followers (+18%)
- Transparency initiative of Transparency International affiliated and integrated on the website
- Takeover by SPORTFIVE's communications manager during the course in South Africa was successful
- Publication of a mini-documentary by partner SPORTFIVE as part of the course in Cape Town → [Watch the film here](#)
- The website, newsletter, LinkedIn and Instagram channels are currently only managed provisionally. A new communications manager is to be sought (on a voluntary basis).
- Website conversion to German and creation of an annual report have not yet been implemented but are to follow in 2024.



FINANCIAL REPORT 2023

SURPLUS / LOSS

Total income: € 48,242.43

Total expenditure: € 22,302.23

Net profit for the year: € 25,940.20

ACCOUNT BALANCE

Account balance 01.01.23: € 38,079.25

Account balance 31.12.23: € 64,019.45

TARGETED RESERVES:

Sharing goals online platform: €25,000

Full-time position: € 80,000

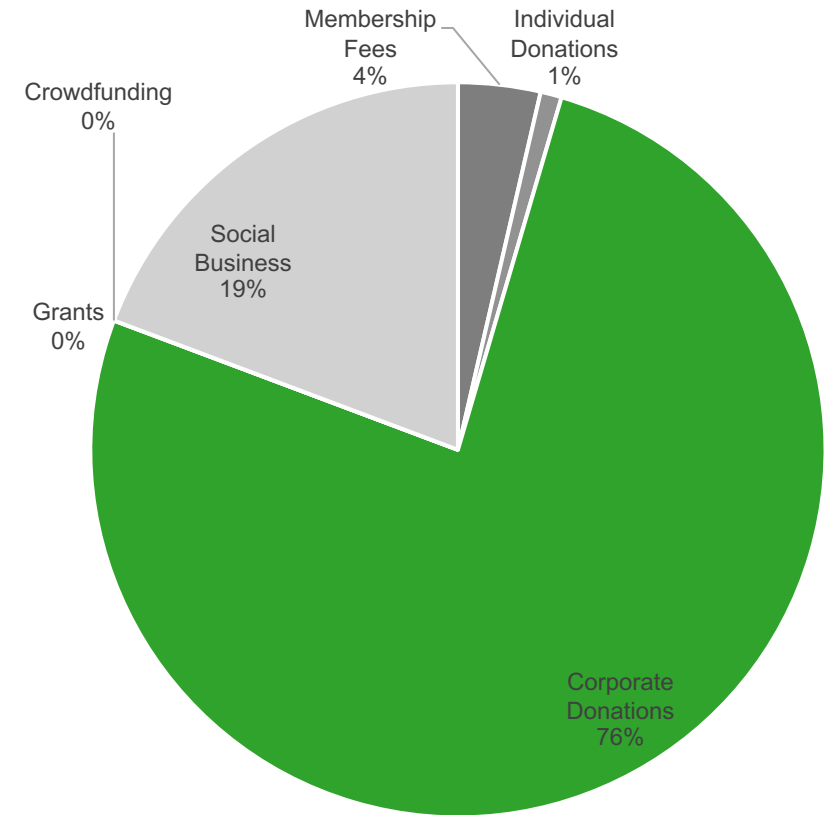
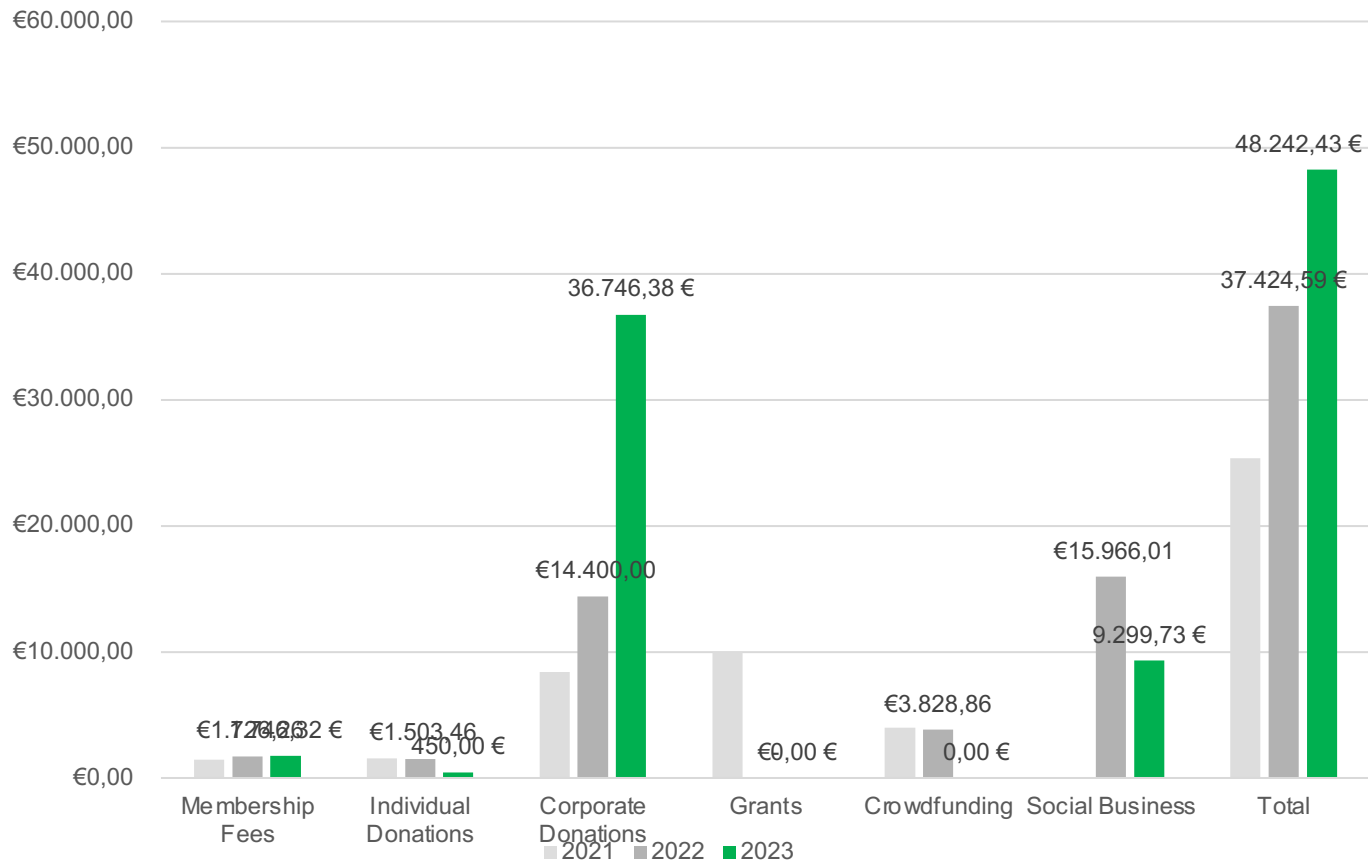
EXTERNAL AUDITOR

Not installed as planned, new attempt in 2024

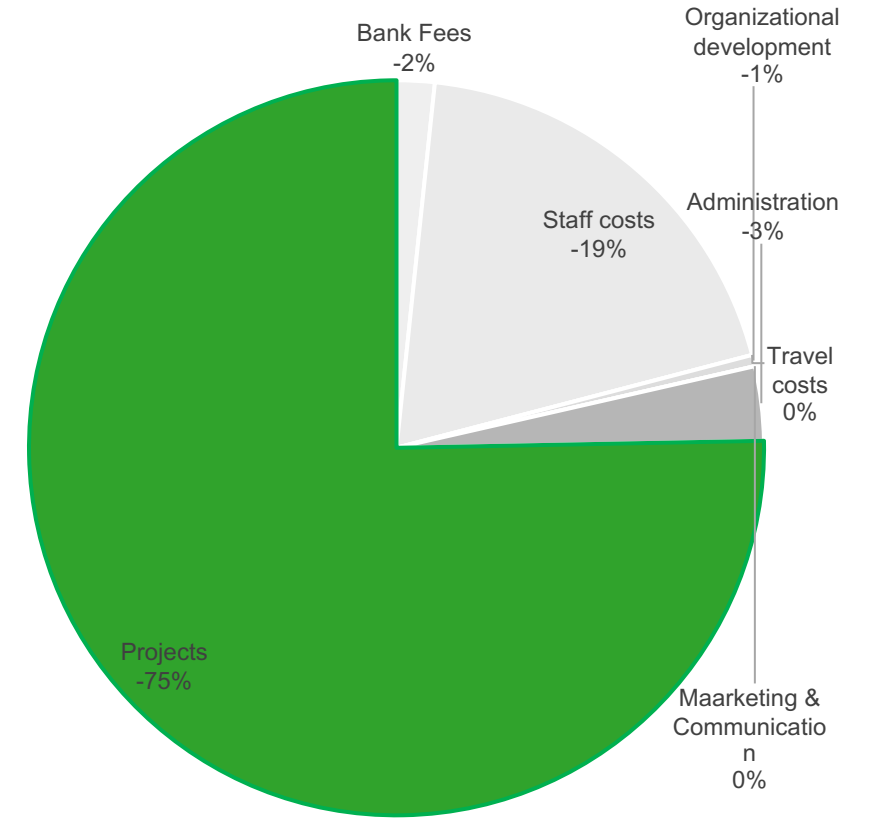
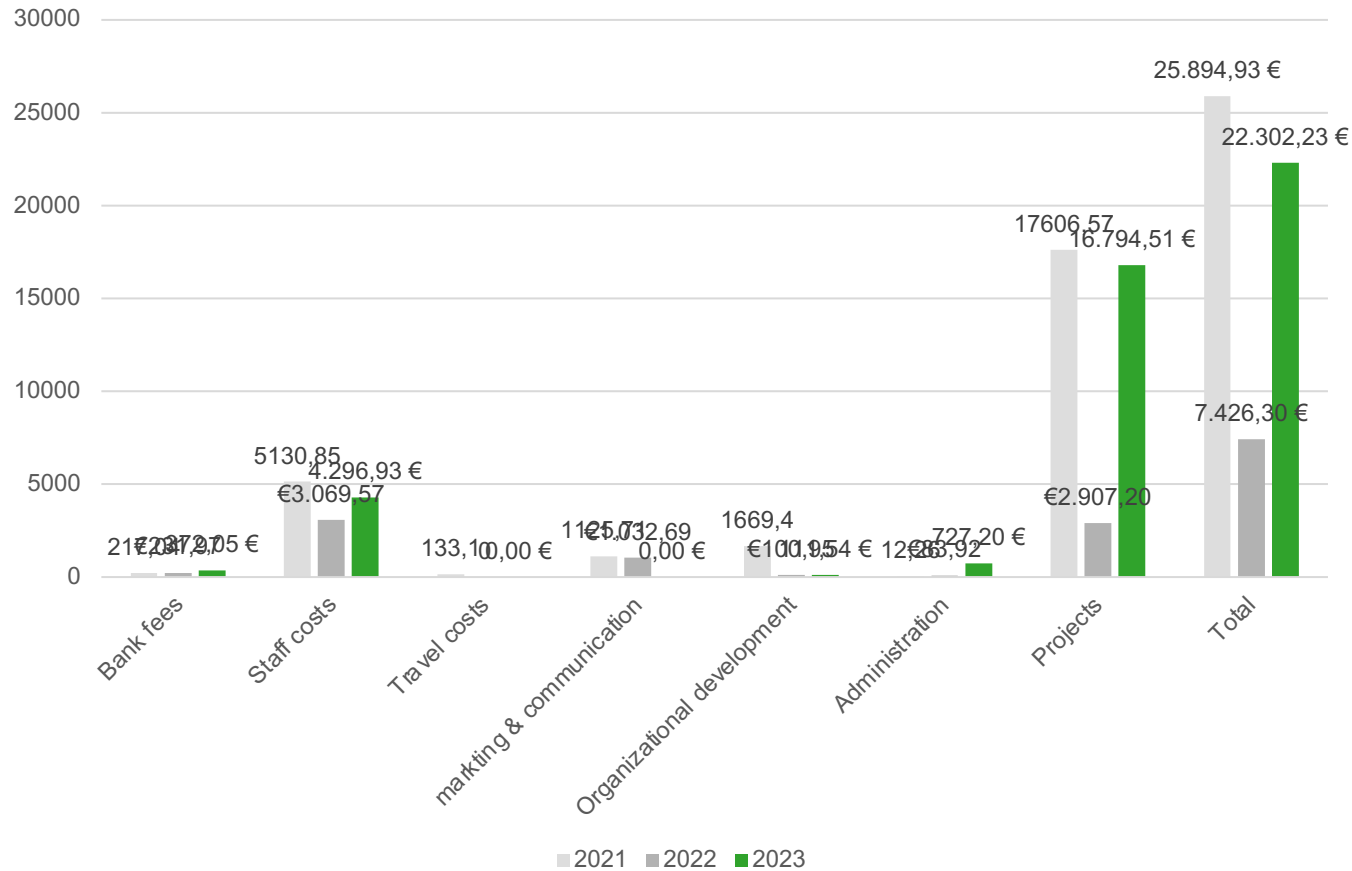
TAX OFFICE

Tax return submitted; new confirmation of tax exemption (2019-2021) received

INCOME 2023



EXPENDITURE 2023





FOOTBALL FOR
WORLDWIDE UNITY



VISION 2025 & PLANS FOR 2024



OUR VISION FOR 2025

WHAT WE DO NOT CHANGE

1. We believe in the power of sport → football remains the tool of choice for working with children and young people
2. We continue to focus on the important role of coaches as change makers, multipliers and role models → Coaching courses
3. We will continue to cooperate with local, established partner organizations rather than run our own local projects

WHAT WE WANT TO CHANGE

Stronger local partner structures

- a) Building a strong, regional and diverse partner network
- b) Less opportunism in partner selection, instead more strategic selection of partners using a catalogue of criteria
- c) Reliable and sustainable embedding of trainers in stable partner structures
- d) Partners should also be supported by us on an organizational level

Increasing our impact

- a) Completion of our FFWU training manual ("Sharing Goals")
- b) Further development and standardization of training courses (online and offline)
- c) Regular support and further training for trainers, more personnel stability
- d) Trainers to be trained by local instructors in the medium term and employed permanently by partners
- e) Bottom line impact: more and better courses, trained coaches and training sessions for children

Greater focus on M&E

- a) We want to make our impact more visible
- b) Create our Theory of Change, implementation of monitoring & evaluation, impact report and adjustments

Focus on organizational development

- a) Building a larger, more effective team (volunteers and full-time staff)
- b) Diversifying and increasing partners and sources of income, in particular by expanding our own independent sources of income (social business)
- c) More courage to take risks and experiment, increase speed

OUR FOCUS IN 2024



1. EXPAND CORE TEAM

- Further development of the team management
- Acquisition of permanent team members for communication & fundraising



2. INCREASE FUNDING

- Securing the financial basis for organizational development
- Building social business



3. EVALUATE OUR IMPACT

- Development of our "Theory of Change"
- Implementation of an M&E concept
- Expansion of communication about our work



4. PLAY, PLAY, PLAY

- Completion of "Sharing Goals"
- Development of new training projects (3-year term)
- Further development of our product portfolio for trainers



OUR TARGETS FOR 2024



EXPAND CORE TEAM

- Basis for all further activities, therefore high urgency
- Priority is given to permanent support in the areas of communication & fundraising, then project management and accounting + additional helpers for specific projects
- Basis continues to be volunteer work, possibly expense allowance via volunteer allowance



INCREASE FUNDING

- Focus on unrestricted funds for FFWU: organization financing → 85k
- Christmas fundraising campaign (5k)
 - 3 corporate partners (15k)
 - Increase donations (e.g. via Google Ads (10k)
 - Crowdfunding campaign (15k)
 - Social business (20k leadership workshops + 15k consulting)
 - Foundations (5k)



EVALUATE OUR IMPACT

- Impact: making it quantitatively and qualitatively measurable
- Adapt working methods based on findings
- Set up: Impact model, KPIs, measurements
- Proof of impact as absolute priority

OUR TARGETS FOR 2024



PLAY, PLAY, PLAY

Development of services for local partners

- Completion of Sharing Goals Manual
- Development of 3 training products
 - 1 week (crash course)
 - 1 year (2 courses + online)
 - 3 years (6 courses + online)
- Additionally, one project product for partners (training + sustainability strategy for local partners)

Implementation of training courses

- Implementation of 2 training courses, also to further improve our "product", measure effects, be able to communicate sufficiently
- Optimization
 - Greater digitalization of training
 - Make training less dependent on the presence of individuals
 - Development of quality standards and process standards
 - Establishing a new local partner network consisting of various local stakeholders
 - Minimize trainer and instructor fluctuation
 - Develop a new funding mechanism

2024: HIRING A GENERAL MANAGER

FRAMEWORK

- 12 months part-time (50% = 20h/week)
- Duration: 01.03.24 - 28.02.25
- Function: Managing Director (without power of attorney)

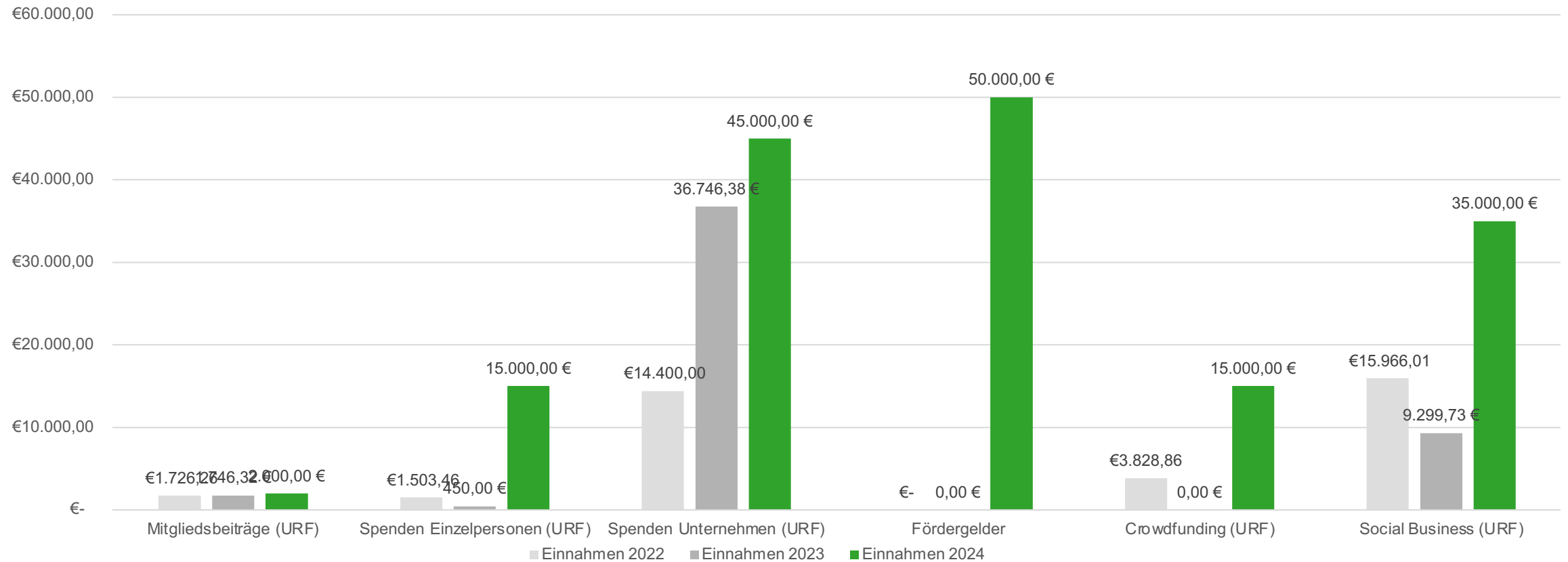
ROLE

- Acquires, leads and motivates the team
- Holds all the threads together and sets the direction
- Controls the execution of tasks and holds all employees and helpers accountable
- Drives, pushes, innovates and keeps ambitions high

HOW WE DEFINE SUCCESS FOR THIS ROLE

- We have a domino effect: thanks to the GM's team management, we have quintupled the available time resources and distributed them better
- We have increased our impact: we have doubled and qualitatively upgraded our activities → quantitatively and qualitatively more impact
- We have laid the financial and structural foundations to increase our impact many times over in 2025
- We have counter-financed the position: the upside in fundraising through Florian's direct and indirect work exceeds the costs of 36k → We can realize a 100% position in 2025

BUDGET 2024: PLANNED INCOME



BUDGET 2024: PLANNED SPENDINGS





**SHARING KNOWLEDGE.
SHARING VALUES.
SHARING GOALS.**


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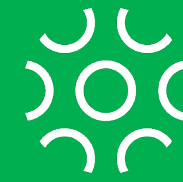
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THANK YOU

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