



FOOTBALL FOR
WORLDWIDE UNITY

THE TRUTH LIES ON THE PITCH

ANNUAL REPORT 2025

FOREWORD BY THE CHAIRMAN

Dear readers,

“The truth lies on the pitch” – this famous quote by German coaching legend Otto Rehhagel is the title of this year’s annual report. And for good reason: after 2024 was dedicated to team and organizational development, 2025 finally allowed us to implement many more projects on the ground again.

In Mozambique, Lesotho, and South Africa, I was once more able to experience how much strength and impact committed coaches have. People who take responsibility under challenging conditions and provide stability, guidance, and hope in their communities.

With *Sharing Goals*, our education and training methodology, we also took an important step in 2025 to further sharpen our approach and see just how relevant our work is in very different contexts around the world.

My sincere thanks go to everyone who supports FFWU and makes this work possible: our local partner organizations, funders, volunteers – and especially the coaches on the ground. Without their trust, openness, and daily commitment, none of this would be possible.

I look ahead to 2026 with great excitement. Many new projects, partnerships, and learning opportunities await us. I am convinced that together we will continue to grow and create even greater impact.

Thank you so much – and it’s great to have you with us!

Yours, Sascha





ABOUT US

We work towards a world in which young people grow up in spaces that allow them to be safe, healthy, and happy – and to reach their full potential.

FOR MANY YOUNG PEOPLE AROUND THE WORLD, FOOTBALL CAN BE THAT SPACE.

Our mission is to redefine youth football coaching worldwide – so that it does not only develop good players but supports young peoples’ holistic development.

Our *Sharing Goals* coaching approach puts the human being at the centre of football coaching and unites **social and emotional skills** with **physical, technical, tactical, and cognitive** aspects of football.

To achieve our mission, we work with football coaches all over the world. We provide them with free training opportunities and support them day by day – on and off the pitch – in creating the conditions in which children can play, grow, and thrive.



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LOOKING BACK AT 2025



SHARINGGOALS

OUR HANDBOOK FOR YOUTH COACHES WORLDWIDE

In 2025, we continued to work intensively on developing the *Sharing Goals Coaching Manual* – an accessible, holistic, and evidence-based handbook for youth coaches of all performance levels, experience backgrounds, and socio-geographical contexts.

Sharing Goals is based on our experience from 15 years of global coaching work and forms the foundation for all current and future activities of FFWU.

The manual is written in collaboration with an international team of **sports psychologists, sports scientists, sport-for-development experts, and coaches**, ensuring a strong balance between theory and practice.

The *Sharing Goals* manual allows us to translate our approach and methodology into a structured format that can be easily shared with coaches worldwide.

The first chapter, "**Social Competences**", is close to publication – a major milestone for us!

SHARINGGOALS

TRAININGSGUIDE

VERSION 1



QUICK FACTS

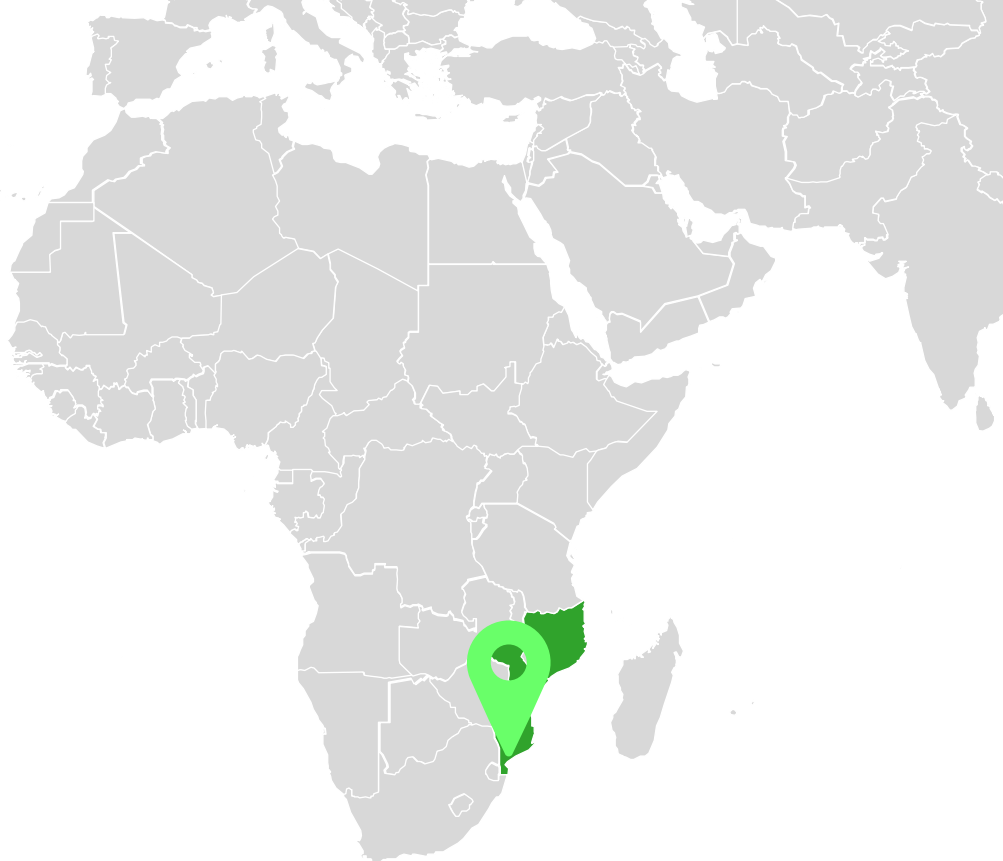
PLACE: MAPUTO, MOZAMBIQUE

DATE: AUGUST 25-30, 2025

NUMBER OF COACHES: 10

CHILDREN REACHED: 200

PARTNERS: ASSOCIAÇÃO DESPORTIVA DE ALBASINE (ADA) &
SOZIALSTIFTUNG BAYRISCHER FUßBALLVERBAND (BFV)



MAPUTO



WITH ADA AND THE BAVARIAN FOOTBALL ASSOCIATION, AUGUST 2025

Political unrest, a tense environment, and daily challenges – and yet: together with ADA and with the support of the Bavarian Football Association, we conducted a coaching course in Maputo.

10 coaches were certified, who work daily with around 200 children.

The course focused on **key social competences** from the *Sharing Goals* curriculum: communication, conflict management to strengthen team spirit, empathy, trust, leadership, and teamwork – taught through a practical mix of theory and hands-on sessions.

Our **evaluation** showed that all coaches rated the course content and framework as very good and reported an extremely positive impact on their daily work.

In addition to coach education, the **Credit System** was also part of the program. Coaches earn credits for their work, which they can redeem for rewards. Satisfaction with the system remains high, and the reward process continues to run more smoothly each year.

At the same time, the context still matters: political unrest noticeably reduced coaching activity compared to 2024. The demand for more local training opportunities remains high, as official football structures in Mozambique offer very limited options. We hope to continue working with the ADA coaches again in 2026.

IMPRESSIONS FROM MAPUTO

Watch our video
from Maputo here!



XAI-XAI



WITH FORÇA FOUNDATION, SEPTEMBER 2025

In Xai-Xai, unemployment (64%), gender inequality (27%), and violence (23%) strongly shape daily life. These challenges also define the reality coaches face and the context of their work.

A total of **18 coaches successfully completed** our course. Together, they reach over **900 children and young people every month**, 90% of whom are girls aged 13 to 17 – a powerful sign of the impact well-trained coaches can have as multipliers.

Feedback on the course was outstanding: **100% of coaches were satisfied** with the training, team building, and festival components. The *Sharing Goals* approach and the **Guided Discovery** method were particularly impactful, showing how much a strong methodological framework supports coaches.

89% of coaches reported a very strong positive impact on their daily work. 82% see themselves as an active part of the solution in their communities and firmly believe: **football can drive social change.**

In addition, FFWU and Força Foundation were able to establish important new contacts at the reception of the German ambassador and at the FACIM trade fair in Maputo.

Another joint training course with Força Foundation in rural Mozambique is planned for 2026.

QUICK FACTS

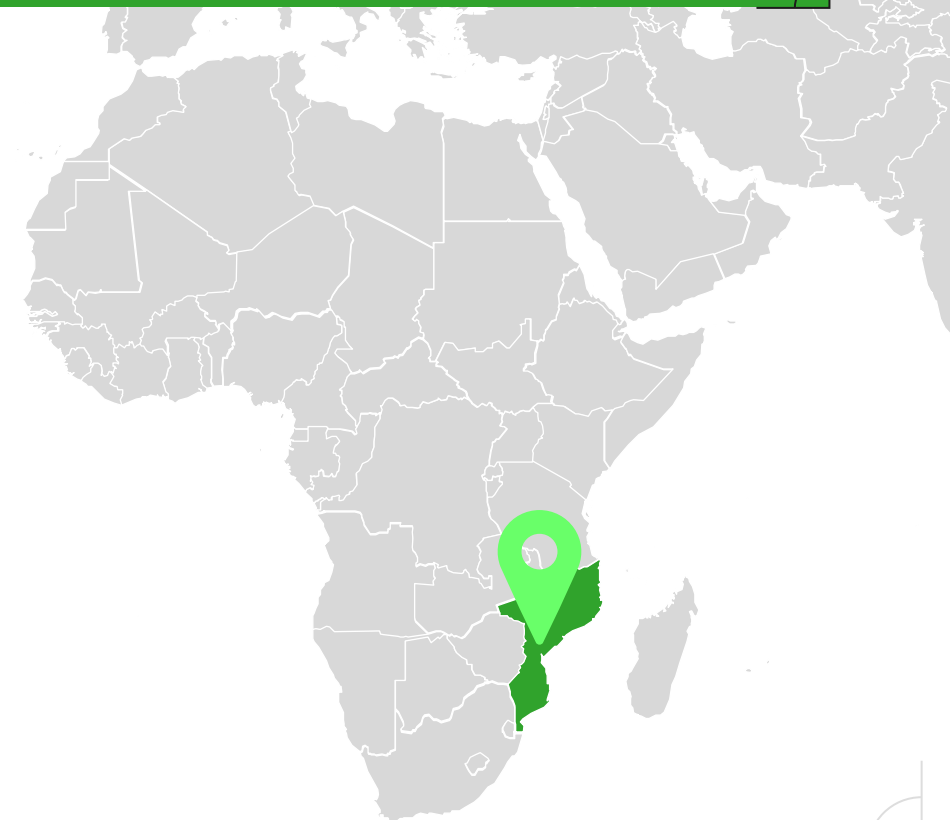
PLACE: XAI-XAI, MOZAMBIQUE

DATE: SEPTEMBER 01-05, 2025

NUMBER OF COACHES: 18

CHILDREN REACHED: 940

LOCAL PARTNER: FORÇA FOUNDATION



IMPRESSIONS FROM XAI-XAI

Watch our video
from Xai-Xai here!





QUICK FACTS

PLACE: MASERU, LESOTHO

DATE: SEPTEMBER 08-13, 2025

NUMBER OF COACHES: 24

CHILDREN REACHED: 2200

LOCAL PARTNER: KICK4LIFE

MASERU

WITH KICK4LIFE, SEPTEMBER 2025

Lesotho is one of the poorest countries in the world and has one of the highest HIV rates globally. Widespread unemployment, as well as poor health and nutrition, further intensify local challenges.

In this context, **Kick4Life**, our new and highly respected partner, has been working successfully for many years. We were delighted to collaborate with them for the first time in September.

24 coaches successfully completed our five-day training course. What made this particularly special: **almost half of the participants were women** – an exceptionally high proportion in the football context and within our training programs. Female coaches are crucial role models for the many girls they train every week.

Together, these coaches work with **more than 2,200 children each month**, across different age groups and several times a week. Behind this number are countless training sessions, conversations, and moments that give children orientation and a sense of belonging. Kick4Life coaches act as trusted figures, role models, and bridge-builders within their communities.

We are very much looking forward to continuing our collaboration with Kick4Life in 2026.

IMPRESSIONS FROM MASERU

Watch our video
from Maseru here!





KLEINMOND

KLEINMOND – WITH MTHIMKHULU COMMUNITY DEVELOPMENT CENTRE

In 2025, we launched an exciting new project in South Africa: **Kick & Cook**, combining **football and nutrition**.

In Kleinmond, 52% of people live below the poverty line. A lack of physical activity and poor nutrition shape the daily lives of many children and young people, leading to overweight and other health issues. Our partner Mthimkhulu Community Development Centre wanted to address this challenge through sport-based youth work.

In October, Sascha and his South African colleague Marion trained the first **10 coaches** in Kleinmond, and the first training sessions for children began.

Even though the start was a bit challenging, we are optimistic and working to ensure the project develops well. In 2026, the full program launch is planned, along with the expansion of the **vegetable garden** and the introduction of nutrition and cooking workshops.

Kick & Cook is supported by the **Schmitz Foundation**, with planning and evaluation assistance from **Ruhr University Bochum**.



IMPRESSIONS FROM KLEINMOND



VOICES OF THE COACHES



"The course was very innovative and educational – it gave us a completely new perspective on how to plan training sessions and motivate our athletes."

"What I liked most was the instructor's methodology – he consistently applied the Guided Discovery approach."

"I especially enjoyed the practical sessions. The instructor introduced an approach I hadn't experienced before."

"The course was incredibly informative. We received tools that are truly essential for building trust within a team."

"I learned many new techniques to help children develop through play."

"The Sharing Goals methodology and its overall concept really convinced me."

"It was great that the course truly included everyone – regardless of gender, experience level, or personality."

VOICES OF THE COACHES

"Lots of new information, excellent learning materials—and a truly outstanding explanation from the instructor!"

"I've learned a lot about communication and reflecting on values."

"What would help me most in my role would be more coaching training programs and more training materials."

"That was a real eye-opener—the course covers topics that aren't even included in most of the soccer associations' training programs."

"The most important thing I took away from it: how to incorporate social skills into training."

"I really liked the connection between the theoretical exercises and the practical sessions—and the fact that different approaches were demonstrated for different age groups."

"The openness and energy that came with it—that really inspired me."

"The teaching style really won me over—Sascha consistently relied on the 'guided discovery' approach. I was able to work through and discover most things on my own. I especially liked the hands-on approach—I could really see how much I improved in just one week."



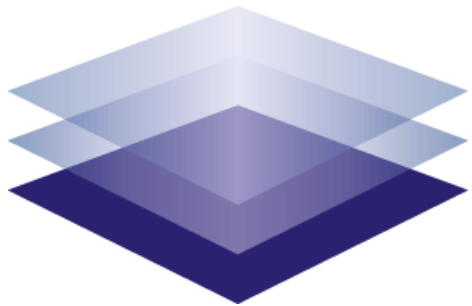
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FINANCES 2025



TRANSPARENCY AT FFWU



Initiative
Transparente
Zivilgesellschaft

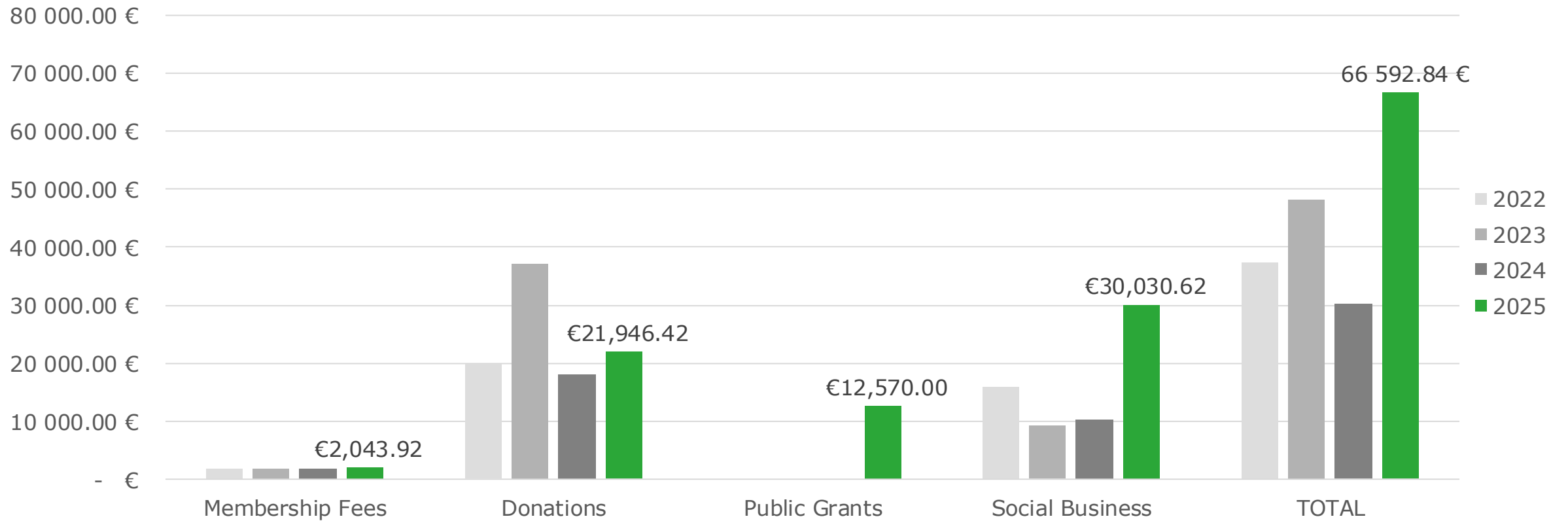
Transparency is a core pillar of our values and self-understanding.

That's why we are part of Transparency International Germany's initiative *Transparent Civil Society* and publish all relevant information about FFWU on our website, including:

- Organizational details (name, address, registration details)
- Our statutes and purpose
- Our current tax-exempt status
- Names and roles of board members and the entire team
- Our annual and financial reports

Find all information at: ffwu.org/en/transparency

FINANCIAL OVERVIEW: 66.592,84 EUR



EXPENSES: 56.857,03 EUR





FINANCIAL OVERVIEW

SURPLUS / LOSS

Income: € 66.592,84

Expenses: € 56.857,03

Surplus: € 9.735,81

ACCOUNT BALANCE

01.01.25: € 51.034,96

31.12.25: € 60.770,40

OUR PARTNERS



WE COLLABORATE WITH A STRONG AND DIVERSE NETWORK OF PARTNERS WHO, LIKE US, WANT TO USE FOOTBALL TO MAKE THE WORLD A BETTER PLACE!



NEWS: WE ARE A COMMON GOAL MEMBER

Common Goal is a global Football for Good network that **leverages the financial and cultural influence of associations, clubs, players, coaches, and other football stakeholders** to create social impact in local communities worldwide together with its member organizations.

Our admission to the Common Goal community was preceded by a long and thorough **selection process**, and we are incredibly happy to have been part of this strong network since December.

Through our membership, we hope for great connections, new opportunities, and a lot of exchange!

COMMON GOAL

NEWS: FOOTBALL FOR THE GOALS MEMBER

“Football for the Goals” is the official **United Nations** initiative that connects organizations and stakeholders from the football world to use football as a tool to advance the 17 **Sustainable Development Goals** (SDGs).

Here too, our admission was preceded by a comprehensive review process – and we are incredibly proud and happy to now officially be part of this global movement.

Our work contributes directly, in particular, to the following four of the 17 SDGs:

- ❑ SDG 3 – Good Health and Well-being
- ❑ SDG 4 – Quality Education
- ❑ SDG 5 – Gender Equality
- ❑ SDG 17 – Partnerships for the Goals



**FOOTBALL
FOR THE GOALS**



SHOUT OUT TO OUR PARTNERS 2025!

SPORTFIVE

SPORTGIVE
A SPORTFIVE INITIATIVE



 COMMON GOAL





FOOTBALL FOR
WORLDWIDE UNITY

OUR TEAM



THE PEOPLE WHO MAKE IT POSSIBLE



Elisa
Communication



Maanini
Communication



SJ
Project Management



Tessa
Campaigns



Nadine
Impact Measurement



Malte
Finances



Naima
Communication



Aamir
Digital Marketing



Matthias
2nd Chairman



Sascha
1st Chairman



Florian
Treasurer

GET INVOLVED!

At FFWU, there are many meaningful ways to contribute – financially, with ideas, time, or your network.

For example, as a:

- Volunteer
- Member or donor
- Sponsor
- Ambassador
- Advisory board member
- Strategic partner

At FFWU, you can make a real difference – and we'd love to hear from you!



ANY QUESTIONS? GET IN TOUCH!



SASCHA BAUER

Chairman | Head Instructor



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MATTHIAS DOHERR

Vice Chairman | Strategy



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FLORIAN MERKER

Treasurer | Administration



florian@ffwu.org

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ASSOCIATION REGISTER

VR 31817
AMTSGERICHT HANAU

BANK DETAILS

ETHIKBANK
IBAN: DE94 8309 4495 0003 1415 00
BIC: GENODEF1ETK

DONATIONS & MEMBERSHIPS





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



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THANK YOU!

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