

# CREATING OPPORTUNITIES



DFL FOUNDATION

A  
**FAIR CHANCE**  
FOR  
EVERY  
YOUNG  
PERSON  
IN  
GERMANY.

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Executive Board Report

TAKING RESPONSIBILITY  
CREATING OPPORTUNITIES

The 2019-20 reporting year posed a challenge for us. It can be divided into two phases: before and after the outbreak of the coronavirus. The global pandemic has had consequences for every area of society – including for us, our partners, our sponsors and, above all, the many children and young people we support with our work.

We are pleased that our network stayed in close contact and continued to demonstrate solidarity even in these difficult and uncertain times and that the DFL Foundation was able to remain a reliable partner. We met or maintained all of our funding commitments. Where it was necessary to suspend projects, we adapted funding payments and project terms so that the necessary support would be available as required.

Unfortunately, the pandemic meant that some events, such as the themed matchday for increased social cohesion that was scheduled for March 2020 and a Berlin evening with guests from the media, politics, sport and civil society had to be cancelled. The same applied to many events organised by our project partners. The situation demanded the flexibility to find alternative solutions and try out new approaches, both individually and collectively. The pandemic has turned a lot of things upside down. As a result, solidarity and inventiveness have become even more important in our mission to create opportunities for young people in Germany.

For example, we broke new ground in our efforts to help children to grow up healthy and active with a call for tenders in which charitable organisations offering access

AMBASSADORS – The Board of Trustees at its joint meeting with the Foundation Board and the Executive Board in August 2019 (see p. 42 ff. for members).



ANNIVERSARY – Sebastian Kehl talking to host Janina Amrath at the event marking the tenth anniversary of “Classroom stadium” at the Rotunde in Bochum.

to sport, play and exercise were invited to apply for funding. 20 projects were selected by a four-person jury comprising two of our trustees, two-time Olympic biathlon champion Magdalena Neuner and Olympic weightlifting champion Matthias Steiner, together with Professor Schneider from the German Sport University Cologne and Stefan Kiefer, CEO of the DFL Foundation from 2014 to 2019. The projects received funding totalling €153,000. The call for tenders allowed us to target promising approaches and get to know new projects and ideas. You can read more on page 15.

The DFL Foundation also ventured into new territory with the launch of its own Instagram channel in 2019 in order to provide even more detailed information about projects and topics while also engaging with our young target audience. On social media and beyond, digitalisation is playing an increasingly important role for us. Even before the pandemic, we were learning to appreciate the benefits of digital platforms. They allow us to maintain a

THE SITUATION DEMANDED THE FLEXIBILITY TO FIND ALTERNATIVE SOLUTIONS AND TRY OUT NEW APPROACHES

continuous dialogue regardless of location and effectively organise and structure workflows.

Politicians as partners, supporters or multipliers: On-site visits are an effective way of giving a first-hand impression of how our programmes work for and with their target groups. To this end, we were delighted to welcome Annette Widmann-Mauz, Minister of State and Federal Government Commissioner for Migration, Refugees and Integration at the Federal Chancellery, to the “Welcome to football” group in Leipzig in July 2019. We have been jointly supporting this programme since 2015. We also welcomed Norwegian Prime Minister

Erna Solberg, whose trip to Germany in October 2019 included a visit to the inclusive education programme “Football meets culture”. The programme not only opened two new locations in Berlin and Darmstadt in

EVEN BEFORE THE PANDEMIC, WE WERE LEARNING TO APPRECIATE THE BENEFITS OF DIGITAL PLATFORMS

the 2019-20 reporting year but also had the honour of winning the 2019 UEFA Foundation for Children Award. Established by LitCam in 2007 and funded by the DFL Foundation, it was recognised for its efforts on behalf of disadvantaged children. Congratulations!

Lernort Stadion e.V., which organises the “Classroom stadium” civic education programme, also celebrated a special milestone by reaching its tenth anniversary. With 60,000 young participants to date, the programme is continuously evolving thanks to the input of a lot of bright minds and dedicated individuals. Encouraging young people to engage with social issues and motivating them to participate in social processes is an essential part of ensuring a lively democracy based on shared values. “Classroom stadium” makes a valuable contribution to achieving this. Find out more on page 27.

The flagship projects “Football meets culture” and “Classroom stadium” contribute to social cohesion, a subject that is and remains important to us. For this

CREATIVITY – Young people expressed their emotions, challenges and proposals for improvements in a theatre performance as part of the “Welcome to football” integration programme.





reason, we prepared an in-depth report on this topic together with the non-profit analysis and consultancy firm Phineo and the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth. “Strong together” identifies various levels of social cohesion and potential risks and opportunities and offers recommendations for how harmonious coexistence can be achieved and reinforced. The report also presents 25 projects that have been awarded the Phineo “Seal of Impact” (“Wirk!t”) following careful analysis – including the “Denk-Anstoss” learning centre in Dresden, which forms part of our “Classroom stadium” network.

Sport can be a binding force in our society. This fact is also illustrated by “Welcome to football”, an integration programme for refugees that we support together with the Federal Government Commissioner for Migration, Refugees and Integration (page 28). The programme, whose lead partner is the German Children and Youth Foundation, is cited in the National Action Plan on Integration as an example of the successful integration of young refugees. All 23 locations offer more than just free football training. The primary aim is to engage with people who have been forced to flee their homes. “Welcome to football” also offers them language classes and training and job opportunities and creates social bonds. Many of the participants are already doing charity work or have found internships or even vocational training places.

It is important for us to reflect our multifaceted society on as broad a basis as possible. A diverse and open country can be truly beneficial to everyone – in every respect. Accordingly, our communication makes a point of drawing attention to those who rarely find themselves

in the spotlight. One example is our four-part video series on football fans with disabilities. Our “Accessible stadium experience” digital guide is intended to make their stadium visits easier. The video series shows how fans with different disabilities watch Bundesliga and Bundesliga 2 matches live in the stadiums and how the travel guide helps them – you can read more on page 29.

In our “Elite sport” action area, the reporting year was dominated by the theme of “side by side” – from the annual gathering we organize each year with the young

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**IT IS IMPORTANT FOR US TO REFLECT OUR MULTIFACETED SOCIETY ON AS BROAD A BASIS AS POSSIBLE**  
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athletes we support as part of the youth elite funding programme of German Sports Aid to the Supercup, adverts, and extensive cross-media communication. The focus throughout was on the collaboration between German professional football and talented individuals from more than 50 different sports. You can read more on page 21.

These examples illustrate how the DFL Foundation worked on behalf of young people in Germany during the 2019-20 reporting year in spite of the unusual circumstances from March 2020 onwards. Its total funding commitment of around €3.8 million was slightly lower than originally planned. This was due to the coronavirus pandemic, which unfortunately meant that many projects could not be realised in the usual form or at all.

**THE STADIUM EXPERIENCE** — The Bundesliga “accessible stadium experience” guide helps people with disabilities to plan stadium visits.



**TEAMWORK** — Franziska Fey has been the new CEO since 1 September 2020. The members of the DFL Foundation's Executive Board are Fey and Jörg Degenhart, Member of the DFL Management Board and Executive Vice President Finance, IT & Organisation. Stefan Kiefer left the DFL Foundation at his own request in 2020.

More information can be found in the financial report on pages 8–12.

Our work would not be possible without the active support we receive from parties including our benefactors, DFL Deutsche Fußball Liga e.V. and DFL GmbH, and our Foundation Board headed by Christian Pfennig, Member of the DFL Management Board and Executive Vice President Marketing & Communications. We also enjoy the active support of our trustees. The singer Tim Bendzko joined us as a trustee in August 2019. Dr Fritz Pleitgen stepped down as a trustee and became an honorary member of the Board of Trustees. We would like to thank Dr Pleitgen for his many years of support as Chairman of the Board of Trustees. He has been succeeded in this role by legendary commentator Marcel Reif.

Together with our celebrity ambassadors from professional sport and our project partners, the trustees serve as a symbolic representation of our strong network, which spans society, politics and the economy. We would like to thank the entire DFL Foundation team and, in particular, our many partners who work with great commitment every day to support children and young people throughout Germany.

The start of the 2020-21 financial year was accompanied by personnel-related changes that we are happy to report on here. Since 1 September 2020, the Executive

Board of the DFL Foundation has consisted of Franziska Fey as CEO and Jörg Degenhart. Following six years as CEO, Stefan Kiefer stepped down at his own request and

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**THE 2019-20 REPORTING YEAR DEMONSTRATED JUST HOW FRAGILE – AND HOW IMPORTANT – SOCIAL COHESION IS**  
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left the DFL Foundation on 31 August 2020. We would like to express our considerable gratitude to him for his hard work.

The 2019-20 reporting year demonstrated just how fragile – and how important – social cohesion is. As a foundation, we intend to continue to take responsibility and open up opportunities for children and young people. Playing a leading role in shaping the social commitment of professional football is an exciting and responsible task that we will continue to meet with confidence and passion in future. ■

Franziska Fey, Jörg Degenhart

Financial figures

THE FINANCIAL YEAR

2019 – 20

In the challenging 2019-20 financial year, the DFL Foundation continued to work intensively to support children and young people in Germany with a funding commitment of around €3.8 million.

The coronavirus pandemic has had an impact on every area of life, and the work of the DFL Foundation in the 2019-20 financial year was no exception. As it was not possible to realise many projects as planned, the foundation's total funding commitment was slightly lower. Despite this, the DFL Foundation spent around €3.8 million on its social commitment in the reporting year.

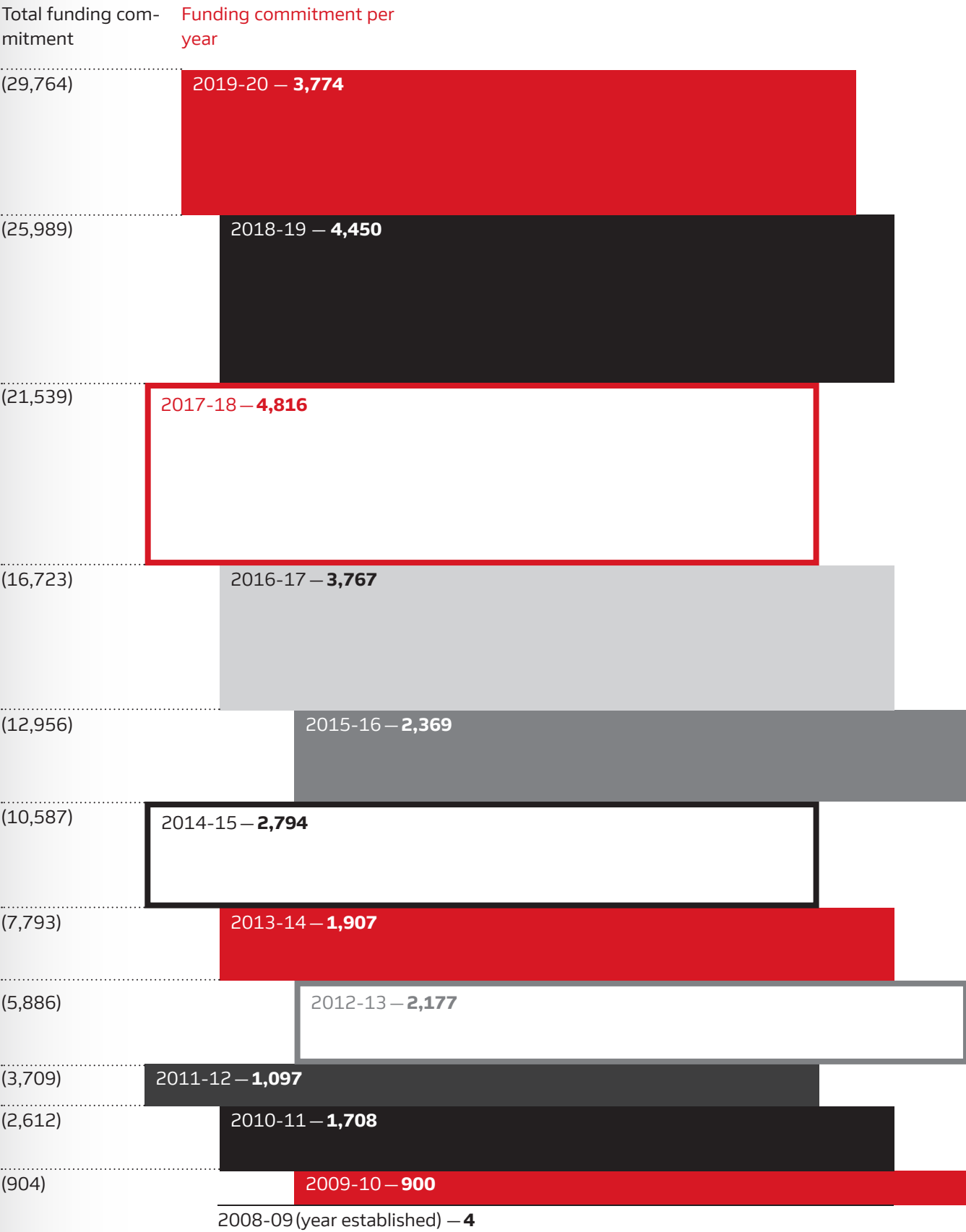
The DFL Foundation has grown continuously in recent years. Since it was established in 2008, it has significantly expanded and stabilised its funding activity. This has been made possible by a special financing structure in which the DFL Foundation is not dependent on income from fixed-interest investments or other assets and capital gains.

While many foundations are suffering from the central banks' low interest rate policies, the DFL Foundation's funds primarily take the form of donations. In the 2019-20 financial year, the donation from DFL e.V. accounted for around half of the foundation's income, with the other half being attributable to a donation from the DFB (each around 49 per cent). A small proportion of the foundation's income came from other donations and project subsidies.

As the foundation's funding commitment was slightly lower than in the previous year, the administrative cost ratio increased moderately. At less than 17 per cent, however, it remains well below the "acceptable" rate of 30 per cent as defined by the German Central Institute for Social Affairs.

Funding commitment in € thousand

The **total funding commitment** in the eleven years since the DFL Foundation was formed is around **€30 million**.





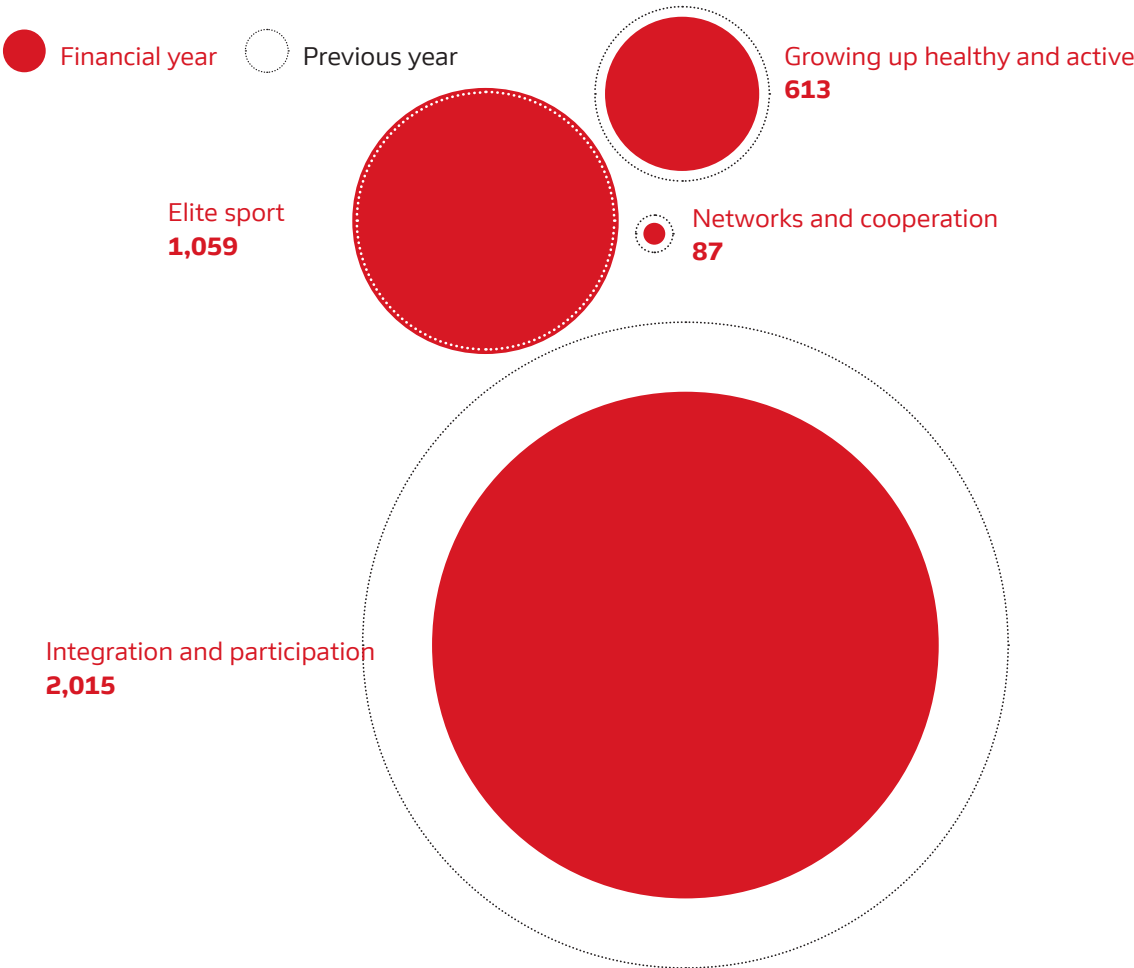
The coronavirus pandemic meant that numerous projects could not be realised or continued as planned. Among other things, this meant the corresponding funding was not requested and paid out. Instead, working in close cooperation with the project partners, the funding payments have been postponed so that they are available when they are required for the realisation of the respective projects. In the reporting period, a total of 188 funding applications were submitted and 89 projects were supported. In the previous financial year, 131 funding applications were received and 84 projects were supported.

In the 2019-20 financial year, the foundation's work again primarily focused on children and young people in Germany, with the corresponding projects accounting for 89 per cent of the funding granted. Accordingly, the DFL Foundation gears its financial and human resources toward benefiting and strengthening this target group in particular. The foundation committed more than half of its budget to supporting corresponding projects in the action area of "Integration and participation".

In addition to expenditure for the "Integration and participation" action area, around 28 per cent of the budget

# PRIORITY TOPIC INTEGRATION AND PARTICIPATION

Funding commitment per action area  
in € thousand

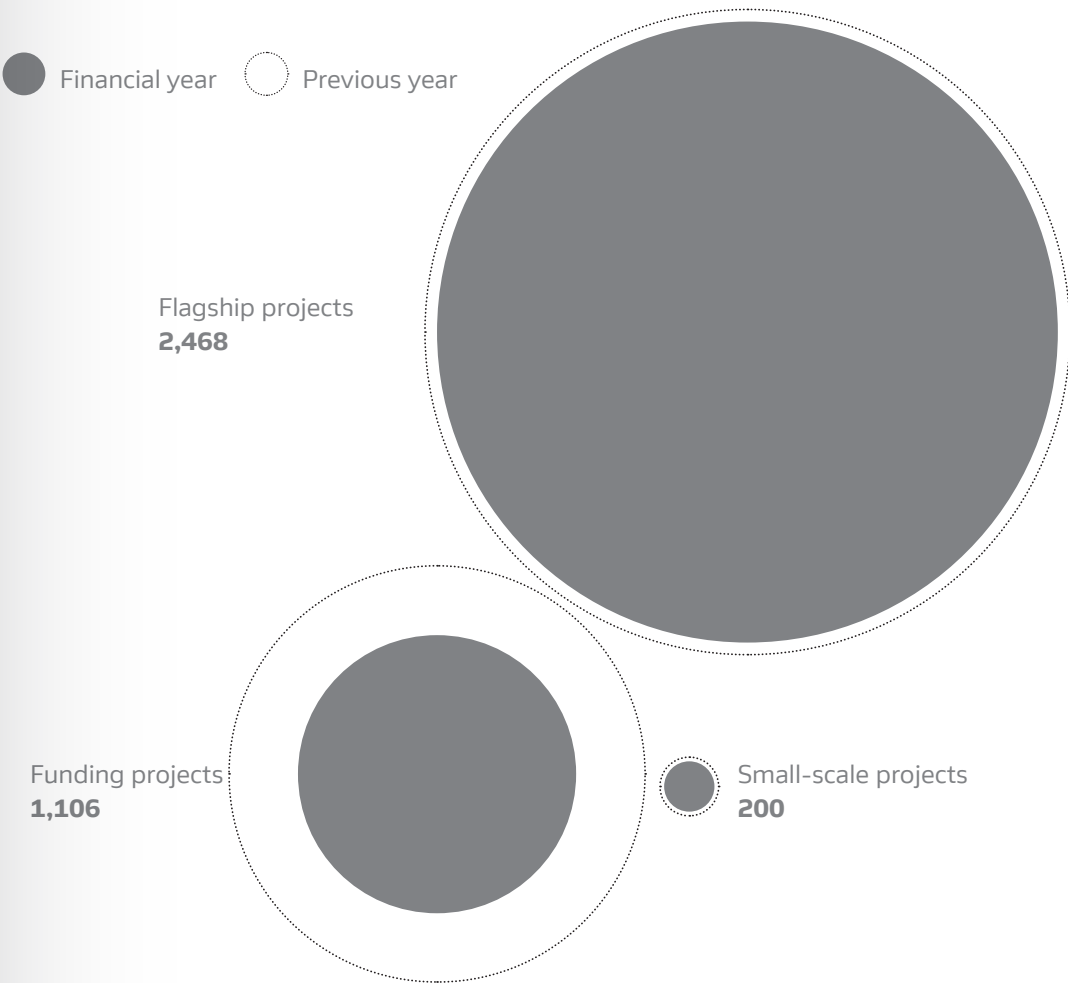


went to the "Elite sport" action area and around 16 per cent to the "Growing up healthy and active" action area. In addition to these three action areas, the DFL Foundation categorises its projects as flagship, funding or small-scale projects. "Flagship projects" are major projects that take place throughout Germany, typically in cooperation with Bundesliga and Bundesliga 2 clubs. The following six flagship projects accounted for around two-thirds of charitable funds in the 2019-20 financial year: "Bundesliga guide", "Football meets culture", "Classroom stadium", "Youth elite funding", "Welcome to football" and – for the first time – "step kick!".

In this way, the DFL Foundation actively pursues strategic focal points while remaining flexible enough to respond to social needs and support small and medium-sized commitments. To this end, around 30 per cent of funds in the 2019-20 financial year went to funding projects and a further five per cent to small-scale projects. ■

# FOCUS ON FLAGSHIP PROJECTS

Funding commitment per project category  
in € thousand



# FINANCIAL FIGURES

## 2015 TO 2020

Income						
in € thousand						
	2015-16	2016-17	2017-18	2018-19	2019-20	in %
Licensing fines	1,031	802	866	296	0	0%
International charity match	750	853	*	*	*	0%
DFB donation	1,050	750	600	800	1,900	49.4%
DFL e.V. donation	731	215	2,125	4,064	1,880	48.8%
Donations (general)	367	138	217	192	0	0%
Asset management	2	0	0	0	0	0%
Other	18	19	230	0	69	1.8%
	3,950	2,777	4,037	5,352	3,849	100%

\* International charity match did not take place

Funding commitment per action area						
in € thousand						
	2015-16 <sup>1</sup>	2016-17	2017-18	2018-19	2019-20	in %
Integration & participation	1,017	1,433	2,787	2,566	2,015	53.4%
Growing up healthy & active	676	725	441	693	613	16.2%
Elite sport	296	1,154	1,228	1,044	1,059	28.1%
Networks & cooperation	380	456	360	148	87	2.3%
	2,369	3,767	4,816	4,450	3,774	100%

Funding commitment per project category						
in € thousand						
	2015-16	2016-17	2017-18	2018-19	2019-20	in %
Flagship projects	1,209	2,311	2,613	2,564	2,468	65.4%
Funding projects	621	603	1,983	1,654	1,106	29.3%
Small-scale projects <sup>2</sup>	539	853	221	233	199	5.3%
	2,369	3,767	4,816	4,450	3,774	100%

Amounts shown are rounded to thousands of euros; the addition of these amounts may therefore result in rounding differences.

<sup>1</sup> Not all figures are comparable, due to the fact that the structure of action areas was changed in 2016.  
<sup>2</sup> "Other projects" until 2017-18

# Action areas





# GROWING UP HEALTHY AND ACTIVE

## FIT FOR THE FUTURE

72.5 per cent of children and young people in Germany exercise for less than 60 minutes a day.\*

The DFL Foundation does everything in its power to give all children and young people in Germany the opportunity to grow up healthy and active. Physical and mental well-being are vital to healthy development. The DFL Foundation uses targeted programmes building on the attractiveness and the structures of professional football to help more children to exercise for at least an hour a day, eat healthily and develop a positive self-image.

In its projects, the DFL Foundation also supports the immediate social environment of children and young people. It actively engages with parents, teachers and other people, providing them with important information and context on the topics of exercise and nutrition. It also helps to raise awareness of the problem of inactivity among young people in society as a whole. ■

## OUR APPROACH



APPROPRIATE STRUCTURES



KNOWLEDGE TRANSFER



AWARENESS

**Interview** with Magdalena Neuner, Matthias Steiner and Professor Stefan Schneider

## “HEALTH IS BECOMING AN INCREASINGLY IMPORTANT TOPIC”

Children and young people do not get enough exercise. This is demonstrated by a World Health Organization (WHO) study from 2019, among other things. The coronavirus pandemic and the associated restrictions on recreational and club sport have exacerbated this situation. This makes initiatives to combat inactivity more important than ever. 20 of these projects were selected by Magdalena Neuner, Matthias Steiner and Professor Stefan Schneider as part of the “HEALTHY AND ACTIVE” call for tenders.

**What was it about the chosen projects that won you over?**

**Matthias Steiner:** To me, it was important that the projects were not too similar and that good nutrition for children plays a role. What fascinated me the most about many of the projects was the creativity demonstrated in supporting children and young people.

**Stefan Schneider:** I was particularly keen to select projects that go beyond the standard repertoire of sports and gymnastics clubs, not only in terms of content but also when it comes to finding new and innovative ways of reaching children and young people.

**THE JURY** — (from left) Matthias Steiner, Magdalena Neuner and Professor Stefan Schneider.



**What did you take away from the jury discussions?**

**Magdalena Neuner:** There are far more ways of motivating children to exercise and to eat healthy than I previously realised. The ideas submitted ranged from circus workshops to bouldering.

**Many of the selected projects were thwarted by the pandemic, and you were unable to visit projects as planned. What is your advice for those in charge?**

**Matthias Steiner:** We have all been thwarted in one way or another, and a lot of things are only moving in a low gear. But the fact is that health is becoming an increasingly important topic, and physical and mental health is precisely what all of the chosen projects seek to address. Although things are just ticking over at the minute, clubs and health facilities will be needed more than ever in future. That must serve as our motivation to persevere.

**Recent months have shown that digital offerings can get children and young people moving. Is that one approach for the future?**

**Stefan Schneider:** Apps and online offerings can support training processes, but they are no substitute for the togetherness found in sport. For example, they only enable limited error correction. A good coach can draw on various teaching methods that motivate children and young people to a far greater extent.

**Matthias, a sports club was important in setting you on your way to becoming a top athlete. What role do clubs play?**

**Matthias Steiner:** Sport is much more fun in a group, especially for children. Clubs also provide scenarios in which children can compete for the first time. Moreover, sports clubs are anchors that provide a feeling of belonging – and if you are lucky enough to have a good coach too, there is a clear path for healthy personal development.







> Continued from p. 15

**How can we maintain the appeal of exercise and sport in the face of all the other leisure offerings for children, including after the pandemic?**  
**Stefan Schneider:** Offerings must begin as early as possible and cover a wide variety of exercise types. It is important for young people to be able to try out as many sports as possible so that they can find “their” discipline. Sport must be fun if we are to be motivated to exercise regularly.

**Children today spend more time in schools and nurseries. How can these institutions help them to grow up healthy and active?**  
**Magdalena Neuner:** By scheduling enough breaks for exercise and fresh air. As far as I am concerned, exercise should be a fixed part of the nursery and school timetable. It is also very important for educational institutions to make children aware of healthy eating.

**Sport is seen as a school subject without a lobby. Why?**  
**Stefan Schneider:** School subjects have developed historically. One of the purposes of sport as a school subject is to introduce children to the cultural phenomenon of sport by teaching them about different sports and values such as fair play and team spirit. What often gets ignored is that exercise can also support cognitive learning processes. If anything, sport in schools should be viewed as more important than ever before. We are seeing a change in the activity of today’s children with regard to exercise, or to put it another way: inactivity. As far as the curricula and learning plans for school sport are concerned, however, this phenomenon is not even properly on the radar yet.

**Along with exercise, healthy nutrition is important for growing bodies. Matthias, do you sometimes find yourself struggling to explain how you look in old photographs, or has your diet always been exemplary as an active weightlifter?**  
**Matthias Steiner:** Old photographs are great, because I was slim until I was 22. Then I changed my weight category and had to put on 40 kilograms. That requires a bit of explanation. But my large calorie intake was always balanced, even if it wasn’t always exemplary. Nowadays, nutrition for well-being plays a central role in my life.

**Magdalena, how was it for you as a biathlete? Was every meal part of a disciplined nutrition plan? What do you teach your children?**  
**Magdalena Neuner:** As a competitive athlete, I burned off a lot of energy, so I could afford not to count calories. I always took care to ensure that I was eating healthily

while still allowing myself the occasional treat. It’s all about the right balance.  
  
Every day, I tell my children which foods are healthy and which are less good for them. We eat plenty of fruit and vegetables and have a balanced diet. My children are allowed to eat chocolate every now and then. I don’t agree with banning sweet things altogether.

**What would be your message for parents where sport is concerned?**  
**Magdalena Neuner:** Give your children the opportunity to try different things, and encourage them time and again to keep at it.  
**Stefan Schneider:** Get into exercise yourself! Studies show that children are more likely to do sport if their parents are also active. ■

**Magdalena Neuner** is a two-time Olympic champion and twelve-time world champion in biathlon and a DFL Foundation trustee.  
**Matthias Steiner** is an Olympic champion weightlifter and a DFL Foundation trustee.  
**Professor Stefan Schneider** is a lecturer and researcher at the Institute of Movement and Neurosciences of the German Sport University Cologne.



Non-profit organisations such as sport clubs and associations, foundations, NGOs and municipal providers had the opportunity to apply for funding as part of the “HEALTHY AND ACTIVE” call for tenders in late 2019. The DFL Foundation was looking for long-term, sustainable projects that provide opportunities for sport, play and exercise as well as addressing other aspects relating to healthy development. A four-person jury comprising Magdalena Neuner, Professor Stefan Schneider, Matthias Steiner and Stefan Kiefer evaluated the 89 applications and selected 20 projects to be supported. The coronavirus pandemic meant it was not possible to realise one of the selected projects (see info graphic, p. 16/17).

Perspectives



Manuel Neuer

Our lives suddenly changed in spring 2020, with major restrictions, uncertainty, and worries for many people. Like everyone else, I had to learn to live without social contact, staying at home and doing a lot of training alone. As it became apparent that the lockdown measures were working and the Bundesliga was able to resume, being a football player I was of course delighted – despite a lot of critical voices. I think it worked well and was done responsibly, and everyone involved is owed a big thank you.  
  
With the Manuel Neuer Kids Foundation and partners, I run MANUS, a youth centre in my home city of Gelsenkirchen. Normally, up to 70 children and young people use the centre every day. In mid-March 2020, we had to close our doors for two months. In that time, it was important to respond quickly. Online, we provided incentives to complete homework as well as healthy recipes, exercise motivation, and ideas for art and craft activities. Our kids were invited to stay in touch with our team by post, e-mail or telephone.  
  
MANUS partially reopened in mid-May 2020. After registering in writing in advance, up to 25 children and young people were able to come to the centre and receive help with their homework or home schooling.

Certain music projects and other artistic and creative activities were also possible again.  
  
The pandemic represents a balancing act for us. On the one hand, the provision of our services continues to depend on political decisions, which of course have to be made with a view to how the pandemic is progressing. On the other hand, we are finding that children and young people are in particular need of support right now – and we are restricted in our ability to meet this need. This requires a lot of creativity and communication.  
  
Football’s charitable efforts have attracted particular attention in recent months, partly due to the public’s expectation that we players in particular should set an example. Individual initiatives, but also FC Bayern’s broad support for amateur clubs in Bavaria affected by the coronavirus, are good examples of how football is

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“CHILDREN AND YOUNG PEOPLE NEED SUPPORT NOW MORE THAN EVER”  
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taking responsibility during this crisis.  
  
When you look at how football gives back, you find a lot of outcome-oriented approaches that help to solve social challenges. Some of them date back to long before the pandemic, and many often go unnoticed by the public. In other words, a crisis and a spotlight are not required in order to give back. Instead, it takes inner conviction and the willingness to look seriously at social issues and take responsibility. I hope to see more and more players getting involved with social concerns in future. ■

**Manuel Neuer**, goalkeeper for FC Bayern München, has been an ambassador of the DFL Foundation since 2014. The World Cup winner, named the world’s best goalkeeper on five occasions, has been helping socially disadvantaged children with his Manuel Neuer Kids Foundation since 2010.

## ELITE SPORT

# ENCOURAGING

# TOMORROW'S ROLE MODELS

Almost half of all active top athletes have considered ending their career prematurely for financial reasons – despite still being competitive\*

Elite athletes are important role models for more than 85 per cent of people in Germany\*, and for many children and young people in particular. This is one of the findings of a study by the German Sport University Cologne and the German Sports Aid foundation. They embody the values of sport and inspire young people to emulate them by living a healthy and active life and pursuing their goals with confidence and in a spirit of fairness and solidarity.

Talented athletes need financial freedom in order to dedicate themselves to their sporting career, develop their potential and become role models. The DFL Foundation provides talented athletes with material support via sport funding systems and involves them in adverts, events and other communicative processes. ■

## OUR APPROACH



LAYING FOUNDATIONS



CREATING AN AUDIENCE

\*Source: German Sport University Cologne & German Sports Aid (2017): *Akzeptanz des Spitzensports in Deutschland – Zum Wandel der Wahrnehmung durch Bevölkerung und Athleten* (Acceptance of elite sport in Germany – the change in perception among the public and athletes)

## Youth elite funding

# SIDE BY SIDE

In the second half of 2019, numerous Bundesliga stars drew attention to the achievements of young Olympic and Paralympic athletes in two TV adverts. “Side by Side” was the title of the DFL Foundation’s biggest cross-media campaign to date in support of the talented individuals from over 50 sports who receive youth elite funding from the foundation in cooperation with German Sports Aid. The German professional footballers featured in the campaign included Fredi Bobic, Daniel Caligiuri, Mario Götze, Serge Gnabry, Lukas Klostermann, DFL celebrity ambassador Manuel Neuer, Marco Reus, Davie Selke, Niklas Stark and Lars Stindl.

The Olympic and Paralympic protagonists were also successful representatives of their respective sports – including Niko Kappel, Paralympic shot-put champion and trustee of the DFL Foundation, Niklas Kaul, U20 world record holder in the decathlon, artistic gymnast Elisabeth Seitz and Olympic beach volleyball champion Kira Walkenhorst. A total of 22 athletes took part. The 30-second adverts, which were broadcast in and around programmes with Bundesliga content on Sky, DAZN, ARD, SPORT1 and Nitro as well as online, were accompanied by print adverts and a social media campaign in which numerous Bundesliga stars and athletes participated.

**SHOOTING** — Lukas Klostermann from RB Leipzig on the set in a gymnasium in Leipzig.



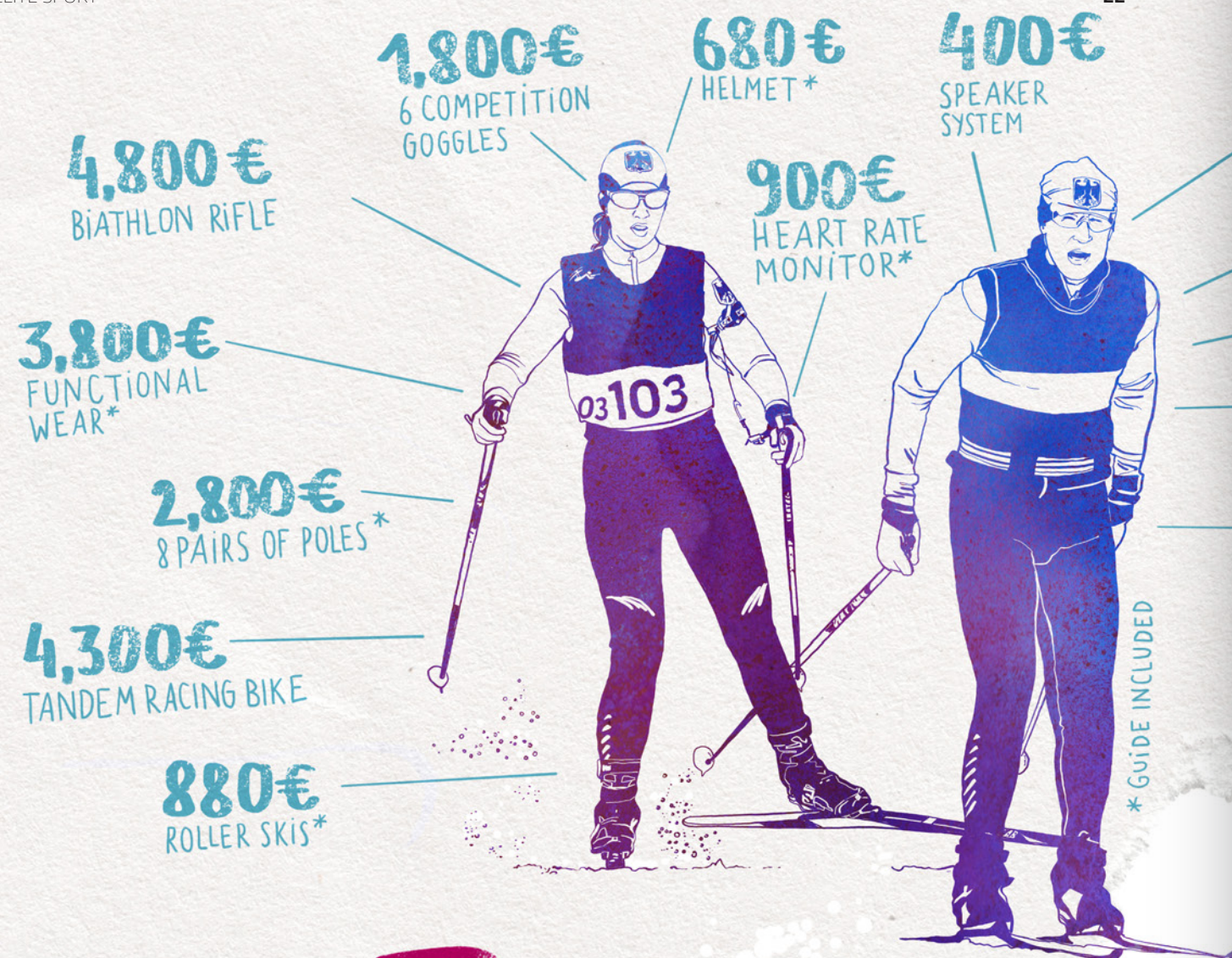
2019 was also the year of the 49th World Gymnastics Championships. The stars of artistic gymnastics gathered at the Hanns-Martin-Schleyer-Halle in Stuttgart from 4 to 13 October. The DFL Foundation supported Germany’s gymnastics team on home soil with the short film “Gravity”. Intended to whet the appetite for the competition, the film depicts talented young gymnast Nils Dunkel, who tells us in emotional terms about what he finds so enthralling about his sport and his hopes for the World Championships in his home country.

Professional football also stood side by side with the German sporting family at the Supercup in August 2019. Before the match between Borussia Dortmund and FC Bayern München, trustee Maria Höfl-Riesch presented the Supercup trophy to the audience. The three-time Olympic skiing champion, who herself was supported by German Sports Aid, was accompanied by two footballers who attained legendary status when they won the World Cup in 1990: Karl-Heinz Riedle and Germany’s most-capped player, Lothar Matthäus. The DFL Foundation initiated the campaign as a sign of solidarity within the German sporting family.

Around 40 talented athletes from the youth elite funding programme were in the stadium to enjoy the proceedings, having travelled to Dortmund that morning at the invitation of the DFL Foundation. Before the match, they had the opportunity to talk to trustee Tim Bendzko as part of a panel discussion and get a taste of the Paralympic disciplines of wheelchair basketball, wheelchair rugby and blind football.

Two months later, the DFL Foundation partnered the athlete send-off event “DANKE” for the fourth time. The event was held in connection with the award ceremony for “Junior Athlete of the Year 2019”, which was won by the 17-year-old rower Alexandra Föster. The team award went to the track cycling juniors sponsored by the DFL Foundation, who won the title in the team sprint at the previous year’s Junior World Championships as a team comprising Lea Sophie Friedrich, Emma Götz and Alessa-Catriona Pröpster.





# ELITE SPORT

Many talented athletes need financial support in order to pursue their goals, including to train with professional equipment and take part in competitions. Here are some examples of the costs involved for blind para-biathlon world champion Clara Klug and her guide Martin Härtl on the left and decathlon world champion Niklas Kaul on the right. Both athletes received financial and non-material support from the DFL Foundation via German Sports Aid's youth elite funding programme.





> Continued from p. 21

The partnership between the DFL Foundation and German Sports Aid focuses on supporting the most promising Olympic, Paralympic and deaf sports athletes from more than 50 different sports. The cooperation is centred around the youth elite funding programme of German Sports Aid. The DFL Foundation has now supported around 850 athletes in this way. So far, they have won 616 medals for Germany, 63 of which at the Olympic and Paralympic Games. ■

**HIGH-PROFILE SUPPORTERS** — Fredi Bobic, Director of Sport at Eintracht Frankfurt until June 2021, and Borussia Mönchengladbach captain Lars Stindl.



**Faces of the “Side by Side” campaign \***

- Sophie Alisch — Boxing
- Fredi Bobic — Director of Sport, Eintracht Frankfurt
- Daniel Caligiuri — FC Schalke 04
- Serge Gnabry — FC Bayern München
- Mario Götze — Borussia Dortmund
- Richard Hübers — Fencing
- Niko Kappel — Shot put
- Niklas Kaul — Decathlon
- Nick Klessing — Gymnastics
- Lukas Klostermann — RB Leipzig
- Max Lang — Weightlifting
- Manuel Neuer — FC Bayern München
- Noemi Peschel — Rhythmic gymnastics
- Marco Reus — Borussia Dortmund
- Fabian Roth — Badminton
- Anna Seidel — Short track speed skating
- Elisabeth Seitz — Gymnastics
- Davie Selke — Hertha Berlin
- Niklas Stark — Hertha Berlin
- Lars Stindl — Borussia Mönchengladbach
- Kira Walkenhorst — Beach volleyball
- Elena Wassen — Diving

\* Clubs as of the 2019-20 season



The videos can be viewed at [www.dfl-stiftung.de/seite-an-seite](http://www.dfl-stiftung.de/seite-an-seite)

**Perspectives**



**Thomas Gutekunst**

With the Olympic and Paralympic Games being postponed and football training and matches being temporarily suspended or cancelled altogether, the coronavirus also left its mark on elite sport. Our biggest worry was and still is the uncertainty the athletes are facing.

For us at German Sports Aid, it was important that we were able to pledge our athletes funding for 2020 before the Olympics were postponed, and we will keep this funding at the same level in 2021. This allowed us to offer the athletes the greatest possible planning certainty. In addition, we digitalised a lot of our offerings for the athletes’ professional and personal development in order to continue guiding them in these difficult times – for example, with virtual application training or the new “Sports Aid Elite Talks” discussion series.

The pandemic has also presented us with unexpected internal challenges. Thomas Berlemann took office as CEO of German Sports Aid in April 2020 – from home. Despite the physical distance between us, the situation has allowed us to grow together within senior management and the entire Sports Aid team.

It was particularly important for us to be available to the athletes as usual while we were working from home.

That was no problem. As there was no opportunity to visit athletes at their training camps or during competitions, we actively sought contact with them via other channels in order to keep a close watch.

We look forward to competitive sport gradually returning to normal – hopefully with the fair and exciting Olympic and Paralympic Games as a highlight in 2021. It

—  
“IT IS IMPORTANT FOR THE TALENTED ATHLETES IN THE YOUTH ELITE FUNDING PROGRAMME IN PARTICULAR TO HAVE BIG GOALS AND COMPETITIONS TO FOCUS ON.”  
—

is important for the talented athletes in the youth elite funding programme in particular to have big goals and competitions to focus on. This is the only way they can develop and stay motivated as they advance into the global elite. ■

**Thomas Gutekunst** was a member of the Executive Board of German Sports Aid before becoming the new Sporting Director of the German Gymnastics Federation (DTB) on 1 July 2021.

# INTEGRATION AND PARTICIPATION

## DEVELOPING

# POTENTIAL

The success of a child's educational path in Germany depends to a large extent on their social position. Pupils with a high social status are almost three times more likely to pursue a higher secondary education than their peers with a low social status.\*

All children and young people in Germany should have the opportunity to develop their individual potential without origin, religion, gender, social background or disability playing a role. In line with this vision, the DFL Foundation not only works on behalf of children and young people but also contributes to strengthening social cohesion.

The DFL Foundation's programmes use football as a motivator and a gateway. They strengthen personal skills and self-confidence, create encounters between children and young people from different backgrounds,

and open up access to low-threshold educational opportunities. The programmes also motivate children and young people to actively participate in society by addressing the civic education topics and social issues that interest them.

The DFL Foundation harnesses the public attention given to professional football to highlight existing inequalities. With role models from the Bundesliga and Bundesliga 2, it promotes sympathetic and respectful coexistence without discrimination. ■

## OUR APPROACH



ENCOUNTERS



MOTIVATION



AWARENESS

\*Source: 8th National Report on Education in Germany

## Classroom stadium

# THE MOST BEAUTIFUL CLASSROOM IN THE WORLD

"Lernort Stadion e.V. and the DFL Foundation use interest in sport to convey fundamental democratic and social values to young people," said Dr Franziska Giffey, German Minister for Family Affairs, Senior Citizens, Women and Youth from 2018 to 2021, at a press conference marking the tenth anniversary of the project in August 2019. "In the stadium, probably the nicest classroom in the world, they learn that fair play, team spirit and tolerance are needed everywhere."

One month later, the "Classroom stadium" celebrated its birthday with more than 100 guests and a varied programme of events at the Rotunde in Bochum. Over the following days, an interdisciplinary team of 50 representatives from the network of the democratic education programme met at the "Soccer meets Learning" centre at the Vonovia Ruhrstadion, the home stadium of VfL Bochum 1848. Their objective was to generate new impetus for the work at the various learning locations, with a focus on topics including public relations, theatre workshops and international matters.

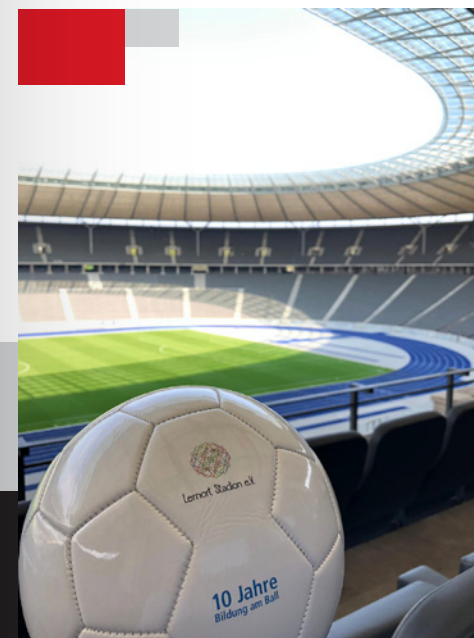
Launched in 2009 in Berlin, Bochum, Bremen and Dortmund, the "Classroom stadium" was offered at 20 locations throughout Germany in the 2019-20 reporting year. The programme provides young people with civic education and teaches them about important democratic values in the special surroundings of a football stadium. It has already reached more than 60,000 young people. "It is wonderful to see what has become of the idea of harnessing the fascinating world of football as a means of encouraging young people to actively and considerately participate in society," says Birger Schmidt, CEO and project manager of Lernort Stadion e.V., who received the Order of Merit of the Federal Republic of Germany in 2019 in recognition of his work.

As it was not possible to hold any workshops in spring 2020 due to the pandemic, the locations developed digital content and formats for civic education in online working groups. ■



Further information at [www.lernort-stadion.de](http://www.lernort-stadion.de)

**MILESTONE** — The civic education programme "Classroom stadium" celebrates its tenth anniversary. It gives young people the opportunity to engage with important topics.





## Welcome to football

# PARTICIPATING NOT OBSERVING

The “Welcome to football” integration programme initiated by the German Children and Youth Foundation is aimed at young refugees and gives them access to sport and education. Since the project was established in 2015, professional clubs, amateur clubs and civic organisations have grouped together to make this happen. They provide refugees with opportunities to play football, learn language skills and gain qualifications. In addition to the DFL Foundation, the programme is promoted by the Federal Government Commissioner for Migration, Refugees and Integration. In July 2019, Minister of State Annette Widmann-Mauz visited the Leipzig group at the Red Bull Arena.

Three workshops were held in autumn 2019 with refugees in the leading role. Around 20 young women and men reported their experiences. They spoke about sports that have enriched their lives as well as the difficulties of finding the right place and being accepted as a member. Under the title “Participating not observing”,

they presented the results in Berlin in December in the form of a theatre performance and written recommendations for amateur clubs\*.

The ninth network meeting of the “Welcome to football” groups also took place in Berlin in March 2020. The topics covered by the programme included workshops on “Barriers and self-care in (voluntary) work with refugees”, “Communication in training” and “Updates on asylum and residence law”. In BarCamp discussions, the participants shared the issues that motivate or challenge them or for which they have found solutions. Following the outbreak of the coronavirus pandemic, the 23 groups were forced to suspend their sporting activities for refugees. The locations developed approaches for staying in contact with their target groups and continuing to support them digitally. ■

\* The publication “Participating not observing – Five recommendations for increasing refugee participation in sport” can be ordered free of charge by e-mailing [presse@dkjs.de](mailto:presse@dkjs.de).



**DIALOGUE** — In a discussion with Minister of State Annette Widmann-Mauz and a theatre performance, young refugees shared their perspectives on the “Welcome to football” integration programme and their lives before and after fleeing their homeland.

## Accessible stadium experience

# FOOTBALL FOR ALL

Football is for everybody, and the stadium experience should be accessible to all. The Bundesliga travel guide helps people with disabilities. A video series published in autumn 2019 accompanies four fans with different disabilities as they attend Bundesliga and Bundesliga 2 stadiums. The protagonists show how they experience the matches live and how the travel guide helps them to plan their stadium visits. Initiated in 2006 by DFL Deutsche Fußball Liga and the Federal Association of Disabled Football Fans in Germany (BBAG) as a print version, the “Accessible stadium experience” guide has also been available online since 2013. At [www.barrierefrei-ins-stadion.de](http://www.barrierefrei-ins-stadion.de), fans can find information about barrier-free travel, the stadium, contact persons, seats, and useful information about the respective city – for every stadium in the Bundesliga, Bundesliga 2 and the 3. Liga.

This helps to significantly reduce the planning effort needed for visiting away games in particular. Thanks to a partnership with the social organisation Aktion Mensch, the Bundesliga guide has also been available in a simplified version for people with learning difficulties since 2017. For blind and visually-impaired fans, an audio service is produced in cooperation with the organisation AWO Passgenau e.V. and trained reporters for the blind. ■



The films can be viewed at [www.dfl-stiftung.de/barrierefrei-ins-stadion](http://www.dfl-stiftung.de/barrierefrei-ins-stadion).





# FOOTBALL MEETS CULTURE

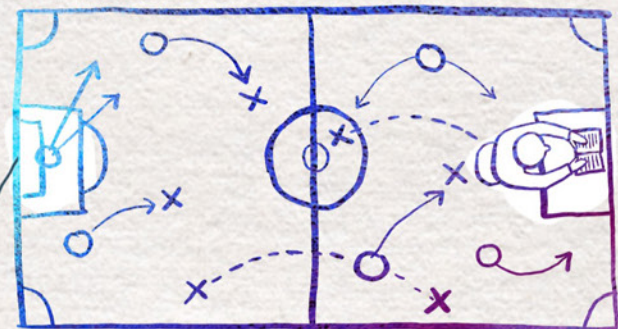
IN FIGURES



4,660 total participants since the programme started

halves of education annually

1,664



1,664

halves of football training annually



31 coaches



31 teachers



around 100

cultural events annually

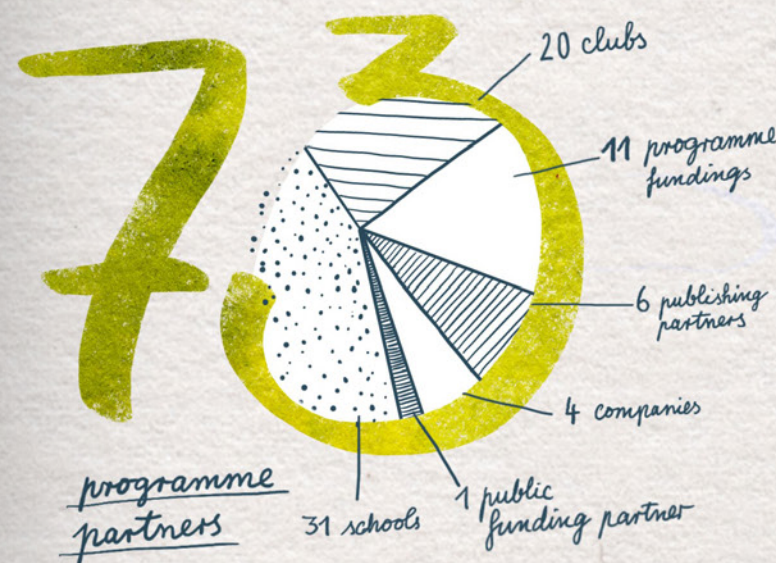
average of 500 participants annually in the final tournament

20 participating clubs

- 1. FC Union Berlin
- 1. FC Köln
- Borussia Dortmund
- Borussia Mönchengladbach
- Eintracht Frankfurt
- 1. FSV Mainz 05
- VfB Stuttgart
- FC Schalke 04
- VfL Bochum 1848
- SpVgg Greuther Fürth

- Fortuna Düsseldorf
- FC St. Pauli
- SV Darmstadt 98
- 1. FC Nürnberg
- Eintracht Braunschweig
- FC Würzburger Kickers
- SG Dynamo Dresden
- MSV Duisburg
- Rot-Weiss Essen
- Stuttgarter Kickers

around 5,580 books handed out since the programme started





Perspectives



Ismail Öner

The first lockdown in March 2020 hit our club in Berlin, MitternachtsSport, just as we were preparing for our traditional Easter trip. We had been planning to take around 30 children and young people for a long weekend in Leipzig – including a stadium visit to accompany the match between RB Leipzig and Hertha Berlin, of course. Out of nowhere, we had to cancel the whole trip.

The world was suddenly turned on its head. For the kids we look after, that meant losing a lot of the things that define their lives: school, sport, cinema, meeting friends. Social distancing was the order of the day. But we knew that our children require the exact opposite. They need contact if we are to avoid losing them.

We wanted to be – and had to be – available to them as before. So we created new places for encounters in line with the coronavirus restrictions. We set up a digital youth café and a digital sports hall. We offered daily video chats, online consultations and help with home schooling. We organised sporting challenges, puzzles, live cooking and workouts via our social media channels. We continuously tried out new tools – with a steep learning curve and the courage to make mistakes.

Some of the kids in our neighbourhood do not have the possibility of keeping in touch digitally from their homes, and we wanted to make sure that they in particular did

not fall through the net. So we did whatever we could offline, too. The kids could loan books, DVDs, board games, bikes and scooters from our cafés. In some cases, we visited them at home to find out how they were doing. We wrote postcards and put them in mail-boxes.

Hertha Berlin central defender Jordan Torunarigha was involved both offline and online. He is one of our project sponsors, our “big brothers”. In normal circumstances, he would be a frequent visitor to the sports hall and the cafés. Receiving a hand-written message from a “big brother” in the post or chatting with him online proved to be a real highlight for children and young people in this unprecedented crisis.

In mid-May 2020, we were able to gradually reopen under strict hygiene and social distancing conditions. Because we were only allowed to have a few kids in the cafés at any one time, we introduced a rotation scheme

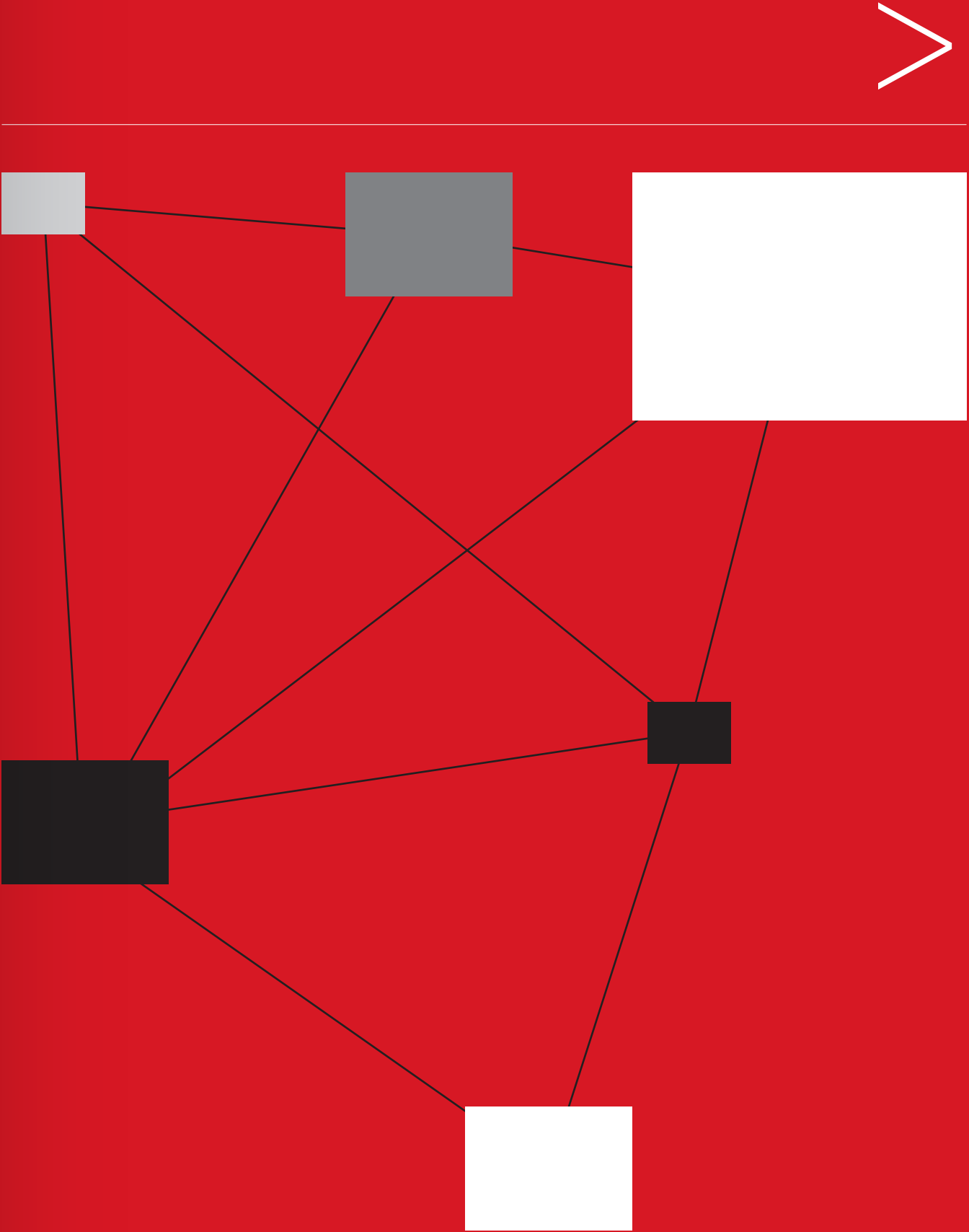
—  
“THE POSITIVE RESPONSE FROM THE KIDS HAS UNDERLINED THE IMPORTANT ROLE MITTERNACHTSPORT PLAYS IN THEIR LIVES”  
—

to allow everyone to attend for at least two hours. We provided face coverings and hand sanitiser. In late June, we were able to hold our football camp with a limited number of participants to the extent possible.

The pandemic has been a challenge for us as a team, but it has also had its highlights. The positive response from the kids has underlined the important role MitternachtsSport plays in their lives. We are proud that we were able to offer training for young people again in 2020. We also had some more high school graduates to celebrate. Successes like these provide indisputable proof that we are helping to make life easier for children and young people. Integration and prevention work is vital to society – more than ever during a crisis. ■

**Ismail Öner** is the founder and managing director of MitternachtsSport e.V. in Berlin. Today, the club’s programme ranges from help with homework, education and completing applications through to holiday and leisure activities.

Networks and further commitment





“Strong together”  
report

What exactly does social cohesion mean? What is the condition of this “binding force” in our country? And how can it be strengthened?

These are the questions addressed by the in-depth report “Strong together” by the non-profit analysis and consultancy firm Phineo. The report was prepared in cooperation with the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) and the DFL Foundation. It classifies various levels of social cohesion, describes risks and opportunities, and offers recommendations for strengthening cohesion.

As specific examples, the in-depth report presents 25 projects that have been awarded the Phineo “Seal of Impact” (“Wirkt!”) following careful analysis. Around 120 organisations submitted their concepts for consideration for this award. A particular focus was placed on projects whose services primarily address children and young people. The projects selected included the “Denk-Ans-toss” learning centre in Dresden, which forms part of our “Classroom stadium” network. ■



Free download at  
<https://www.phineo.org/en/publications>

!NIE WIEDER:  
16th day of commemoration  
in German football

On Matchdays 19 and 20 of the 2019-20 season, the DFL Foundation, the DFL, the clubs of the Bundesliga and Bundesliga 2 and numerous other parties and institutions from the world of football commemorated all of the people who faced discrimination and were displaced and murdered under the Nazi regime. The joint objective of the events and campaigns held inside and outside the stadiums as part of the ‘day of commemoration in German football’ is to contribute to a living culture of remembrance and stand up for a respectful and considerate society.

Every 27 January since 2004, German professional football has marked the day commemorating the liberation of the survivors of the Auschwitz-Birkenau concentration camp by commemorating the victims of National Socialism with the clear message: “!Nie wieder” (“!Never again”).

The initiative of the same name, which adopted this message from the survivors of the former concentration camp at Dachau, has received support from DFL and the DFL Foundation for many years and aims to tackle racism, xenophobia and anti-Semitism. The group comprises individuals, fan groups and fan projects, clubs, associations and institutions from the world of football. ■



Further information at  
[www.erinnerungstag.de](http://www.erinnerungstag.de)





## Christmas campaigns in Regensburg and Cologne

With its Christmas campaigns in December 2019, the DFL Foundation supported projects for children and young people in Eastern Bavaria and the Rhineland with €15,000 each. Eight nurseries in Eastern Bavaria with a commitment to get children moving were supported in cooperation with SSV Jahn Regensburg. “We reach out to nurseries and encourage children’s natural urge to move,” explained Marcel Reif, Chairman of the DFL Foundation Board of Trustees, in December when presenting the project at Jahn’s home match against FC St. Pauli. The project included offering exercise and ball sports at the nurseries, as well as a mentoring programme for teachers and packages of materials.

Together with 1. FC Köln, the DFL Foundation is planning to offer training and workshops of CfB Ford Köln-Niehl 09/25 e.V. for around 100 refugees and young, socially disadvantaged people from Cologne, although this has not yet taken place due to the coronavirus pandemic. This will include football units, team-building measures and workshops on the topics of migration and displacement, diversity and tolerance, fake news and hate speech. The participants will be provided with shirts, shorts and balls. The Christmas campaigns were among the projects proposed by Bundesliga and Bundesliga 2 clubs for the positive development of young people, which the DFL Foundation supported from 2009 to 2019. ■

**KICK-OFF** – Philipp Hausner, Marketing Director at SSV Jahn Regensburg since 2021, and Marcel Reif, Chairman of the DFL Foundation Board of Trustees, presented the Christmas campaign at the home match against FC St. Pauli.



## International Weeks for the Elimination of Racial Discrimination

In 2020, the DFL Foundation again joined forces with the German Football Association and the Bundesliga and Bundesliga 2 clubs to support the “International Weeks for the Elimination of Racial Discrimination”, which were held from 16 to 29 March with “Show your face – raise your voice” as the theme. All football fans were called on to actively confront discrimination. Because of the spread of the coronavirus, the around 3,500 planned events were cancelled or postponed. The “International Weeks for the Elimination of Racial Discrimination” stem from a resolution by the General Assembly of the United Nations. They commemorate the “Sharpeville massacre”, in which the South African police shot 69 peaceful protesters dead on 21 March 1960 in the township of Sharpeville. ■



Further information at <https://stiftung-gegen-rassismus.de/>

## Football for diversity

Since 2016, the DFL Foundation has supported the “Fußball für Vielfalt” (Football for diversity) initiative of the Federal Foundation Magnus Hirschfeld (BMH), which offers workshops on sexual discrimination for the Bundesliga and Bundesliga 2 clubs, aimed at trainers, players and employees from all areas of the clubs. In addition to communicating information about sexual discrimination, the aim is to increase awareness of the topic and highlight potential strategies for dealing with specific situations. ■



Further information at [www.fussball-fuer-vielfalt.de](http://www.fussball-fuer-vielfalt.de)

## Strengthening skills

20 participants successfully completed the third “CSR Manager (IHK) Football Management” course initiated by the DFL Foundation and received their certificates in January 2020. In two modules lasting several days, the course at the Chamber of Industry and Commerce (IHK) of Nuremberg for Middle Franconia delivers compact content on the current status of corporate social responsibility (CSR) with a focus on professional football. The participants engage with ethical issues, social relevance, the strategic role and tactical opportunities of CSR in professional sport. ■



Further information at [www.dfl-stiftung.de/erfolgreicher-abschluss-des-dritten-csr-manager-fussball-lehrgangs](http://www.dfl-stiftung.de/erfolgreicher-abschluss-des-dritten-csr-manager-fussball-lehrgangs)

INTEGRATION AND PARTICIPATION

Category	Participating Bundesliga
Project name	and Bundesliga 2 clubs
<b>Flagship projects</b>	
Football meets culture .....	14 + 3 (3. Liga)
Classroom stadium .....	17 + 2 (3. Liga)
Welcome to football .....	23 clubs
Bundesliga guide .....	all 36 + all (3. Liga)
<b>Funding projects</b>	
Safe-Hub Berlin .....	•
Fußball für Vielfalt .....	SV Sandhausen,
.....	Holstein Kiel
Christmas campaign .....	1. FC Köln
MitternachtsSport .....	Hertha Berlin
Jugend-Trainer-STÄRKEN .....	7 clubs
Lese-Kicker .....	•
Bolzplatzliga F43+ .....	•
Gesellschaftlicher Zusammenhalt .....	•
Bunt punktet – Für mehr Vielfalt im Sport .....	•
Sport macht stark .....	•
Schlaue Ferien für Bremer Kinder .....	•
<b>Small-scale projects</b>	
Christmas campaign for homeless people .....	•
SPORT verbindet „Gemeinschaft & Hoffnung“ .....	•
DM der Kinder- & Jugendhilfe .....	•
SportXperten .....	•
Pro Inklusionsschaukel .....	•
Fußball verbindet .....	•
Lauft gegen Rassismus .....	•
Fußball als Mittel zur Integration .....	•
Allianz Pro Menschlichkeit .....	•
Haltung statt Spaltung .....	•
buntkicktgut .....	•
Guck mal, Europa! .....	•
Schneesport Tag .....	•
ANSTOSS – Das Futsalcamp .....	•
AUFSTEIGER – Sport- & Kompetenzförderung bei BOLLE .....	•
Spielmacher .....	•
11. Behindertentag .....	•
International Weeks for the Elimination of Racial Discrimination .....	All 36 clubs

GROWING UP HEALTHY AND ACTIVE

Category	Participating Bundesliga
Project name	and Bundesliga 2 clubs
<b>Flagship projects</b>	
step kickt!* .....	8 clubs
<b>Funding projects</b>	
Christmas campaign .....	SSV Jahn Regensburg
Play fair, spiel fair .....	•
Football is more .....	•
World Children's Day .....	Hertha Berlin, 1. FC Union
Berlin	
Eintracht Frankfurt Pausenliga .....	Eintracht Frankfurt
KIO Erlebnispädagogik .....	•
Meine Stadt. Mein Sport. Meine Zukunft .....	•
Bunter Ball inklusiv .....	•
KIDZ United .....	•
Basketball macht Schule .....	•
Chancen verbessern: Kita Sport für bedürftige Kinder! .....	•
Open Sunday .....	•
Sportpatenprojekt .....	•
Schöner Fußball und gutes Essen in Buckow .....	•
Open Sunday plus .....	•
livingroom.move .....	•
Lüner Sportkarussell .....	•
Bolzplatzprojekt Landkreis Osnabrück .....	•
GORILLA Playground und Workshops .....	•
roll.together .....	•
Raufen, Ringen, Rangeln, Toben – miteinander fair .....	•
ZirkusBEWEGT- Gauklerkids*JungeStars .....	•
Ernährung bewegt! .....	•
I like to move it! .....	•
<b>Small-scale projects</b>	
Training on football grounds in the south of the town of Anklam .....	•
Schlappekicker-Aktion .....	•
Loslassen! .....	•
WOBAU-KITA-BALLSCHULE .....	•
Aktion&Abenteuer .....	•
Community Champions League .....	•
Weltgymnaestrada .....	•
Tor des Jahres .....	•
Sport macht Kinder Stark .....	•
Fußballprojekt mit Teenies und Jugendlichen .....	•
18. Deutsches Down-Sportlerfestival .....	•
Trendsport-Workshop-Nacht .....	•
Sportlich und Fit – Alle machen mit! .....	•
Minis - Ganzheitliche Bewegungsförderung .....	•
1. FC Villa Timpeltei .....	•
Bewegung und Bewegen auf dem Bauernhof .....	•
Gesund und aktiv mit dem Kneipp Verein Gronau .....	•

> Continues on p. 40

\*Project was planned and prepared, but could not be executed due to the pandemic.



> Continued from p. 39

GROWING UP HEALTHY AND ACTIVE

Category	Participating Bundesliga and Bundesliga 2 clubs
Project name	
Small-scale projects	
Gesund, aktiv und fit – unser Kinderland macht mit! .....	•
Starke Kinder .....	•
Inklusive Fußballgruppe .....	•
Kanu-Workshops “Rollikids inklusiv” .....	•
Inklusives Lauferlebnis .....	•*
SINUS Jugendstudie 2020 .....	•

ELITE SPORT

Category	Participating Bundesliga and Bundesliga 2 clubs
Project name	
Flagship projects	
Youth elite funding .....	•
Funding projects	
Junior athlete of the year .....	•
NEF events/engagement .....	•

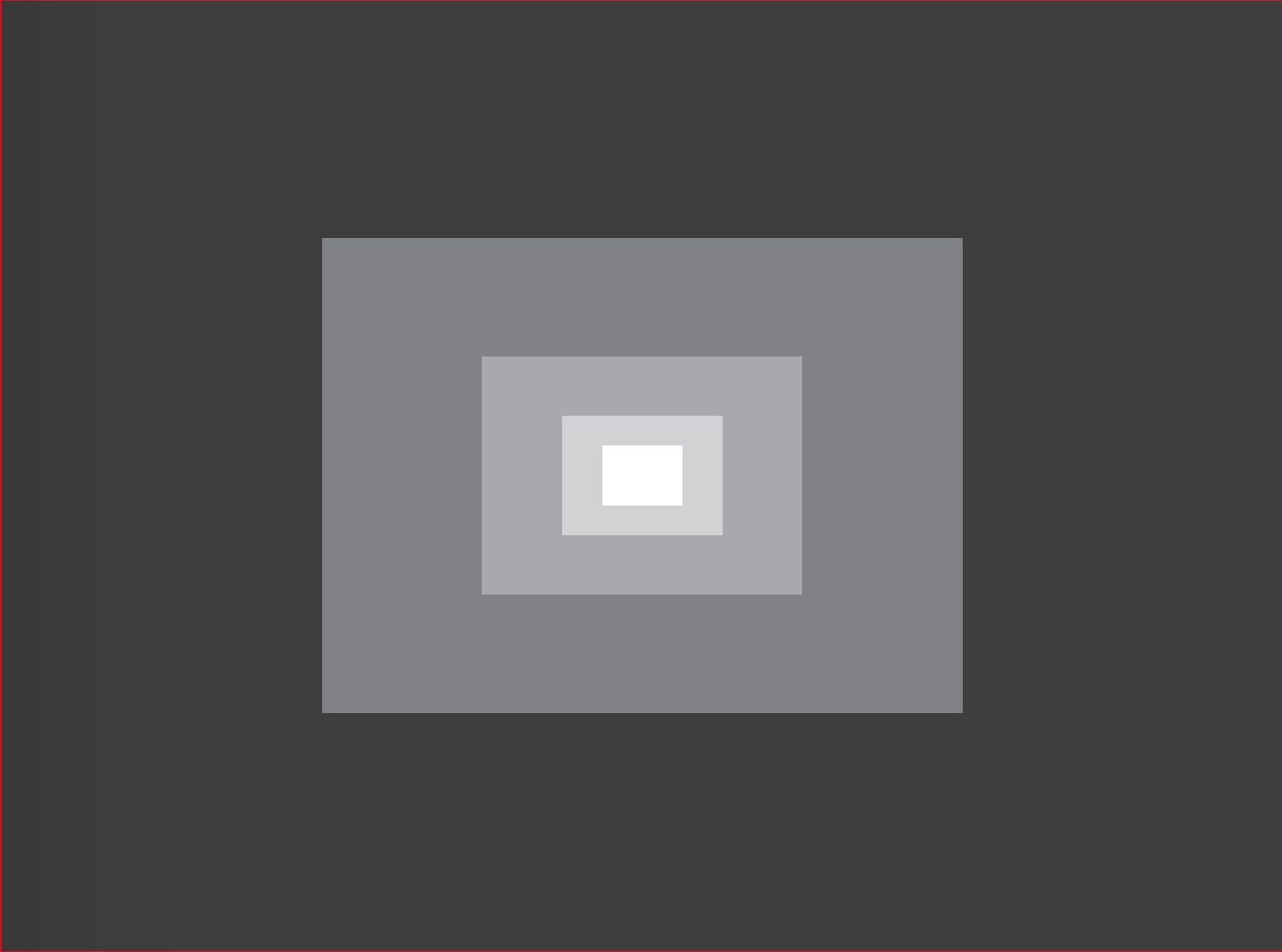
NETWORKS AND COOPERATION

Category	Participating Bundesliga and Bundesliga 2 clubs
Project name	
Funding projects	
T_OHR .....	•
Network formats .....	•

The DFL foundation supported 89 projects in the 2019-20 reporting year. There were three donations in kind alongside the projects listed here.

\* Could not be executed, approval withdrawn.

Committees, ambassadors and team



The DFL Foundation’s activities are shaped by its committees, celebrity ambassadors and team. They each perform an important function and help to ensure that the DFL Foundation can meet its social commitment to support children and young people.

# FOUNDATION BOARD

The Foundation Board monitors the Executive Board in its work. It also advises and supports the Executive Board. In the 2019-20 financial year, the members of the five-person Foundation Board were:

- **Dr Reinhard Rauball**  
Chairman and President of DFL e.V. (until September 2019), Honorary President of DFL e.V. (since September 2019)
- **Christian Pfennig**  
Chairman (since November 2019), Member of the DFL Management Board and Executive Vice President Marketing & Communications

- **Christian Seifert**  
Deputy Chairman (until November 2019), Chairman of the Board of DFL e.V. (since September 2019), Managing Director of DFL GmbH
- **Peter Peters**  
Deputy Chairman of the Board of DFL e.V. and Chairman of the Supervisory Board of DFL GmbH (both since September 2019)
- **Fritz Keller**  
DFB President (until May 2021)
- **Jürgen Machmeier**  
(since September 2019), President and Chairman of SV Sandhausen 1916 e.V.

The Foundation Board met twice in the reporting year.



Fritz Keller



Jürgen Machmeier



Peter Peters



Christian Pfennig



Dr Reinhard Rauball



Christian Seifert

# EXECUTIVE BOARD

The foundation's Executive Board is responsible for day-to-day activities. The Executive Board members are appointed by mutual agreement of the Board of DFL e.V. and the Management Board of DFL GmbH for a three-year term. The Executive Board manages the foundation

and its assets. In addition, it develops the strategic orientation, devises funding guidelines and prepares and implements budget plans. Six meetings of the Executive Board were held in the 2019-20 financial year.



**Stefan Kiefer**  
Chairman  
(until August 2020)



**Jörg Degenhart**  
Deputy Chairman, Member of the DFL Management Board and Executive Vice President Finance, IT & Organisation



**Franziska Fey**  
Chairwoman  
(since September 2020)



# TRUSTEES

The DFL Foundation is supported by prominent advocates from the worlds of politics, sport, business, culture and society as trustees. The trustees advise the Executive Board and the Foundation Board on fundamental matters affecting the foundation. As public figures, they help to propagate the foundation's principles, ideas and projects and use their networks to advance the foundation's work. ■



**Klaus-Peter Müller**  
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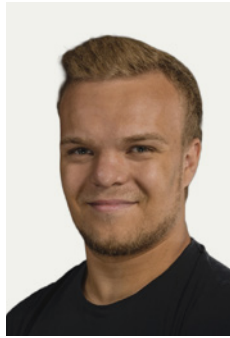
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# AMBASSADORS

**Prominent sportspeople support the DFL Foundation through their high profile and role-model status. As celebrity ambassadors, they apply their public influence, experience and network to address key social issues in conjunction with the DFL Foundation.**

Manuel Neuer from record-holding Bundesliga champions FC Bayern München has been an ambassador of the DFL Foundation since 2014. The former World Cup and European U21 Championship winner, named the world’s best goalkeeper on five occasions, has been helping children and young people with his Manuel Neuer Kids Foundation since 2010. His conviction: “We bear a great responsibility, and it is simply our duty to take our opportunities to ensure the well-being of disadvantaged people.” In 2010 and 2014, Manuel Neuer was awarded the Silver Laurel Leaf, Germany’s highest award for achievement in the world of sport, by Federal President Frank-Walter Steinmeier.



Manuel Neuer

Markus Rehm has been an inclusion ambassador of the DFL Foundation since 2015. He lost his right leg in 2003 at the age of 14 when it got caught in a boat’s propeller during wakeboard training. After winning gold at the London Paralympics in 2012, he chalked up two more gold medals in Rio de Janeiro in 2016 – in the long jump and the 4 x 100 metres relay. His message to young people with and without a disability is clear: “Despite a supposed handicap in life, you can achieve a huge amount.” He was named para athlete of the year in 2014 and was also awarded the Silver Laurel Leaf in 2016. Markus Rehm is a dedicated campaigner for a more inclusive society. ■



Markus Rehm

# TEAM

Just like football itself, the DFL Foundation’s social commitment is a team game. The employees of the DFL Foundation support and shape the operational project management that is led by the Executive Board. They engage in a continuous dialogue with project partners in order to facilitate the targeted and impact-oriented implementation of their programmes. Along with the Executive Board, the team is headed by a project management function. In the 2019-20 reporting year, this comprised Franziska Fey (CEO since September 2020, see “Executive Board”) and Maximilian Türck. ■

The DFL Foundation team in the 2019-20 reporting year

\* Interns    \*\* Student worker



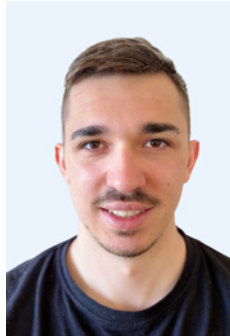
Alexander Del Sorbo



Malin Hadamzik



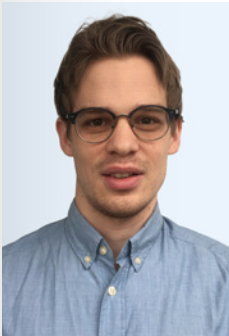
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Victor Havlik\*\*



Tarek Hegazy



Niko Hellwig\*



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Elias Köcher\*



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