

2025

IMPACT REPORT



Laureus
SPORT FOR
GOOD



Jude Bellingham visits Fútbol Más in Madrid

OUR MISSION

At Laureus Sport for Good, we fund, support, develop and implement programmes and initiatives that use sport to create equality, access and opportunity.

OUR VISION

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.

FOREWORD

At its best, sport does more than entertain or compete – it connects. It brings people together across borders and backgrounds, offers common purpose and reminds us what can be achieved when individuals work collectively towards something bigger than themselves. That spirit is at the heart of Laureus.

As Chairman of the Laureus World Sports Academy, it is both a privilege and a source of deep pride to welcome this 2025 Impact Report that recognises the extraordinary work of the Laureus Sport for Good Foundation. The programmes and initiatives showcased here reflect not only

the scale of the challenge we face globally, but also sport's unique ability to respond to it, perhaps now more than ever.

In 2025 alone, Laureus Sport for Good reached more than 324,000 lives around the world. Behind that figure are communities strengthened, confidence built and young lives shaped through positive, constructive engagement. This work matters in a world where division too often dominates headlines, and where young people are searching for connection, identity and purpose.



Sport provides a rare and powerful platform through which these needs can be met. It teaches discipline and respect, resilience in the face of adversity and the value of teamwork over individual gain. Most importantly, it creates spaces where young people can come together safely, learn to trust one another and begin to see themselves as part of something collective.

This impact is also anchored in inclusion. Over 58 per cent of participants were women and girls, reflecting a conscious commitment to ensuring sport remains open and accessible to all. True equality is not achieved by chance – it is built through intention, investment and leadership. When sport is designed to remove barriers rather than reinforce them, it becomes a force for unity rather than exclusion.

Laureus would be unable to do its work without a purpose-led network of donors, funders, sponsors, athletes, media partners and social entrepreneurs working in communities to create impactful programmes for young people. On behalf of my fellow Academy Members, I extend our sincere thanks to everyone who contributes to this work. Together, we are helping young people build healthier, more connected lives and, in doing so, helping shape a more hopeful future.

Sean Fitzpatrick

Former New Zealand Rugby Captain
Chair, Laureus Sport for Good Foundation
Chair, Laureus World Sports Academy



Georgia Stanway speaking at Street League in the UK

KEY 2025 ACHIEVEMENTS

330+

programmes and initiatives supported

39

countries and territories served in

324,602

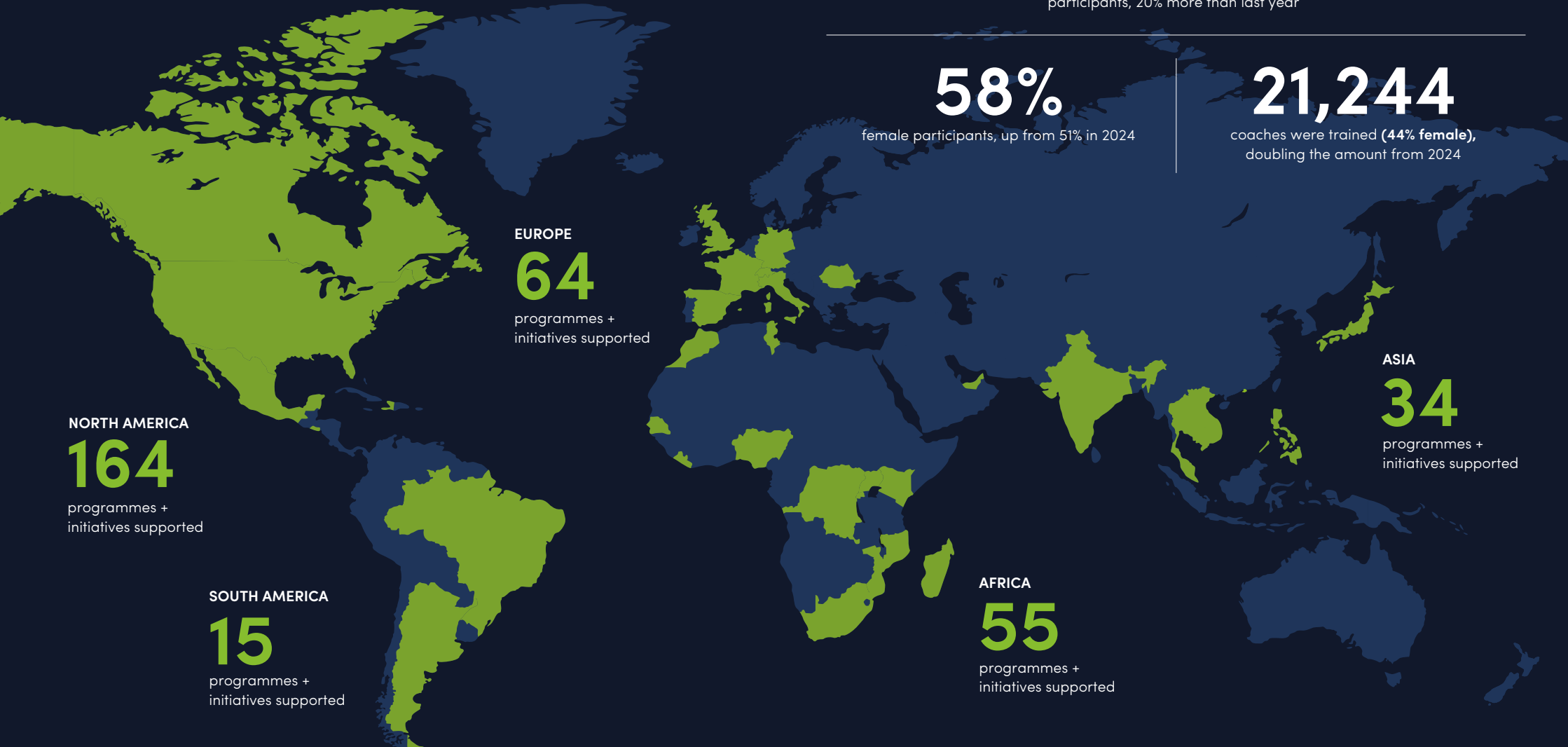
participants, 20% more than last year

58%

female participants, up from 51% in 2024

21,244

coaches were trained (44% female), doubling the amount from 2024



EUROPE

64

programmes + initiatives supported

NORTH AMERICA

164

programmes + initiatives supported

SOUTH AMERICA

15

programmes + initiatives supported

AFRICA

55

programmes + initiatives supported

ASIA

34

programmes + initiatives supported



Laureus Sport for Good City New Orleans hosts "Day of Sport" prior to Super Bowl LIX

WHY SPORT MATTERS

Around the world, countless children and young people are confronted with the daily realities of inequality, exclusion, stigma and discrimination. How they fare in these situations varies, with those in the most marginalised and vulnerable groups disproportionately affected.

Millions grow up with limited to no access to education and opportunities. Those caught in conflict or post-conflict zones face displacement and violence. Girls, young women and people with a disability are met with systemic barriers that hinder their potential – or are outright excluded. For decades, mental health has been a taboo topic and ignored during the most crucial development period of a person's life.

The list goes on.

Suddenly, a generation is held back from developing their own agency to shape not just their own future, but their community and civil society.

So how exactly can sport tackle the most pressing issues harming today's children and young people?

Laureus Sport for Good founding patron Nelson Mandela answered that question at the first Laureus World Sports Awards in 2000 when he said: "Sport has the power to change the world."

Those words formed the Laureus Sport for Good Foundation and ignited the global sport for development movement.

Gone was the idea that sport is "optional" or a "nice-to-have" for children. It became a proven solution to bridge divides in their communities; a transformative tool for improving academic, social and emotional learning capabilities; and a safe haven for acceptance, belonging and expression.

For over a quarter of a century, Laureus has championed and paved this way forward. Yet, as new challenges emerge and existing inequalities persist, the need to tap into the power of sport is even greater.



Laureus Sport for Good City Chicago hosts "She Can Play", powered by Nike

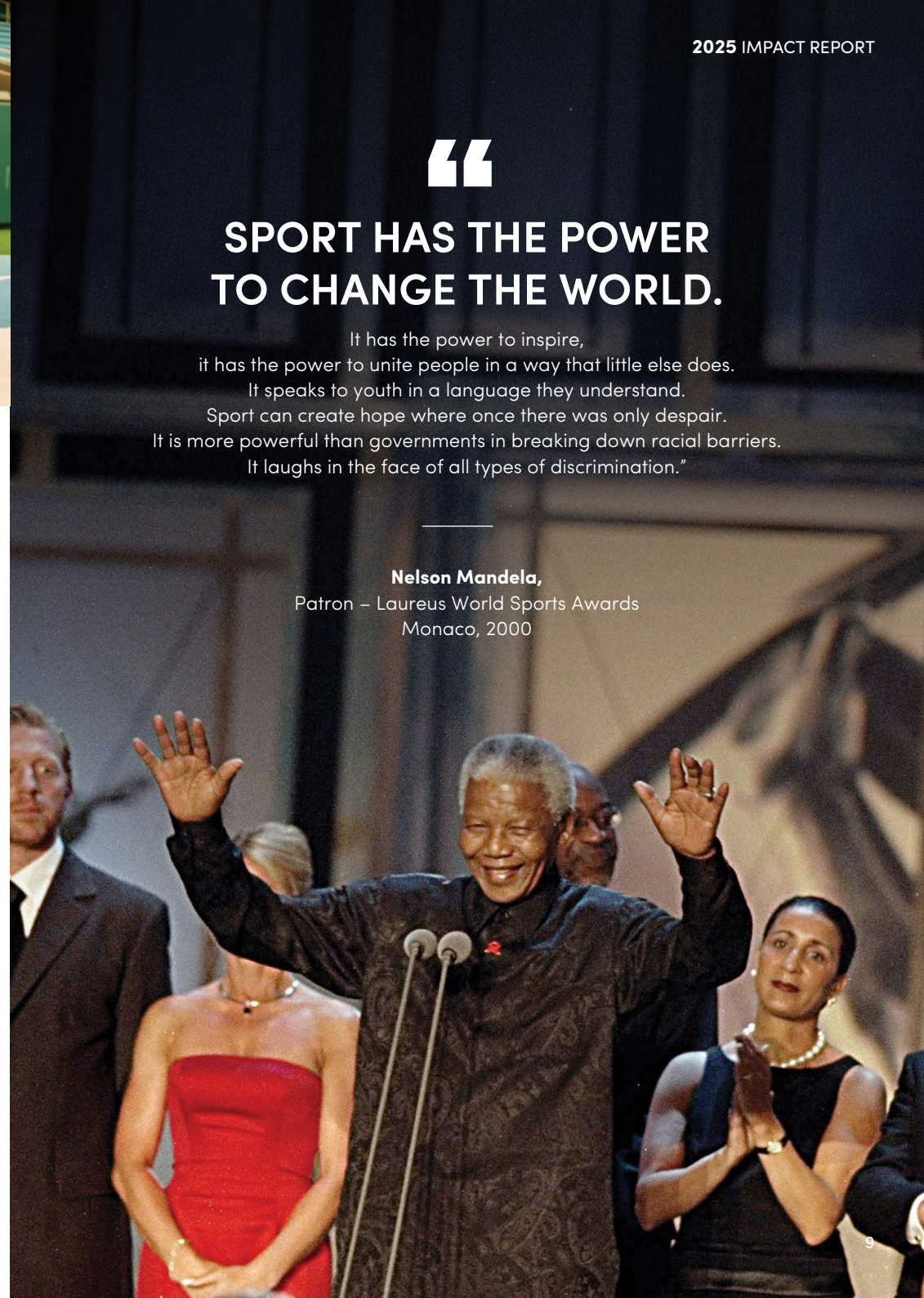
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SPORT HAS THE POWER TO CHANGE THE WORLD.

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.”

Nelson Mandela,

Patron – Laureus World Sports Awards
Monaco, 2000



OUR APPROACH

For 25 years, Laureus Sport for Good has built its core around:

1. Identifying and funding community-based programmes achieving social impact through sport
2. Supporting them, over time, to scale up, increase their reach, achieve greater impact and guide them towards sustainability
3. Amplifying their stories and the value of sport for good – through athlete voices and partnerships.

Laureus Ambassador Thiago Alcântara uses his platform to elevate the work of Sport for Good and inspire young people



Laureus Sport for Good City Paris is supported by key funding partners Fondation de France, Altrad Solidarity and H&M Move

Laureus' work is grounded in six social focus areas aligned with the United Nations' Sustainable Development Goals (SDGs):



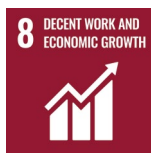
Health and Well-being
Ensure healthy lives and promote well-being for all at all ages



Education
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Gender Equity
Achieve gender equality and empower all women and girls



Employability
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



Inclusion
Reduce inequality within and among countries



Peace-building
Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



ALL THROUGH PARTNERSHIPS

None of this work is accomplished in isolation.

Laureus Sport for Good believes that a collective voice and collective action can only lead to greater reach and more powerful impact.

More and more organisations, institutions, brands, corporations and sports clubs are taking action on the alarming youth mental health crisis; the lack of safe and inclusive spaces for girls to participate; and rising violence and criminal activities that hold back young people from education and employment. And Laureus sits at the heart, connecting and driving the work that needs to be done.

Laureus prioritises working in partnership with global organisations and institutions with shared values and goals. Together, we help raise funds for the sector; develop effective programmes that support young people; train coaches who

"Big Game, Bigger Impact" in New Orleans, organised by Laureus USA, Gatorade and Dove



are implementing the work on the ground; and influence policies that will break down systemic barriers holding back children and young people from realising their potential and transforming their communities.

HEALTH & WELL-BEING

3 GOOD HEALTH AND WELL-BEING



THE PROBLEM:

Mental health has long been neglected, undervalued and misunderstood, especially in the most developmentally sensitive period in a person's life. Worldwide, 8 per cent of children and 15 per cent of adolescents experience a mental disorder¹. Yet, a majority do not seek help or receive care.

WHAT LAUREUS IS DOING:

Sport can be a powerful mental health tool for young people – but it can also be detrimental, with body shaming, burnout and toxic culture very much prevalent. That is why Laureus is tackling this on two fronts – on a global scale, we convene stakeholders to raise awareness on youth mental health challenges and how sport, when designed with intent, is a game-changer. Locally, we work closely with partners to train coaches in understanding how brains work and the link to creating safe environments for young people.

OUR 2025 IMPACT

 **80,069**

participants in projects aiming to prevent and treat mental health issues

 **57%**

of 33K+ children and young people reported improved mental health

 **52%**

of 49K+ children and young people reported improved socio-emotional learning capacities

SPOTLIGHT ON MENTAL HEALTH & WELL-BEING FORUM & FESTIVAL



Laureus Academy Member Yang Yang (left); former professional football manager Sean Dyche (middle); and British Olympic cycling champion Victoria Pendleton (right) contributed to mental health conversations at the Forum

Hong Kong, China, witnessed its largest in-person sport for good gathering in 2025, with a mix of sporting legends, global industry experts and local community members convening to address the youth mental health crisis.

Led by Laureus Sport for Good with the funding support of The Hong Kong Jockey Club Charities Trust, the Mental Health and Well-Being Forum and Festival created a space over three days to take on the trending – and very concerning – behaviours young people throughout the region were exhibiting, particularly around loneliness, anxiety and symptoms of depression.

More than 1,000 people attended, listening to panel discussions and engaging in breakout sessions focused on the knowledge, technical insights and learning opportunities necessary to support youth. The festival-portion of the event brought the learnings to life with surfing, cricket, yoga and all sorts of fun activities. This gave participants a glimpse of how sport can be a tool to improve the mental health and well-being of young people and their communities.

“ This Forum showed that we can act as a network, both locally and globally, creating platforms such as this for the sharing of knowledge that will supercharge development in this sector.”

Yang Yang, Laureus Academy Member & Chinese speed skating Olympic champion



EDUCATION

4 QUALITY EDUCATION



THE PROBLEM:

A staggering 251 million children and young people globally are not in school, with more than half being in sub-Saharan Africa². But being in school is not the same as learning – many in school still struggle with fundamental reading, numeracy and writing skills. In low-income countries, most children cannot read by the end of primary school³.

WHAT LAUREUS IS DOING:

When children and young people gain access to quality education and have positive learning experiences, they can become better decision-makers, problem solvers and critical thinkers. Many Laureus-supported programmes embed sport as a way to improve learning behaviours and habits, and open up pathways to education. In some regions, Laureus partners directly with local schools to deliver sport programmes that engage and re-invigorate the students.

OUR 2025 IMPACT

 **66,051**

participants involved in education-focused programmes

 **34,104**

participants engaged in projects ensuring that disenfranchised and vulnerable children and young people positively engage with and complete education

 **51%**

of 34K+ children and young people reported an increased enjoyment of taking part in full or part-time education

SPOTLIGHT ON MINDLEAPS

Growing up in Rwanda, Noella struggled with a personal health condition, and it made her feel different from her peers. She felt anxious in social settings and began isolating herself at school. As a result, her academic performance suffered.

A close friend reached out and encouraged her to apply to MindLeaps, which was offering various educational support and activities in the arts, which sparked Noella's interest. After succeeding in her first-ever interview and passing an information technology (IT) exam, Noella was accepted into the MindLeaps programme, which alone boosted her confidence.

"When I first arrived at MindLeaps, I was so afraid. I was having anxiety, but at the same time I was excited to learn more about MindLeaps and the other activities they were doing like sport, especially dance," she shared.

MindLeaps delivers several programmes across Africa to improve school performance and create positive livelihoods for young people, including Rwanda, where nearly 28 per cent of young people are not in education, employment or training (NEET). MindLeaps' signature Dance & Data programme targets critical cognitive and social-emotional learning skills, and consists of a dance curriculum designed to develop these skills and reinforce positive behavioural patterns.

Noella was timid in her first few dance sessions, but her instructors helped her look at dance from a different perspective: "The first class we did, the teachers told us that you don't have to be serious at dance. You can do whatever you want, you can be yourself," Noella said.

As Noella's passion for dance grew, so did her desire to explore other programmes MindLeaps offered, particularly graphic design. She discovered a knack for working with computers and software applications, and even found herself tutoring her peers: "At first I didn't like IT. But when I started to learn more about it, I kept trying and pushing myself, and I started liking it. I realised I was good."

Through her newfound confidence and reassurance from MindLeaps, Noella decided to pursue chemical engineering at university in the future. In the meantime, she enjoys practising contemporary dance – and leads a few dance sessions at MindLeaps.

“ When you have a problem and you don't want to talk about it, you just go in the studio and start dancing. The movement you dance expresses anything. Dancing is a form of expression. **”**

Noella
MindLeaps participant

**MindLeaps was one of 29 organisations supported by the Sport for Education and Sustainable Livelihoods in Africa (SESLA) partnership collaboration between the International Olympic Committee, Agence Française de Développement (AFD) and Laureus Sport for Good.*

GENDER EQUITY

5

GENDER
EQUALITY

THE PROBLEM:

Girls participate in sports at a lower rate than boys, and they also tend to start sports at a later age. So while getting more girls to participate is one challenge, the other is keeping them engaged, as girls tend to drop out at twice the rate of boys during adolescence⁴. The reasons are rarely about ability or enjoyment, but rather about inclusion, safety, body confidence and even cultural and societal norms.

WHAT LAUREUS IS DOING:

When girls play sports, they develop self-esteem, resilience and teamwork, and even do better in school and become more ambitious in their careers. In fact, 80 per cent of Fortune 500 female executives played sports growing up⁵. At Laureus, we've teamed up with several community, institutional and brand partners working to create more access for girls to play, ensure they have a positive experience and also champion more female leaders.

OUR 2025 IMPACT:

 **200,925**

people took part in projects working to ensure equal participation and leadership among girls and women

 **30,956**

reported an increase in self-esteem and self-confidence



51%

More than of 10K+ participants in projects aiming to end gender-based violence were boys and young men

SPOTLIGHT ON LAUREUS SPORT FOR GOOD CITY DELHI

From deep poverty to becoming a national figure, Preeti has been a shining example of resilience for thousands of girls and women in Seemapuri.

Her turning point? Saying 'yes' to an invitation from Laureus Sport for Good City Delhi (SfGCD) to try coaching football – even if she had never kicked a football before.

Preeti grew up in Seemapuri, a slum in the northeast of India's capital New Delhi where poverty is visible in the dilapidated structures of tin and tarp and basic sanitation is lacking. By 15 years old, she had to drop out of school. Her family was facing a financial crisis, which forced her to work long, exhausting hours at a call centre.

Marriage only brought further hardships. She faced taunts over dowry, leaving her and her husband to build their family away from their own familial support. Preeti remained strong, telling herself to take charge of her situation, not the other way around. So she searched for opportunities, and that led her to Sport for Good City Delhi.

Initiated by Laureus, Sport for Good City is a global programme implemented across eight urban cities, including Delhi. It follows a bottom-up approach that empowers local community stakeholders to drive the change they want to see through collective sustainable action – all through sport. The programme was implemented in Delhi's Seemapuri district in 2019 to address inequalities affecting girls and women. It has reached over 2,300 young people, more than half being girls.

SfGCD was inviting community members to a coaching workshop. Preeti had doubts, never envisaging herself as a coach. But she also knew it wouldn't hurt to try one session. Preeti started small, mobilising children, assisting coaches and observing quietly. She watched how sessions were run and how the children responded, and was a bit surprised by how incredibly supportive

and encouraging the SfGCD leaders were throughout the process.

When Preeti became pregnant, she feared all her progress would be stripped away. But again, her SfGCD team supported her through the start of her maternity leave and to her return. She felt extra motivated, seeing her daughter in all the children she'd be coaching.

The next step for Preeti was to obtain an All India Football Federation D Licence to become a full-time coach in Seemapuri. She failed her first coaching assessment – but that only made her prepare harder and her success in passing even sweeter.

It didn't stop there – her journey culminated in being selected as a finalist for the nation's premier beauty pageant and woman empowerment platform in Mrs India Queen of Substance 2026, representing what can happen when given an opportunity and support.

“ Sports taught me discipline, teamwork, communication. It built my confidence and self-worth. It gave me a voice. Above all, it gave me dignity and hope for a bright future for my daughter.”

Preeti, Laureus Sport for Good City Delhi participant



EMPLOYABILITY

8 DECENT WORK AND ECONOMIC GROWTH



THE PROBLEM:

About 450 million youth worldwide (7 out of 10 of all young people) are economically disengaged due to a lack of the skills needed to thrive in today's job market⁶. Those skills are more than basic literacy and knowledge; they're in critical thinking, cross-functional collaboration, digital literacy and real-world application – all of which are sought by many employers today.



OUR 2025 IMPACT:

 **12,156**

participants were involved in projects aimed at increasing the number of young people who have access to work experience, internships and mentorships

 **43,153**

participants were involved in projects ensuring children and young people are provided with the skills needed to gain access to employment

 **19,886**

children and young people reported gaining employability and vocational skills

WHAT LAUREUS IS DOING:

Laureus Sport for Good supports the design and implementation of programmes advancing youth employability, recognising how sport can help young people develop the critical skills necessary not just to land a job, but to excel in it. These programmes go beyond playing sports – they open up pathways to post-secondary educational and training opportunities.

SPOTLIGHT ON ACTION NETWORK FOR THE DISABLED (ANDY)

In Kenya, people with a disability account for 2.2 per cent of the population – nearly 900,000 with a higher prevalence among women and those in rural areas – and face harsh discrimination and exclusion.



For Joan, those barriers became known when she lost her left leg due to an accident. Facing inaccessible infrastructures and mobility challenges, Joan had to learn how to adjust her lifestyle and mindset: "At the spot (where my accident) happened, I knew I would never walk (like I had before). So I had to tell myself that despite all the negative things I would meet in life, I would never let it limit me or my potential in anything I want to do."

She tried a variety of sports, such as swimming, rowing and football. But sitting volleyball had the biggest impact.

Though very new to the Para sport, Joan felt tremendous support from her teammates, who also had a similar lower-limb disability. They also explained to her that the session was more than a get-together to play – it was part of a project called SLIDE (Sports for Livelihood and Development) that combines inclusive sport activities with digital literacy and entrepreneurship training, and is all implemented by a national organisation called ANDY.

Joan further explored SLIDE's offering, as she was running her own business selling ladies' heels from her home and struggling with certain business fundamentals. She felt she needed to solve everything herself, but SLIDE's entrepreneurship training helped Joan recognise critical gaps in her business approach. She was able to brush up on essential business skills, such as marketing and client relationships, and expanded her business network by meeting other SLIDE participants.

“ I met Stella, Mary, and others (through ANDY). When they meet someone who needs shoes, they connect them to me. ANDY created a network”

Joan, ANDY participant



*ANDY's SLIDE project is supported by the Sport for Education and Sustainable Livelihoods in Africa initiative.

INCLUSION



THE PROBLEM:

Too many children and young people are being excluded and isolated from classrooms, communities and society, with greater disparities for people from marginalised backgrounds. The reasons range from lack of resources to systemic barriers, discrimination, biases and accessibility.



WHAT LAUREUS IS DOING:

Sport has the power to break through barriers and create spaces where young people can find a sense of belonging, no matter their background or ability. By adapting play spaces and equipment to include people with a disability and creating opportunities for marginalised groups to engage, Laureus-funded programmes use sport to exhibit inclusion in many layers. Additionally, Laureus is also contributing to global efforts to integrate refugees from all corners of the world through sports.

OUR 2025 IMPACT:

 **55,598**

participants took part in projects that ensure equal participation and inclusion in society

 **49%**

of 55K+ participants who took part in these programmes were girls and young women

 **2,763**

sessions were adapted for participants with a disability

SPOTLIGHT ON GLOBAL INTEGRATION OF REFUGEES THROUGH SPORT (GLOBAL IRTS)



In the last 15 years, the global number of displaced children nearly tripled to 48.8 million by the end of 2024. That includes 19.1 million refugee children and asylum-seekers⁷. They face many challenges in rebuilding their lives – from integrating into a new education system to navigating anxieties and insecurities of having lost their homes and even loved ones.

Taking on such a complex global crisis stretched across many parts of the world is best done collectively – not individually – and is one that Laureus Sport for Good has contributed to as part of the Global IRTS.

The scale of the Global IRTS project was unprecedented, with 28 stakeholders kicking off efforts to utilise sport for the integration and well-being of the millions of forcibly displaced people. From June 2024 to June 2025, the project consortium conducted 36 major global stakeholder meetings that strengthened regional partnerships. Laureus Sport for Good chaired the Middle East Working Group, which included nine organisations, helping drive the group towards a common approach.

A pivotal moment was reached in October 2025 at the Global IRTS Conference, hosted by the MOVE Congress in Copenhagen. Close to 900 participants from 62 countries gathered, calling for the urgent need to support the 123.2 million forcibly displaced people globally (measured by the end of 2024) and emphasising sport as the most effective tool across global applications.

Laureus led the conversation on safeguarding refugee children in sports, driving the understanding that refugee children are the most vulnerable in sports settings, and their safety cannot be an afterthought. The conversation provided insight to more than 100 participants who discovered practical strategies for engaging parents, coaches, teachers and stakeholders in inclusive, culturally sensitive safeguarding.

Crucially, the MOVE Congress became the platform to launch the statement of commitment and call for action, which is available at www.laureus.com/sport-for-good/irts-global-hub. It invited the 210 organisations from around the world to sign the commitment and disseminate it across their networks – an important step in positioning sport as a global, transformative tool for supporting refugee children.



PEACE-BUILDING



THE PROBLEM:

Young people have a higher risk of being involved in violence – with early exposure to drugs, alcohol, crime and violence. Unfortunately, violence in terms of physical fighting and bullying is already very common among young people; a study of 40 developing countries showed that an average of 42 per cent of boys and 37 per cent of girls were exposed to bullying⁶.

WHAT LAUREUS IS DOING:

Laureus Sport for Good has long supported programmes and initiatives situated in communities with high levels of violence and crime. Through its global grant-making programme, Laureus strengthens organisations that are safe havens for young people in these communities. Laureus also supports programmes designed around using sport for conflict resolution and building peaceful societies.

OUR 2025 IMPACT:

 **31,724**

participants took part in projects to reduce the number of children and young people at risk of being involved with violence and crime

 **82%**

of 15K+ children and young people reported feeling safer in their communities as a result of being part of a Laureus programme

 **941**

More than sessions and activities were held, reducing the risk of young people being involved with violence and crime

SPOTLIGHT ON TRANSFORMACIÓN SOCIAL, A.C. (TRASO)



Nico (left) and Emiliano with their mom

In the middle of one of the most vulnerable neighbourhoods in Mexico City, hurting from drug addiction, alcoholism and poverty, Sandra found a safe haven for her two boys, Emiliano and Nico at a boxing gym.

It's located in the Tacubaya colonia, where TRASO has been serving as a light in the community since 2015.

"There is a lack of access and opportunities to safe spaces for children, adults and families," said TRASO programme director Maggie. "We try to ensure that children, instead of falling into risky situations, are kept away from those situations, or we prevent them from falling."

TRASO implements a holistic model, delivering twice-weekly boxing sessions alongside professionally led psychological group therapy for children aged 5-12 and young adults aged 15-24. Sandra saw one of TRASO's flyers, and with the gym conveniently close to their home, she felt comfortable dropping her sons off there after school while she worked.

For Nico, the combination of boxing lessons and therapy taught him more than simply throwing punches: "It helped me to get rid of stress, and the psychologists have also helped me to not have so much fear of new things, nor feel ashamed of trying something new."

Emiliano, however, was initially reluctant to attend. He was struggling with high school, coming off the back of the COVID-19 pandemic and his father's death. But he came around in his own time.

"It was a big change, from not doing anything during the pandemic and sleeping, to suddenly doing physical activity and going to school," Emiliano described. "The first day, I was afraid more than anything. The first thing you think about with boxing is that they're going to hit you, right? But it was nothing like that. The first day, they taught me the basics. I met the coaches, I met psychologists. It was a pretty quiet day, something that was cool."

The brothers have since been attending TRASO for almost three years, calling it a second home: "Even the security guards at the entrance treat us like family," Nico said.

“ I feel that TRASO is a safe space. It's like you have another family, in addition to the family you have at home.”

Emiliano,
TRASO participant



SNAPSHOTS AROUND THE WORLD

The Laureus Sport for Good Foundation consists of nine National Offices driving local innovation and impact, complementing the work of the Global Foundation headquartered in London.

SPAIN

A collaboration between Kind Surf and the British Embassy in Spain saw dozens of young people with an intellectual disability experience surf therapy, with many standing on a surfboard for the first time.



NETHERLANDS

Laureus Netherlands' marquee programme Alleen Jij Bepaalt Wie Je Bent has seen tremendous growth since its beginnings in 2016, starting with 514 children and reaching nearly 5,000 in 2025. The programme sends trainers to schools and sports clubs to help young people develop essential life skills.



SWITZERLAND

A "Run For Good" fundraising event, followed by the annual Laureus Swiss Charity Night, capped off a successful weekend that poured in more than CHF 1 million to directly support sport for good projects.

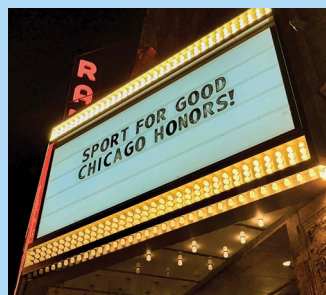


HONG KONG

The 2025 Laureus Hong Kong Golf Invitational brought together international sporting icons, local athletes and corporate partners to raise vital funds. The proceeds will support Laureus Hong Kong's growing portfolio, including WISE, Splash Foundation and Rugby For Good.

USA

The Sport for Good City Chicago coalition hosted a first-of-its-kind event that celebrated youth leaders and change-makers in the city's vibrant sports-based youth development community. Honours in five categories were distributed, along with 10 individuals inducted into the first 'Sport for Good Chicago Hall of Fame' class.



ARGENTINA

Alentando el Deporte tripled in participating organisations (40) and doubled its total funding to reach more than 13,000 beneficiaries since launching in 2022. The initiative is sponsored by VISTA Energy and aims to promote a policy for companies to finance community sport programmes.



GERMANY, AUSTRIA

Laureus Germany, Austria kicked off a five-year partnership with WHU – Otto Beisheim School of Management Business School, one of the top business schools in Europe. As part of its one-week Future Leaders Fundraising Challenge, more than 140 MBA students worked in teams to develop innovative fundraising concepts.



ITALY

The Santa Cecilia initiative, supported by Nike's Future of Youth Sport initiative, created a space for girls that was previously unavailable in Milan. Having mostly played in mixed-gender groups, girl participants formed their first all-female team and competed in a U14 championship.



SOUTH AFRICA

The Laureus Incubation Hub worked across four provinces to strengthen the capacity of sport for good organisations. A total of 64 participants representing 32 organisations took part, and saw 25 meaningful collaborations formed with six organisations securing new funding.



A WORD FROM MISSY

Inspiration is where many sporting journeys begin. Before competition, before winning or losing, there's a moment when sport is simply the joy of movement – a place of excitement, a place to move, to express yourself and to discover what your body and mind are capable of. It's something I believe every young person should have the chance to experience. For me, I had that chance through swimming – and it's been life-changing ever since. Beyond performance, swimming shaped my confidence, identity and ambition.

Imagine if every young person had an opportunity to simply try, and in a judgement-free zone? The reality is that not everyone has that opportunity. And if they do, it's not always in the best environment.



We've just seen glimpses in this Impact Report from around the world of what happens when young people are given an opportunity, when these dedicated programmes are equipped to best support a young person's journey and when people, athletes, brands, corporations, federations, institutions and many more come together under a common purpose and values and collaborate.

Personally, seeing that more than 58 per cent of participants are women and girls in Laureus-supported programmes makes me smile. Ask many current and former elite female athletes about their journey through sports and the extra set of hurdles they had to clear.

We're living through an extraordinary moment for sport. Women's competition is growing in visibility, professionalism and respect, and that progress deserves to be celebrated. But it also raises an important question: are we investing just as much in the everyday sporting experiences that allow girls and all young people to build a lifelong connection with sport – to become the underpinning ecosystem that supports growth and investment?

Good news – sport is universal. It can easily be embedded into communities. The real work comes in creating environments where young people feel welcomed and seen, where they find authentic connections in a growing digital era, and unlock the bravery to try, fail – and try again.

The programmes and impacts in this report demonstrate what's possible when such care and attention are in place. They show sport not just as competition, but as preparation for life.

Missy Franklin,
US Olympic swimming champion,
Laureus Academy Member
Laureus Sport for Good Foundation Trustee

THANK YOU

TO ALL OUR PARTNERS AND SUPPORTERS!

If you want to get involved or explore a collaboration, please consider donating or getting in touch.

www.laureus.com/donation
info@laureus.com





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