



FOOTBALL FOR
WORLDWIDE UNITY

ANNUAL REPORT 2024

07.02.2025

Important next steps for our organization

Dear members, supporters, partners, fans and followers of FFWU, for 2024, we had decided to do less project work and improve our organization in a different way. We worked on several areas that will hopefully enable us to increase our impact in the long run. Now that we have a stronger team, we can better measure our impact, and we have further developed our Theory of Change. With more team members and long-term board member Florian, we have been able to make a lot of progress in many ways.

Unfortunately, the development of our educational material for coaches—Sharing Goals—is taking longer than expected. Yet, within the next few months, we will be able to publish the first chapter on social competences.

As is often the case, not everything went as we planned and anticipated. Yet, the steps we have taken in all these different areas look promising, and we are looking forward to growing further as a team, doing more project work, and increasing our impact in 2025.

We thank you for your ongoing support and for being with us on our mission to change lives through football coaching!

SASCHA BAUER, FOUNDER & FIRST CHAIRMAN OF FFWU



2024: A VERY DIFFERENT YEAR

For over a decade, FFWU had been operating entirely on a voluntary basis. Time and time again, we realized that growing our impact would require investing in a larger, more effective team.

By the end of 2023, we reached a financial milestone that allowed us to consider hiring an employee for the first time. When long-time volunteer and board member Florian started looking for a new challenge after his parental leave, a unique opportunity arose.

We strategically decided to dedicate 12 months to organizational and team development. To achieve this, we allocated all available unrestricted funds to hire Florian as a part-time General Manager (20 hours / week) as of March 2024 and SJ as a freelance supporter. Together, they were tasked with driving FFWU forward.



OUR DEVELOPMENT GOALS IN 2024

Our key areas of focus during this period were:

- ✓ Building a dedicated volunteer team
- ✓ Enhancing communication and fundraising infrastructure
- ✓ Developing our monitoring & evaluation capabilities
- ✗ Develop and test new coaching concepts & services
- ✗ Publishing the first chapter of Sharing Goals
- ✗ Fundraising to secure paid team members for the future

Even though we faced more obstacles than expected and not all targets have been achieved – especially in financial terms - we believe that our 2024 investment marked an important step in professionalizing our work and positioning FFWU for greater long-term impact.





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ORGANIZATIONAL DEVELOPMENTS



WE GREW OUR TEAM

10 Volunteers from all over the world have joined us in 2024 – and 7 of them are still on board:

- **Elisa** (Communications)
- **Amir** (Digital Marketing)
- **Nadine** (M&E)
- **Tessa** (Campaigning)
- **Guglielmo** (Fundraising)
- **Naima** (Communications)
- **Malte** (Finance)

Besides those newcomers we continue working with

- **SJ**: Project Manager Sharing Goals & Partner Outreach
- **Florian**: General Manager & Treasurer
- **Matthias**: Second Chairman
- **Sascha**: Founder & First Chairman



MALTE



NADINE



MATTHIAS



ELISA



SASCHA



FLORIAN



AMIR



NAIMA



SJ



GULI



TESSA



WE IMPROVED OUR COMMUNICATION

- **LinkedIn:** currently our main channel to communicate with potential partners from the sports and S4D sector
 - 11k members reached / 3k post clicks / 1.3k page views
 - 363 new followers - now at 757
- **Instagram:** important to communicate with coaches and other sport for development actors
 - Current follower count: 535
- **Newsletter:** Sent out a Christmas Email to 300 recipients – 180 openings
- **Website**
 - Translated to German
 - Integrated Paypal as a payment option
 - Set up campaign landing pages
 - Planned redesign of website was not completed for resource reasons



HAVE YOU HEARD?



WE DIDN'T ACHIEVE OUR FUNDRAISING GOALS

GRANTS PROPOSALS – RAISED 0 EUR

- UEFA FOUNDATION: applied for 22.601 EUR
- ADIDAS FOUNDATION: applied for 72.000 EUR
- UNION INVEST AWARD: applied for 7.500-37.500 EUR
- DEUTSCHE STIFTUNG FOR EHRENAMT: applied for 81.500 EUR
- LAUREUS / IOC: applied for 50.692 EUR

CORPORATE OUTREACH – RAISED 0 EUR

- 45 companies cold contacted around Christmas – little response

CHRISTMAS CAMPAIGN – RAISED 5.35K EUR

- 17 one-time donations: 848 EUR
- 31 regular donations: 4495 EUR (recurring annual value)

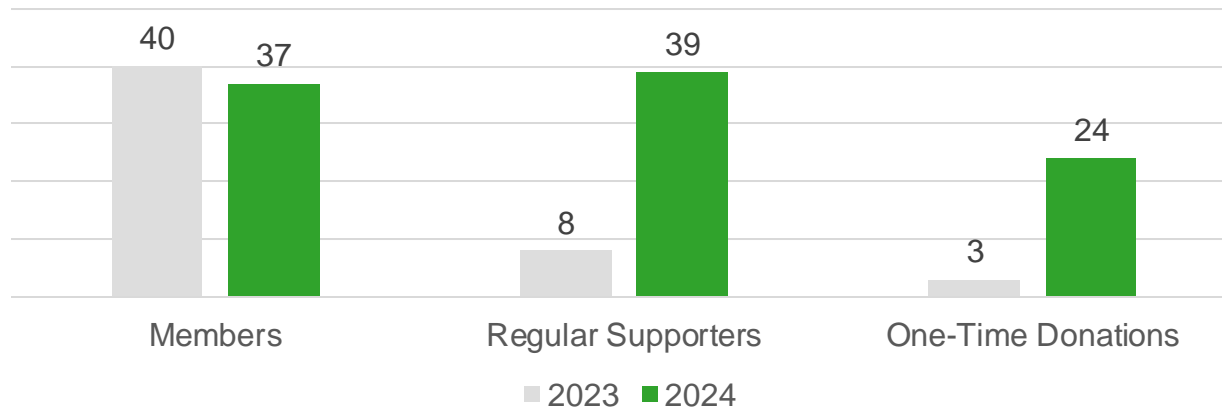


WE DOUBLED OUR SUPPORTER COMMUNITY

Our members and donors are the backbone of FFWU. They allow us to exist, grow, and dream bigger. They motivate us and give us confidence to do our work.

In 2024, we almost doubled our supporter count and also managed to raise a good number of one-time donations!

We could not be more grateful for this invaluable continuous support!



WE EXTENDED OUR PARTNER BASE

Our partners play a crucial role in sustaining FFWU and expanding our impact. Their contributions come in many forms—whether through direct financial support, engaging us for consultancy, offering pro-bono services, providing visibility, advocating for our cause, or creating valuable networking opportunities.

Besides our existing partnerships - the BFV Foundation, SPORTFIVE and ST. LOUIS CITY SC - we were able to welcome Playground Berlin to our partner community, who will start raising awareness for FFWU's work at their sports venue and various events!

Moreover, we became a founding member of the S4D Netzwerk Deutschland, that will drive the development of the sector forward in the upcoming years!

We are grateful to have such strong partners by our side and look forward to the opportunities the future holds!





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IMPACT 2024



SOUTH AFRICA - OUR ACTIVITIES 2024

SEEKING PARTNERS TO EXPAND OUR COACHING IMPACT

We strongly believe the Sport for Development sector thrives when organizations join forces, enabling each to focus on their core competencies. For us, this means working with football coaches and partnering with local organizations rooted in their communities. These organizations understand their target groups best, while we act as specialists, offering tailored support to address their coaching challenges.

To amplify our impact, we are currently seeking new partners. Specifically, we are looking for organizations that:

- ✓ Have a clear need and genuine interest in developing their coaches' skills and/or coaching curricula
- ✓ Demonstrate responsiveness and enthusiasm for collaboration and operate with reliability and transparency
- ✓ Are based in or around South Africa, to foster local synergies and network effects

Our goal is to explore ideas and opportunities for future cooperation, ensuring we meet real needs and create meaningful, sustainable impact together.



MOZAMBIQUE - OUR ACTIVITIES 2024

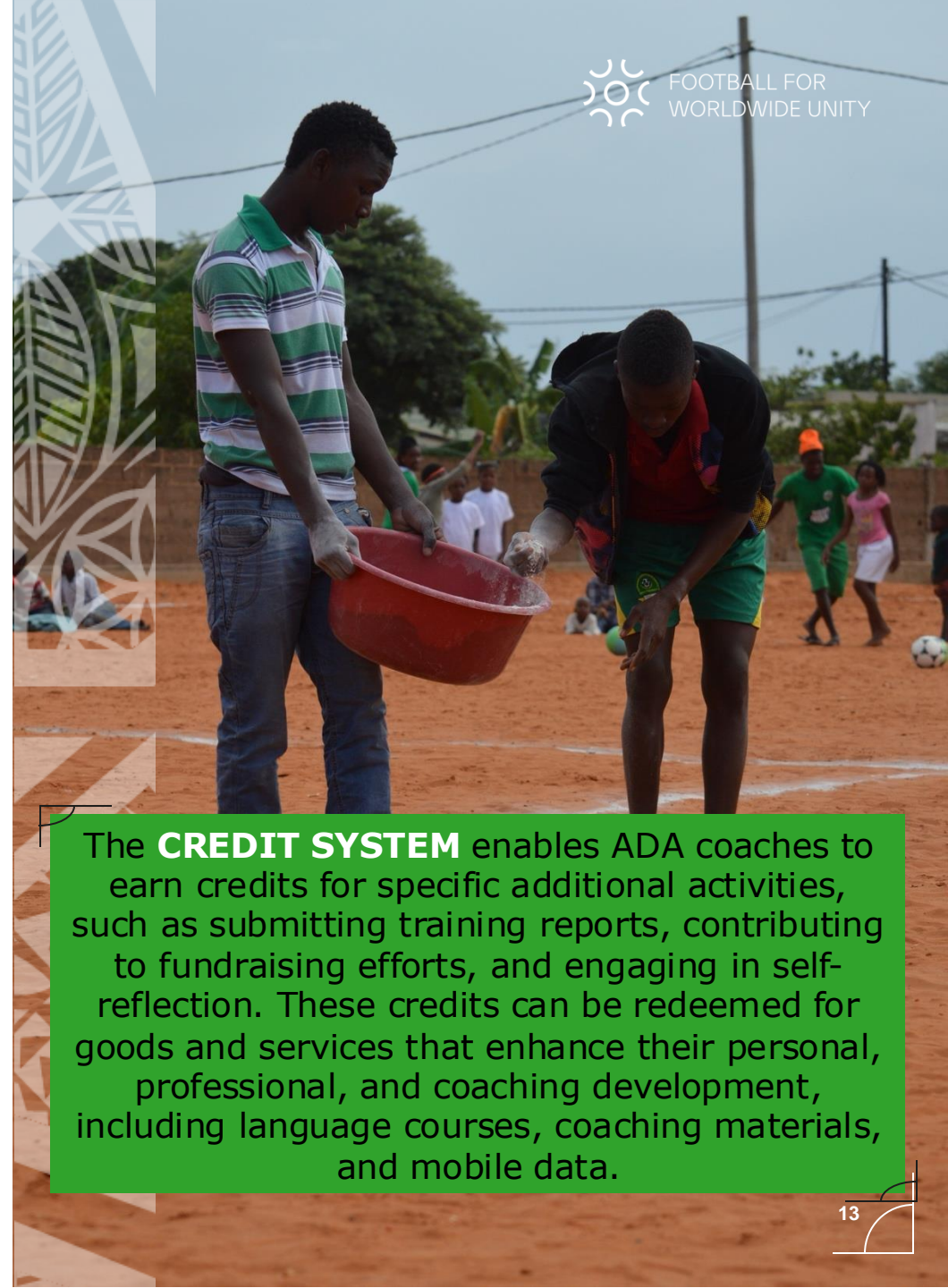
DEVELOPING CREDIT SYSTEM WITH ASSOCIAÇÃO DESPORTIVA DE ALBAZINE (ADA)

To gain deeper insights into our partnership, we conducted a survey at the beginning of the year among ADA coaches and management. The feedback provided valuable perspectives on the Credit System and highlighted the most pressing areas for support.

As a result, we expanded the range of available rewards based on the coaches' needs and extended the system to include ADA's administrative staff, further strengthening the organization as a whole.

A key focus in 2024 was also to provide ongoing support to Pinto, ADA's local coaching coordinator, for the implementation and management of the Credit System.

Despite the difficult political situation in Mozambique (see next slide), we managed to increase participation among coaches and staff, leading to a near tripling of activities and credit earnings in 2024.



The **CREDIT SYSTEM** enables ADA coaches to earn credits for specific additional activities, such as submitting training reports, contributing to fundraising efforts, and engaging in self-reflection. These credits can be redeemed for goods and services that enhance their personal, professional, and coaching development, including language courses, coaching materials, and mobile data.

MOZAMBIQUE - OUR COMMITTMENT

CHALLENGING SITUATION ON THE GROUND

In 2024, the political situation in Mozambique further deteriorated, marked by rigged elections, civil unrest, Islamist insurgencies, and tragic losses of many lives. These challenges also led to the temporary suspension of training activities at ADA for several weeks. Despite these difficulties, we remain steadfast in our commitment to Mozambique, recognizing that young people there need support now more than ever.

We are grateful to the Bavarian Football Association (BFV) for their continued engagement in Mozambique and their ongoing collaboration with us throughout 2024.

In December, we were honoured to assist the BFV foundation in developing a new Mozambique strategy and concrete action plans for the coming year. We remain committed to strengthening our partnership and we deeply appreciate the trust placed in us to help sustain and grow this long-standing engagement in Mozambique.



SHARINGGOALS

DEVELOPING OUR COACHING MANUAL

Our goal for 2024 was to complete and publish the first chapter of Sharing Goals, focusing on social competences. To make this happen, we dedicated a strong team to the project:

- Sascha (Lead Editor)
- SJ (Project Lead, Editor & Partner Manager)
- Matthias (Project Support)

Based on our 2023 experience, we streamlined our editorial process by reducing the number of editors. This helped avoid bottlenecks, as Sascha previously struggled to keep up with the rapid feedback demands.

While the Sharing Goals manual is not yet fully finalized, most competences have been proofread, and we're on track to publish the first chapter in Q1 - stay tuned!

SHARINGGOALS

TRAININGSGUIDE

VERSION 1



sportsessionplanner
pro bono partner for
visualization of
activities



The translation workplace

pro bono partner
for translations and
proofreading



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FINANCIAL REPORT 2024



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SURPLUS / LOSS

- Total income: € 30.288,90 EUR
- Total expenditure: € 43.273,74 EUR
- Net profit/loss for the year: € -12.984,84 EUR

ACCOUNT BALANCE

Account balance 01.01.24: € 64.019,45

Account balance 31.12.24: € 51.034,96

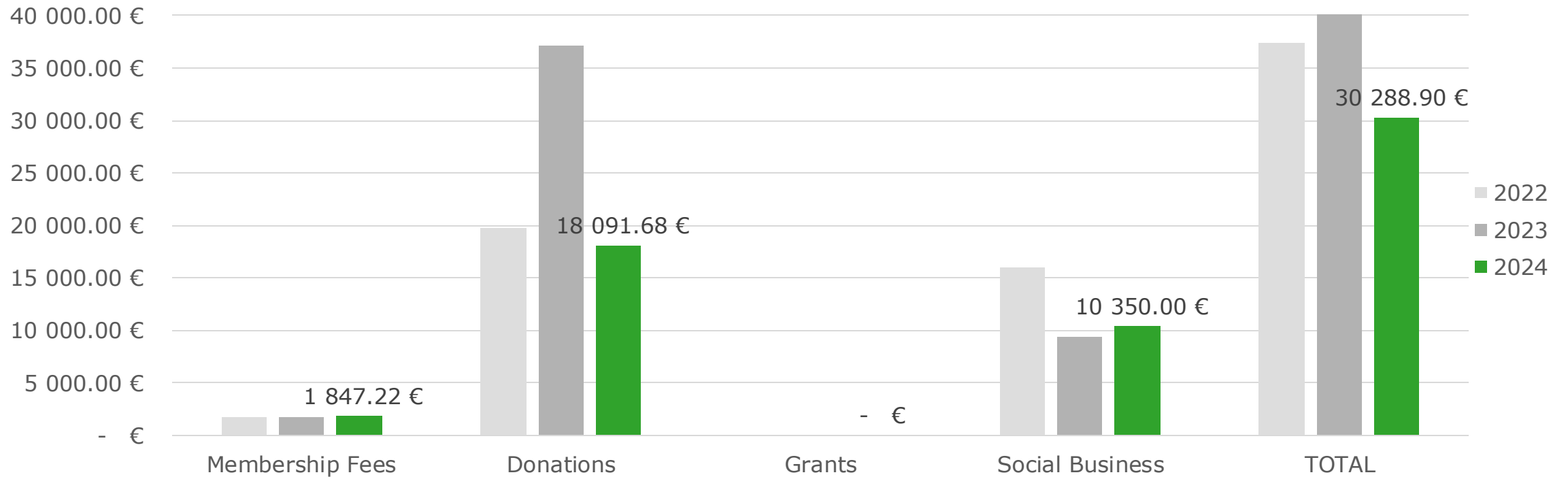
TARGETED RESERVES

- Sharing goals online platform: €25,000
- 1 FTE: € 80,000

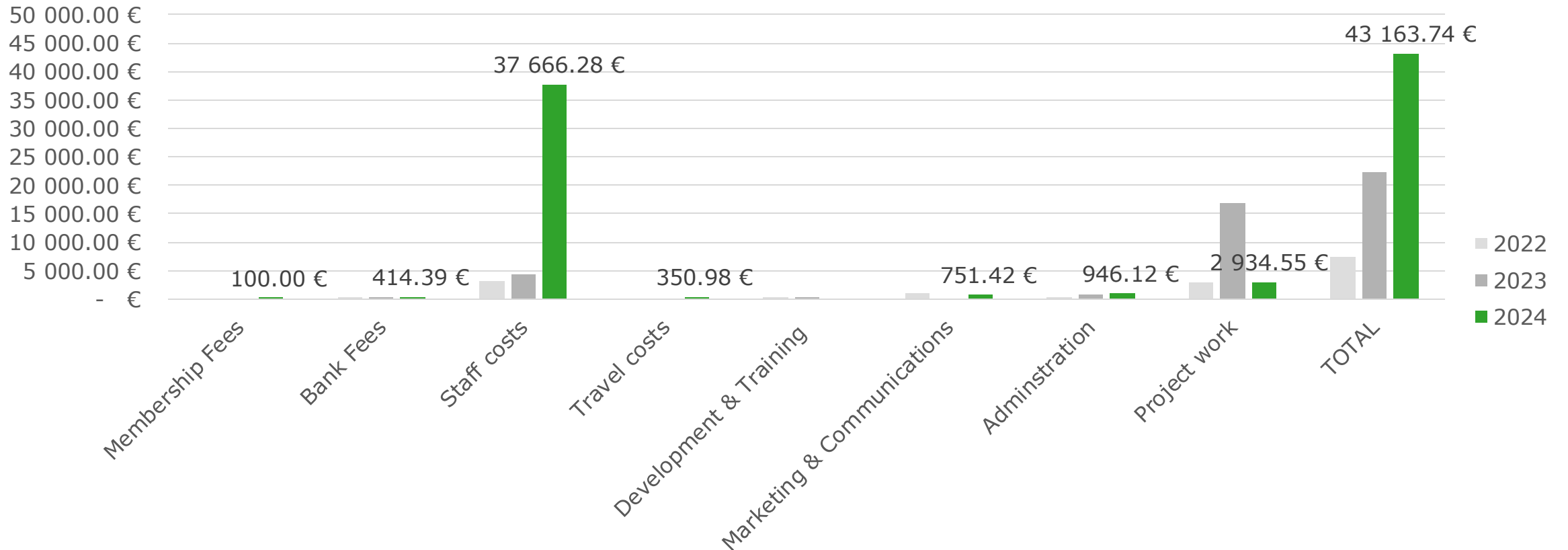
TAXES PAID

- VAT paid in 2024: 1.344,82 EUR (Reverse Charge on behalf of Sharing Goals Content Editors)

INCOME 2024: 30K EUR



EXPENDITURE 2024: 43K EUR





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

QUESTIONS? CONTACT US!



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THANK YOU

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