



DFL FOUNDATION

ELITE SPORT

INTEGRATION  
AND PARTICIPATION



Impact goals

GROWING UP  
HEALTHY  
AND ACTIVE

Progress reports



Annual Report of the DFL Foundation 2021-22

# CREATING OPPORTUNITIES

## Youth participation

How we involve target groups and what we learn from them

## Child protection

Relevance to and potential for us and others

## Networking

How to get children exercising together

**“All young  
people in  
Germany  
have the  
opportunity  
to flourish.”**

# About us

The 36 clubs in the Bundesliga and Bundesliga 2 form DFL Deutsche Fußball Liga e.V., for which DFL Deutsche Fußball Liga GmbH organises and markets professional football in Germany. In 2008, the two organisations established the DFL Foundation to promote the following designated issues:

- **Sport**
- **Education**
- **International understanding**
- **Crime prevention**
- **Charitable causes**

The DFL Foundation is a Germany-wide sponsor from the world of professional football that engages in social action with a strong network and its own expertise.

## Our vision

**Young people in Germany have the opportunity to prosper: they grow up healthy and active. They live in a diverse and united society and help to shape it. Talented athletes use their potential and are good role models.**

To bring this vision closer to reality, we support children and young people in their personal development. For us, this also includes influencing their social environment. We are working to change society for the better – or to put it another way, to have an impact on society.

In our view, “impact” that our involvement has a lasting positive influence on the awareness, abilities, behaviour or circumstances of young people. Based on a model developed by the analysis and consultancy firm PHINEO, this can be illustrated in the form of an impact staircase as follows:



To achieve an even bigger impact with our involvement, i.e. to reach a higher step on the impact staircase, we must climb right up the steps. Here is an example: we are supporting a programme that is encouraging 8-year-old Anna to do sport, and showing her how important exercise is for her health. She understands this and wants to be more active (step 1). As a result, she does more sport (step 2). Anna joins a gymnastics club and now exercises regularly (step 3). Lots of other children go down this route, do more exercise and grow up healthier (step 4).

As per the impact staircase in the picture, we make statements on the impact of our programmes in our report. We set out impact goals that can be found in the fact boxes about our programmes, and we work towards them. This also applies to programmes that are not described in detail in this year’s report. We aim to act in an increasingly targeted way, and record the impact of our programmes even more effectively. Only by doing this can we improve the impact, and do our utmost to help children and young people in Germany to fulfil their potential.

To achieve this, we gather knowledge in a targeted way, collate new findings and share them with others. We build up networks, play an active part in shaping them and make our skills visible in order to find new partners who share our vision and support the positive development of young people. ■

# Making a difference together

**Ever since the DFL Foundation was established in 2008, our work has been focused on young people. Our goal of creating opportunities for children and young people remains unchanged. Our strategy, our programmes and our way of thinking have evolved.**

Anyone who, like us, wants to build springboards for children and young people with their programmes shouldn't just provide a springboard: they should also have the courage to take the plunge. That is the only way to go further and higher and release their potential.

However, particularly at the height of the coronavirus pandemic, many young people felt that their perspective was being somewhat ignored. This was apparent from a study by the University Medical Centre Hamburg-Eppendorf. And it strengthened our resolve not only to bear our target groups in mind in everything we do, but also to actively involve them. We are keen to involve those whom our programmes are geared towards.

The youth participation initiative of "Lernort Stadion" ("Classroom stadium") is a fine example of this. It has introduced young people to democratic values and encouraged them to get involved in the social debate. For instance, the young people organised a politics festival at Hamburg's Volksparkstadion with us. The findings we gained from this project be found on pages 18 to 21. Items in this annual that relate to participatory processes are denoted by a small hand icon. This also applies to the article on page 29, as we also involved young people in conjunction with our partner, the German Children and Youth Foundation, within the integration programme "Welcome to football" that we supported until the end of 2021. The young people devised action recommendations for greater involvement of refugees in sport, which we made available to associations and clubs.

Generating knowledge while sharing it with others – as in the case of the youth participation initiative and the action recommendations on refugees – is important to us. It can give rise to synergies and expertise networks to which dedicated individuals can contribute their strengths. We also applied our expertise to designing the DFL Deutsche Fußball Liga's platform bundesliga-wirkt.dfl.de, which



provides an overview of the impact of German professional football on society. In addition, with the involvement of the target group, we developed a Bundesliga travel guide app for people with disabilities in tandem with Aktion Mensch. We were assisted here by the Federal Association of Disabled Football Fans in Germany (BBAG) and the clubs' fan representatives for people with disabilities. The DFL bought the app from us, partly because we want to focus our work even more on children and young people. Another example of how we pass on knowledge is our documentation of the "Jugend - Trainer - STÄRKEN" ("Youth - coaches - STRENGTHS") programme. Find out more on page 33.

This annual report contains details of how our activities progressed in our action areas in the 2021-22 financial year, what impact our programmes have had, and what philosophy lies behind our child protection concept. We hope you enjoy reading it. ■■

**Franziska Fey**  
Chairwoman

# Contents

**Child protection** \_\_\_\_\_ 6

10



## **INTEGRATION AND PARTICIPATION**

12

“Lernort Stadion”  
 (“Classroom stadium”)  
 18 Lessons learned  
 #TeamDemokratie  
 (“Team Democracy”)

22

“Fußball trifft Kultur”  
 (“Football meets culture”)  
 26 Lessons learned

28

“Willkommen im Fußball”  
 (“Welcome to football”)

32

Further programmes

34



## **GROWING UP HEALTHY AND ACTIVE**

36

“Bundesliga bewegt”  
 (“Bundesliga moves”)  
 40 Lessons learned

44

“step kickt!”  
 48 Lessons learned

52

Further programmes

54



## **ELITE SPORT**

56

Parasport

60

#ZukunftBewegen  
 (“Moving forwards”)

**Overview of programmes** \_\_\_\_\_ 64

**Ambassadors** \_\_\_\_\_ 74

**Network** \_\_\_\_\_ 68

**Obituary of Fritz Pleitgen** \_\_\_\_\_ 75

**Committees** \_\_\_\_\_ 70

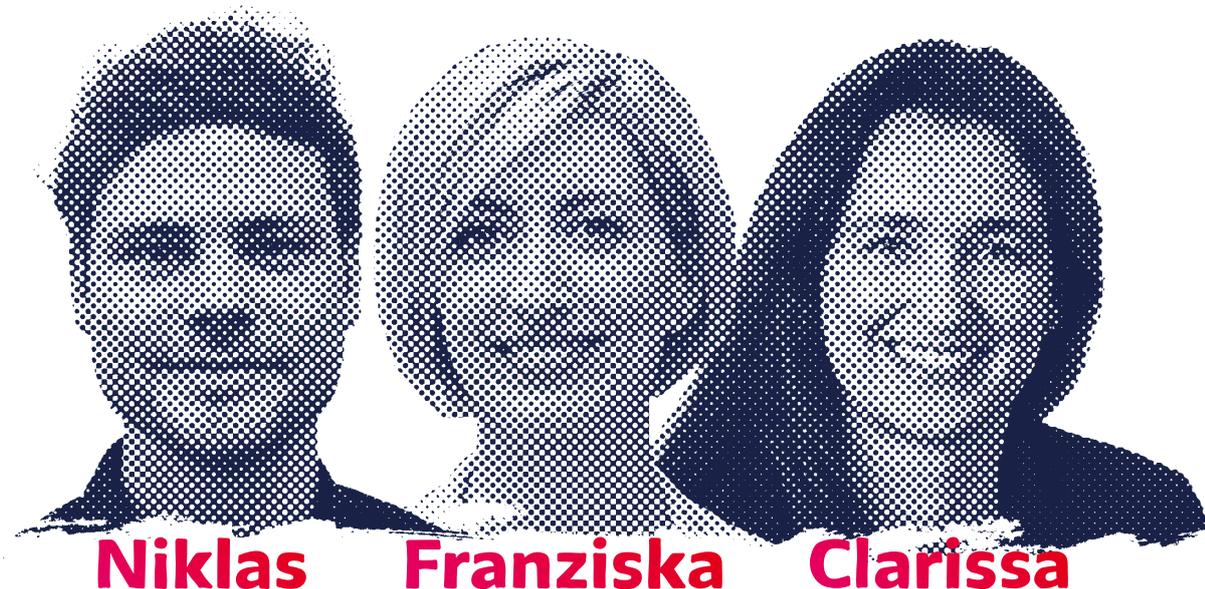
**Financial figures** \_\_\_\_\_ 76

**Team** \_\_\_\_\_ 73

**Publication details** \_\_\_\_\_ 82

# Child protection

The DFL Foundation encourages children and young people to flourish and develop. To do this, they need protection and a supportive environment. A child protection system can form the basis for this. In the 2021-22 financial year, the DFL Foundation developed a concept and began to implement it. Niklas Alof from the children's charity Kindernothilfe (child emergency aid) assisted with this. Along with Franziska Fey and Clarissa Sagerer-Schlockermann, he discussed it with us.



**Niklas, Kindernothilfe has developed a child protection concept with the DFL Foundation. Could you describe the process?**

First of all, the DFL Foundation allocated responsibilities and set up a project team. There was then a kick-off event for all employees on the topics of child protection and children's rights, with a link to their day-to-day work. Next, we delivered work units relating to the elements of a holistic child protection system with the relevant participants. Kindernothilfe provided input on children's rights, which the DFL Foundation applied to its working situation.

**Franziska, the DFL Foundation has been campaigning for children and young people since 2008. What does "child protection" mean to you all?**

With our programmes, we help children and young people to fulfil their potential – in, through and in the context of sport. We see them as independent individuals with all fundamental rights. That's why we take children and young people seriously and listen to them. As a foundation in the sports sector, we are aware of the specific need to protect young people. With its impacts on children and young people,

## Child protection concept

A child protection concept helps the likes of schools, nurseries, sports clubs and sport-related institutions to make children and young people aware of their rights, to protect them against physical and mental abuse, and to highlight and resolve cases of abuse. The concept provides guiding principles: how do I notice that a child has experienced abuse? How can I identify, assess and prevent risks? How do I deal with suspicious cases, and what protection does the legal system provide?

the coronavirus pandemic strengthened our resolve to take appropriate measures in the interest of young people: based on the UN Convention on the Rights of the Child, we developed a child protection concept that serves as a framework for action for all employees and partners of the Foundation.

### What aim is pursued here?

With this concept, we aim to counter mental and physical threats to the well-being of children and young people, and be able to respond via professional case management in the event of doubt. We use our work on the concept to get children and young people involved even more effectively, and to raise awareness of their concerns both internally and externally.

### Clarissa, as part of the child protection team, can you give us an example of how the concept is put into practice?

Well, we are transparent about our stance on children when recruiting staff, and have set guidelines for the use of photographs of children in our communication. So our child protection system applies both to employees of the Foundation and to external parties who work with us.

### Niklas, what role does Kindernoithilfe have in the development of a child protection concept?

We usually assist with the entire process of setting up a holistic child protection system. We deliver training courses on children's rights and child protection, and provide advice on the implementation of child protection measures and the drafting of

**“We can enable young people to do so much if we empower them, take them seriously and involve them. That way, we protect and support them, but also help them to develop freely and safely.”**

Niklas Aloff  
Kindernoithilfe

## Kindernoithilfe

Kindernoithilfe (child emergency aid) has been campaigning for children and young people for over 60 years. It works predominantly in Africa, Asia and Latin America. Protection, empowering and involving children is at the heart of Kindernoithilfe's work. The charity has helped nearly 800 organisations to set up child protection systems in more than 30 countries. It has been applying this experience in Germany since 2016, working with the likes of sports organisations, nurseries, schools and supporters of child and youth welfare.

the concept. However, guidelines and recommendations often have only a limited effect in day-to-day work. Therefore, a child protection concept can only work well if measures are consistently lived out and a corresponding attitude becomes established. The topic often impacts on the entire organisation: processes may be changed, staff issues may arise or communication may have to be reassessed. Our team covers many bases, with expertise in education, law, sports science and psychology. This enables us to cover issues in various fields.

### Clarissa, you have been through a process lasting several months. What are the next steps?

The concept is gradually being brought to life in communication, HR management and project support. Being a charitable foundation, we come into contact with the children and young people in the programmes less frequently than our partners, so we work closely with them to ensure or expand child protection in the programmes. We plan child protection training courses in a supporting capacity. There is also a central external and independent notification office through which suspicious cases can be reported and handled by specialist staff.

### Niklas, why is it important to address the issue of child protection?

Often, dealing with the issue changes people's personal viewpoint as well as their professional perspective. However, it is important not to be motivated solely by fear. As well as protecting against abuse, it is important to focus on the potential of children, too: we can enable young people to do so much if we empower them, take them seriously and involve them. That way, we protect and support them as well as help them to develop freely and safely. ■



**We support young  
people in their  
personal development.  
For us, this also includes  
influencing their social  
environment.**

# Action areas and participation

<b>Integration and participation</b>	<b>10</b>
“Lernort Stadion” (“Classroom stadium”)	12
Lessons learned	18
“Fußball trifft Kultur” (“Football meets culture”)	22
Lessons learned	26
“Willkommen im Fußball” (“Welcome to football”)	28
Further programmes	32
<b>Growing up healthy and active</b>	<b>34</b>
“Bundesliga bewegt” (“Bundesliga moves”)	36
Lessons learned	40
“step kickt!”	44
Lessons learned	48
Further programmes	52
<b>Elite sport</b>	<b>54</b>
Parasport	56
#ZukunftBewegen (“Moving forwards”)	60
<b>Overview of programmes</b>	<b>64</b>



# ACTION AREA

# INTEGRATION AND PARTICIPATION

**In Germany, the academic achievement and social status of young people depend on the social position of their parents – more so than the European average.<sup>1</sup> Children and young people are often also disadvantaged as a result of their religion, gender, disability or other markers of identity, and have worse initial opportunities. As a result, they cannot totally fulfil their potential and only participate in society to a limited extent.**

Our programmes use football to open doors. They teach language and social skills, boost learning capacity and confidence, create encounters

between young people from different backgrounds and use football to encourage learning. In addition, they motivate young people to actively participate in society. Civic education topics and social issues that interest children and young people are addressed.

Professional football reaches millions of people in the stadiums and through numerous media channels. We use this reach to highlight existing inequalities. With role models from the Bundesliga, sport and other parts of society, we promote coexistence characterised by understanding and respect without discrimination.

<sup>1</sup>OECD (2018). A Broken Social Elevator? How to Promote Social Mobility; OECD (2018). PISA study 2018

## Vision

All children and young people in Germany have the opportunity to fulfil their individual potential. They are an active part of a diverse and united society. Origin, religion, gender, sexual identity, ability and disability pose no barrier.

To enable our programmes to do as much as possible to bring this vision to fruition, we have set corresponding goals in line with our impact logic (which you will find on page 3).



**Togetherness** In our action area “Integration and participation”, we promote interaction, dialogue and mutual respect among young people.

## Target group

We particularly focus on children and young people who are disadvantaged – on account of their gender, access to education or migration background, disability, their origin, religion, sexual identity or financial situation. We are also keen to involve parents and teachers, i.e. key caregivers of the children and young people.



## Impact goals

We aim to help children and young people look positively towards the future and have confidence in their own abilities and opportunities. For us, this means that they are listened to and taken seriously and that play an active part in shaping their environment as a united and diverse society. They develop the personal skills required for this and address values and issues such as fairness, tolerance and justice.

# #TeamDemokratie ("Team Democracy")

**Along with the special out-of-school learning values, authentic and passionate teachers are the lifeblood of the civic education programme "Lernort Stadion" ("Classroom stadium"). They include Matondo Castlo and Marius Künzel. As part of the #TeamDemokratie ("Team Democracy") initiative, they have opened up prospects for young people in a creative way and whetted their appetite for democratic values and participation.**

*"Have you ever had to worry about finding somewhere to sleep for the night? Or whether you could survive for a winter with no heating? Do you know what's like to go to work at night? When you're supporting your parents but can't get to school on time? Where I live, there is poverty, while others are wealthy. We want an opportunity, not sympathy. Look at us, the new generation. We will get what was taken from our parents: we will soon fill the universities, become doctors and teachers – one day, a background of migration won't matter."*

These lines from the rap song "Chancen" ("Opportunities") by the Berlin-based singer and actor Matondo Castlo resonate with young people in particular. "At last, German hip-hop with depth and a message," wrote one user on Matondo's YouTube channel. "My lyrics are designed to get people thinking. Being cool means making something of yourself," Matondo explains. He addresses social injustice, and also wants to highlight and encourage opportunities.

Released in September 2021, his song "Chancen" has had over 180,000 views on YouTube. It was written as part of the social-media campaign of #TeamDemokratie. In the context of a comprehensive youth participation initiative, the "Lernort Stadion" programme headed in new directions last year to reach young people.

**Expression** At a workshop in Hamburg as part of the "Jugend.Politik.Festival" ("youth politics festival"), Matondo Castlo helped young people to express themselves through rap. He also conveyed knowledge of music and its political background here.





**Rainbow armband** Many young people who took part in the "youth politics festival" embraced the slogan #TeamDemokratie and wore shirts promoting the initiative. Some also made a personal statement with the rainbow armband.

The initiative was mainly geared towards young people with an educationally disadvantaged background. From the date of the Bundestag elections in September 2021 to the closing event in spring 2022, they were addressed in different ways. Under the hashtag #TeamDemokratie, there were special events and digital formats throughout Germany: from a Democracy Week at 14 stadium-based learning venues, a U18 election and youth participation days in autumn and winter to the finale on 3 May in Hamburg – a "youth politics festival" devised by young people themselves with over 100 participants. There was also a digital conference with more than 200 participants on the topic of participative political education football.



"Particularly in these days of fake news, conspiracy theories and wide-ranging impacts of the pandemic, we were keen to motivate young people to get involved in democracy and give them a voice," says Franziska Fey, Chairwoman of the DFL Foundation. "With this initiative, we promoted an open, diverse and liberal society."

More than 600,000 young people came into contact with #TeamDemokratie through the social-media activities of six influencers. "Events don't reach everyone, so new approaches are essential, too," says Matondo Castlo, who has been a trustee of the DFL Foundation since 2021. The song "Chancen" is possibly his most personal work to date. In it, the 1993-born Berlin native tells the story of his parents, who fled from the Democratic Republic of Congo to Germany in the winter of 1989. The two holders of degrees in education had to start working as cleaners to provide for their children. ■ ■ ■



**Promoted since** 2010

**Programme partners** Lernort Stadion e.V., socio-educational fan projects and clubs, and local networks at the learning locations

**Target group** Young people aged 14 to 18 – with and without a disability, with and without a migration background, predominantly from secondary, comprehensive and special schools

**Number of people supported** Approx. 12,500

**Locations** 24 learning locations

**Funding commitment** EUR 858,000

**Project contents** "Lernort Stadion" delivers political education courses in football stadiums. In out-of-school workshops and project weeks, the participants deal with issues such as diversity, fair play, tolerance and learning about democracy via various methods in a low-threshold way.

**Role of the DFL Foundation** The DFL Foundation is a strategic partner of Lernort Stadion e.V. and the main sponsor of the overall project.

### Impact goal

Young people in socially challenging situations have developed awareness of democratic values and play an active part in shaping their social environment. They see the sporting environment as a place to learn skills and have wide-ranging encounters.



**Atmosphere** Matondo Castlo and the young people clicked straight away. The “youth politics festival” was held at Hamburg’s Volksparkstadion.

As a child, Matondo Castlo was drawn to life on the street, like many others from his social background. After being involved in a pharmacy robbery at 14, he had a lucky break: instead of being sent to a detention centre, he was given a new opportunity – at a football academy near Erfurt. “The structured routine and football helped me to find myself again,” says Matondo now, and he is grateful to be back on the straight and narrow, unlike some of his friends from back then. Years later, the former “problem child” became a state-certified teacher.

Matondo combined his job with his passion: music. In rap workshops that he puts on in youth detention centres, assisted-living facilities and schools and has already brought to the “Lernort Stadion”, he meets young people on an equal footing. He encourages them, because far too often, other people tell them what they can’t do and where their boundaries lie. “If you have no hope, you can’t see your opportunities,” says Matondo, “but if you find your way, nothing can stop you.” He is living proof of that. In this way, he can act as a role model for young people and encourage them.

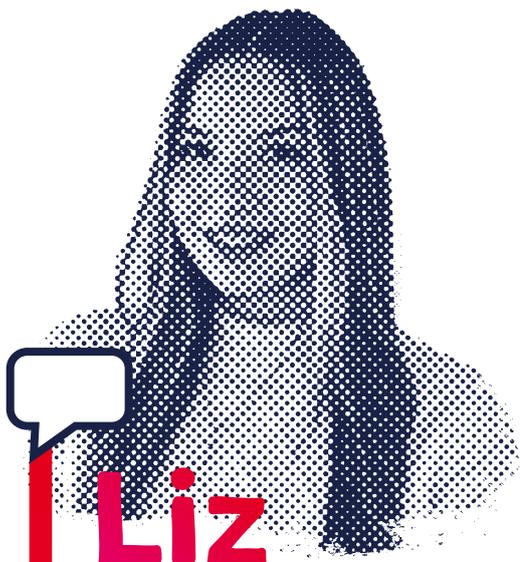
Marius Künzel, pedagogical director of the “Bildungspark MG” learning centre, one of 24 “Lern-

ort Stadion” locations, also shows that authenticity plays a key role in reaching young hearts and minds as a teacher. As well as sporting a beard and baseball cap, Künzel always has a winning smile. The trained social manager and social-education worker has a hands-on approach: “It is crucial to meet the young people where they are,” he says.

At the “Lernort Stadion” in Mönchengladbach, the surroundings are also motivational: where else would you find lessons overlooking the pitch where professionals fight for points at weekends? “By switching the venue to a football stadium, you reach more young people,” says 15-year-old Anna, who is in the introductory phase at Am Geroweier secondary school and attended a lesson with Marius Künzel during the “Democracy Week” at Borussia-Park. Her classmate Ceyda, also 15, agrees that it is easier to get to grips with these issues at the stadium: “You’re not under pressure like you are at school.”

“Bildungspark MG” has already reached around 9,000 young people since it was launched in the summer of 2017. Along with the DFL Foundation, its sponsors include the Borussia Foundation founded by Borussia Mönchengladbach in 2010, the German Postcode Lottery and “Fanprojekt





**Liza Marianna Hajdu (19) is training as an industrial mechanic at Volkswagen.**

When I came from Hungary to Germany aged twelve in the middle of a school year, I learned what it's like not to fully belong because of your origin. People from Italy or Turkey soon seek each other out. There are not so many people here from my country. I felt alone, I was "the foreigner who doesn't speak German".

I first went to the "Lernort Stadion" ("Lernort Stadion") in 2019. The class I was in at the time went to the "green & white classroom" learning location in Wolfsburg. We did a project on issues like racism and exclusion. I didn't join in much back then. A year later, I was at another school and back in the green & white classroom. There, I met up again with Björn, who runs the "Lernort Stadion" workshops in Wolfsburg, and we set up a group of young people from different schools. We call ourselves #TeamDemokratie and meet regularly at the AOK Stadium. Then we talk and develop project ideas.

I've got to know lots of people there, and have learned that it's important for us to accept diversity in our lives. Germany is made up of so many different people. They have different origins, religions or sexual orientations. Through "Lernort Stadion", I want to help make sure that nobody has to hide in this country and nobody has to think "I don't belong" or "I have to be this or that in order to be accepted". Everyone should be able to be who they are.



In this vein, we were also involved in organising the "youth politics festival" in Hamburg. We planned workshops for the event, for instance on the subject of Judaism. It was interesting to talk with a Jewish man and woman who face prejudices every day. I could identify with some things that they said, for example that they were afraid to speak out because they thought, "Nobody wants to hear me". I'm familiar with that. However, I have found it easier since learning German. Now, I'm less "the foreigner" and more myself as a person.

The day in Hamburg at the "youth politics festival" gave us the opportunity to get to know the perspectives of many young people. It was great to help with preparations for the event. Let's see what we'll be planning in #TeamDemokratie next.

Mönchengladbach Supporters Club e.V.”. The initiative is delivered by the fan project “De Kull e.V.”, where Marius Künzel is in charge of education work. The long-established club from the Lower Rhine region provides facilities free of charge and helps the learning location with its publicity work. Each learning location structures its sponsor and supporter framework individually, but the fan projects of the local football clubs often play an instrumental role.

Across Germany, 24 learning locations tap into many young people’s passion for football and bring political education courses into the stadium. Classes and youth groups come to the stadium for up to five days to address social issues and explore the special learning location on a stadium tour. Issues on the agenda include tolerance, togetherness, fair play in the classroom, anti-discrimination, prevention of violence, homophobia – and, in 2021–22, the key theme of democracy.

The speakers in Marius Künzel’s Bildungspark team have an average age of 28. They deal with youth-related trends and issues. “If we want to talk about sexism, this works really well with German rap songs, for example,” says the teacher. “Because the young people are familiar with the rappers and the lyrics.” Works by Matondo Castlo are not suitable as examples of what to avoid, but there is still plenty to choose from. He believes that in many areas, sport also reflects society – negatively in the case of discrimination on the pitch and in the crowd or homophobic language, and positively in the case of democratic structures at the clubs.

Only a few out-of-school educational opportunities are available in Mönchengladbach. “Lernort



#### **Passion**

Social manager and education worker Marius Künzel is heavily involved in teaching democratic values and content to young people in Mönchengladbach.



#### Involvement

At a workshop at “Bildungspark MG”, young people write down the things that matter to them.

Stadion” is particularly geared towards young people who do not respond well to conventional education formats or may have had negative learning experiences. One good example is the innovation project “Football. Fair. Fashion”, which gave pupils an exciting introduction to the issue of sustainability. They made new skirts, tops, jackets and shirts from old replica kit and showed off their upcycling creations at a private viewing. The programme was preceded by a two-day workshop that shed light on issues such as consumption, sustainability, human rights and global learning.

Worthy issues are all very well, but good interaction is vital, and Mönchengladbach is no exception. This particularly applies to contact with other education providers and young people. What matter most are the interpersonal aspects – respect, trust and appreciation.

Activities in the “Democracy Week” included a U18 election of the German Federal Youth Council, in which around 750 young people from Mönchengladbach cast their votes courtesy of a mobile polling station in the city. In addition, there were five workshops for 112 pupils on topics such as opportunities for young people to get involved, co-determination at football clubs and the

question of how political sport should be. Marius says that the key is giving young people confidence and getting them involved.

A simulation game was a particularly effective way of doing this. In groups, the pupils trawled through the manifestos of the political parties. Each team focused on one party. At the end, each group elected one person who took part in a podium discussion and represented the position of the respective party. This change of perspective proved fruitful. Marius mentioned the experience of an Afghan girl: engaging with others at the workshop helped her to understand the importance of building up democratic structures and being able to participate in them – this also struck a chord with her regarding her home country. Finding out from examples like these that young people have become that bit more open-minded, receptive to democracy and dedicated is welcome affirmation for Marius and his team.

Matondo Castlo is also pleased with his workshops: “Linking football and political educational work really excites me,” he says. “Particularly in these challenging times, in tandem with the DFL Foundation, I want to show young people what they can achieve and what a wonderful thing partnership can be.” ■



# Youth participation

The #TeamDemokratie (“Team Democracy”) initiative of Lernort Stadion e.V. has introduced young people to democratic values and encouraged them to get involved in the social debate and life.



## Canvassing

Use my channels when looking for participants.

## Openness

Be bold enough to involve me – you won't regret it.

## Formats

Involve and support me properly, put faith in me and take my daily life into account in your planning.

## Expectations

Let us set goals together, and trust my ability to achieve them.

## Communication

Speak my language.

## Representation

Give me space and a voice.



# What we learned from working with young people

The “youth politics festival”, where more than 100 young people explored democratic values, participation and empowerment, was held on 3 May 2022 at Hamburg’s Volksparkstadion. It

was organised and designed by eleven young people, closely supported by the “Lernort Stadion” “Classroom stadium” team. The following findings were gained from the collaboration:



**... like workshops**

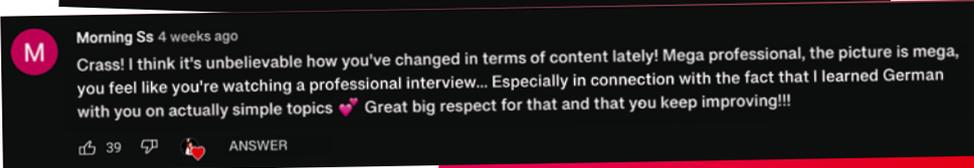
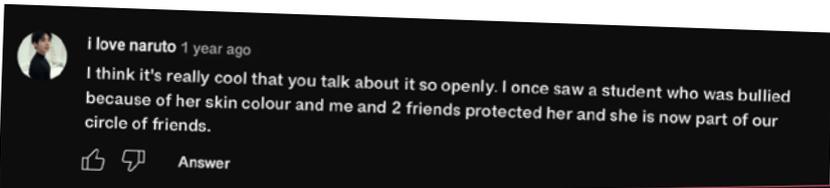
**... appreciate flexibility**

# YOUNG PEOPLE ...



# These are our findings from our cooperation with influencers

Many young people are active on social media. To get them on board on various democratic issues, six social-media channels relevant to #TeamDemokratie were enlisted:



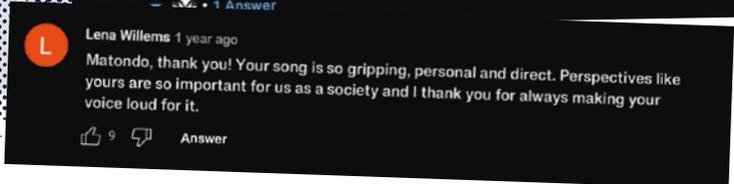
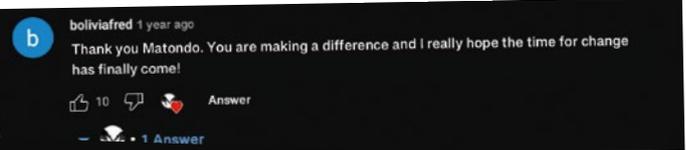
## Jeyisbaee

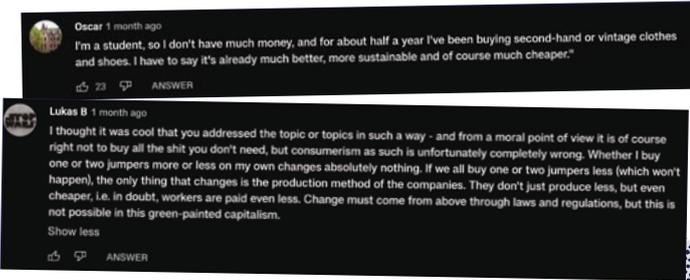
FOCUSED ON EXPERIENCE OF DISCRIMINATION AND RACISM



## Matondo Castlo

CONTRIBUTED A SONG ABOUT SOCIAL JUSTICE, MIGRATION AND PARTICIPATION





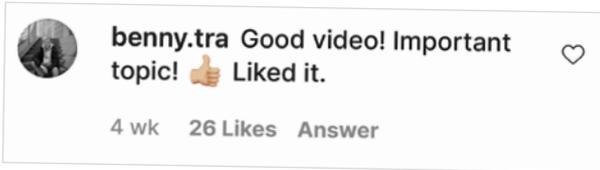
# Willy & Vincent

RAISED AWARENESS OF SUSTAINABLE FASHION



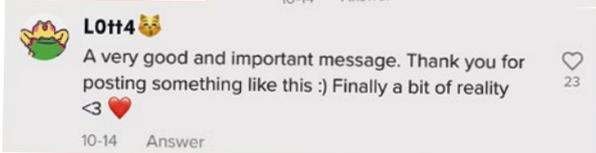
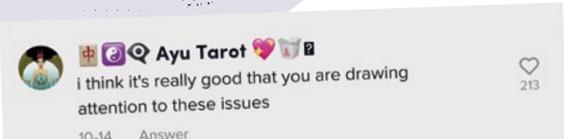
# Why Nils

DEALT WITH SUSTAINABLE EATING



# Xinting Wang

ADDRESSED THE ISSUE OF HATE SPEECH



**What we learned from working with the stakeholders**

- Many young people from different backgrounds can be reached
- Video series or follow-up options (e.g. workshops or talks) could have a more long-term effect.
- A breadth of voices and diversity are important in order to reflect society as fully as possible and appeal to many different people.
- Multi-issue campaigns can be hard to understand: single-issue approaches are much more engaging and less complex
- A close relationship with influencers and a longer communication period enable a greater reach and depth

All social media postings were written in German and have been translated into English for presentation in this report.

# Recipe for SUCCESS

**One half of education, one half of football training and additional cultural activities – “Fußball trifft Kultur” (FtK, “Football meets culture”) has been supporting children with this concept since 2007.**

“Fußball trifft Kultur” has attracted further high-profile supporters since 2021: European U21 Championship winner Ridle Baku works as a nationwide ambassador for the programme. “I want to help children from more disadvantaged backgrounds,” says Baku, who plays in the Bundesliga for VfL Wolfsburg. He is particularly keen to promote football as something uniting and inclusive: “Football is a unifying force. When you’re out there on the pitch, it doesn’t matter where you’re from. The only thing that counts is our shared aim. You have to learn how to integrate yourself in a group and deal with losses. I think team sports give you lots of social skills that can also be really useful off the pitch.”

## **Challenges encourage creativity**

Baku was on the judging panel of the “FtK ClubChallenge” in 2022. This initiative encouraged children in the programme groups to explore “their” clubs and come up with creative ideas for a presentation. At the start, each programme group was given a starter pack from LitCam gGmbH, which launched “Fußball trifft Kultur” in 2007. Its contents included T-shirts and fabric pens as well as merchandise items from the clubs cooperating with the school of the programme groups. The contributions submitted at the end ranged from self-composed songs and hand-crafted stadiums to a depiction of the club’s history in the form of a huge timeline.

Friederike Behrends (Chairwoman of the Management Board of the German Postcode Lottery), Tim Gailus (KiKA presenter and FtK ambassador) and Silke Mayer (Chairwoman of the Dirk Nowitzki Foundation) were also on the judging panel along with Baku. They assessed the projects based on the criteria of creativity, content and representation.



### Dialogue

Marcel Reif and Ridle Baku answered questions from the participating children as well as the winners of the FtK final tournament.

The winners were crowned at the FtK final tournament in June 2022 in Frankfurt: the main prize, a signed original "Foals" shirt and free tickets to a home match, went to the programme group from the Catholic primary school in Holt, Mönchengladbach. They had impressed with an exhibition featuring numerous hand-painted "artworks" touching on current, historical and cultural aspects of Borussia Mönchengladbach. The programme group from Lustheider Strasse community primary school in Cologne won a gold disc based on the famous music award and free tickets to a 1. FC Köln home. This group received the gold disc for their song about 1. FC Köln.



**Designated issue** Education

**Promoted since** 2012

**Programme partners** LitCam gGmbH, clubs, local sponsors

**Target group** Children in years 3 to 6

**Number of people supported in 2021-22** 750

**Locations in 2021-22** 22 learning locations with 33 programme groups

**Funding commitment in 2021-22** EUR 307,000

**Project contents** Children receive a combination of education and football training. In addition, regular cultural events are held.

**Role of the DFL Foundation** The DFL Foundation is a financial sponsor of the programme and a Germany-wide cooperation partner. It is on hand for LitCam gGmbH in an advisory capacity.

### Impact goal

The participants have improved their German, communication and social skills. These personal resources and skills help them to fulfil their potential autonomously.



**World Children's Day 2022**



From left to right: Kristjan Glibo, U21 coach, Cara Bösl from the women's team and Jannik Horz from the U19s (far right) took questions from the floor in a "press conference" at Eintracht Frankfurt. The press conference was chaired by Benjamin Heinrich (2nd from the right) from the club's media department.



## Creating learning opportunities

There was an FtK challenge the previous summer too, on the theme of Europe. To coincide with the 2021 European Football Championship, the "Fußball trifft Kultur" groups focused on one country each and came up with creative ideas relating to it. The winners were the Carmelite school in Frankfurt with their ideas on the country of Sweden. Self-designed T-shirts decorated with typical symbols such as the national flag and a native elk were among the creations that impressed the judges.

"Looking closely at their clubs and the different countries and cultures gave the children a variety of opportunities to expand their vocabulary and improve their language skills," says FtK Director Karin Plötz, explaining the concept of the challenges. Beyond the challenges, Plötz also hailed the latest development of "Fußball trifft Kultur" – two new locations, Augsburg and Regensburg, were added during the 2021-22 season. ■



## Eliana

**Eliana (10) goes to Freiherr vom Stein school in Frankfurt. She completed her primary education at the Carmelite school in Frankfurt, where she took part in "Fußball trifft Kultur" (FtK) for three years.**

My family comes from Eritrea, and I was born in Germany. My two older siblings went to FtK before me. I noticed how they played football there, how they improved at school and that they occasionally went on trips, for example to the final tournaments held each year by FtK. I wanted to do the same, and that's why I registered for FtK as soon as I was able to in the second year.

I was already into football. FtK then gave me the opportunity to learn properly with coaches. We learned new tricks and techniques, so kept on improving. Because I became so good at football, I already play for the U15s at TSG Niederrad.

At the FtK, I also liked the feeling that all children there were equal. Nobody was preferred. Everyone was treated well. If you did homework in the FtK German lessons and finished it, you could read a book. We had lots of books to choose from there. I didn't like reading before, but I discovered it at FtK. Now I just love it. My current favourite book is "Diary of a Wimpy Kid".

We went to the Eintracht Museum once. That was great, too. I'm not really that keen on museums. But when it's about football, that's different. I probably wouldn't have gone there without FtK.

When I think about the future, I could easily imagine becoming a professional footballer. I definitely want to take my school-leaving exams, because you need them for lots of jobs.

**Lessons  
learned**

# Fußball trifft Kultur

To determine the impact of the programme, LitCam surveyed 489 children at the beginning of the 2021-22 school year and 451 children at the end of it. The children came from 25 programme groups and 17 locations. The results are assigned to the steps of our impact logic, which is explained on page 3.

## Programme overview

**737**

PARTICIPANTS

**3,591**

PROGRAMME  
SESSIONS

**20**

CHILDREN PER  
GROUP ON  
AVERAGE

**33**

CULTURAL  
ACTIVITIES

**Strongly agree**

**Agree a little**

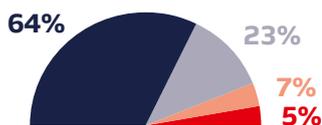
**Mostly disagree**

**Strongly disagree**

Due to rounding differences for the individual values, the total is not always 100 percent.



## Change in awareness and abilities of children



**It is important to me that I get better at school.**

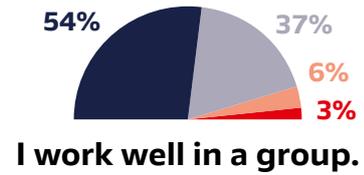
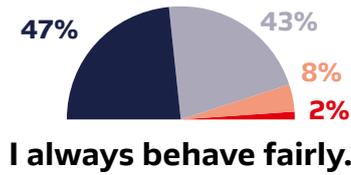
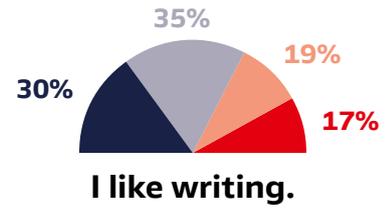
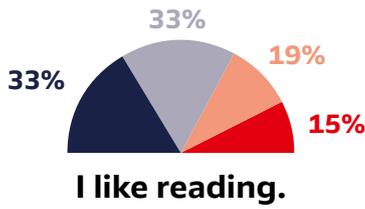


**It is important to me that we are a team.**

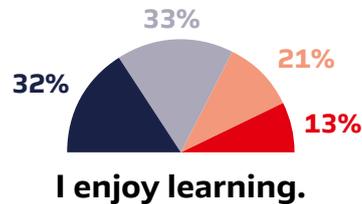
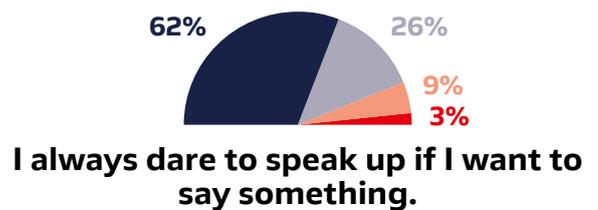
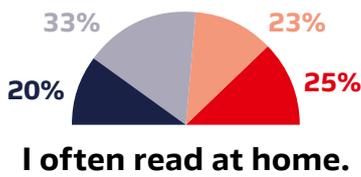


**It is important to me that we treat each other fairly.**

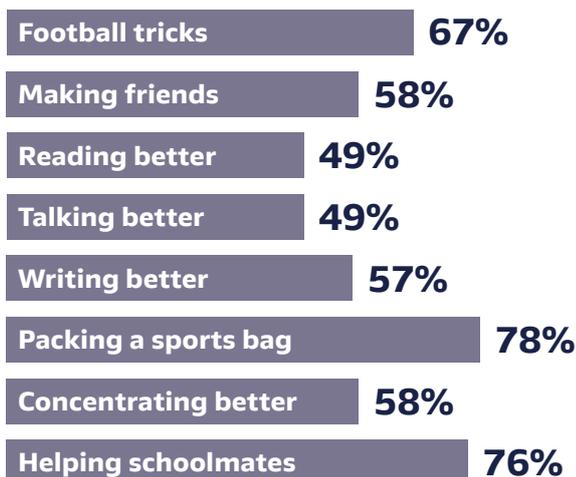
1 2 3 4 Children act differently



1 2 3 4 Circumstances of children change



What the children said they learned



### How the children perceived the programme

- 68% stated that taking part improved their confidence.
- 52% stated that "Fußball trifft Kultur" increased their motivation to learn.
- 95% enjoyed themselves.
- 90% would recommend the programme.
- 87% felt happy in "Fußball trifft Kultur".

# Launchpad for new prospects

**“Willkommen im Fußball” (“Welcome to football”) has been helping young refugees to access sport, education and other areas of society since 2015. After six years, funding of the German Children and Youth Foundation’s programme by the Federal Government Commissioner for Migration, Refugees and Integration (DKJS) and the DFL Foundation came to end in December 2021.**



**Girl power** As at the other programme locations, there were targeted measures for young female refugees, including girls, at the “Willkommen im Fußball” cup in Berlin in August 2021.

Around 5,000 young adult refugees from at least 43 countries of origin have taken part in sport, educational, networking, training and social activities run by “Willkommen im Fußball” to date. Initially, eleven locations throughout Germany offered the programme. The number of them grew rapidly. By the end of 2021, there were 23 locations where “welcome associations” were set up by professional and amateur clubs and local education providers, civic initiatives or municipal stakeholders.

Through sport, skills-based training and personal development measures, “Willkommen im Fußball” helps people with a migration background to stand on their own two feet, get involved in volunteering and improve their prospects. While initiatives that provided variety and encouraged social contact were initially in demand, the changing needs of refugees were always taken into account. For instance, from 2018 onwards, the associations increasingly helped participants with training for

volunteer work at sports clubs as well as careers advice. Another focal point was initiatives for girls and young women, as there are far fewer sporting opportunities for them than for boys and young men.

## Remarkable stories

Some refugees were involved from the start. Many of them developed along with the programme. "Willkommen im Fußball" followed several participants and told their stories. In 2018, a video series was made about Hisham, Ibsa, Alaa and Yazan, four participants who told of their long journey to Germany and their hopes and fears, as well as describing how "Willkommen im Fußball" helped them to feel at home in society.

"When I'm playing football, I forget all my problems," explains Alaa, a Palestinian who escaped from Syria. He played for Blau-Weiss Leipzig men's second team, completed the first "Willkommen im Fußball" coaching course, and now coaches the club's U18s and U19s. Alaa says he is grateful to the programme for helping him on his way to becoming a football coach. In 2019, he was awarded Leipzig City Councils volunteer prize for his voluntary coaching work. ■■■

## Participation

Lots of materials for organisations and refugees have been produced in the context of "Willkommen im Fußball".



These include the document "Five recommendations for increasing refugee participation in sport", which contains input from 20 people from a migration background and is particularly geared towards sports clubs and associations. The recommendations in brief:

### 1 Be aware of the limits of sport

Not all refugees regularly participate in sporting activities. They do not always have the necessary resources or energy for this, even though taking part is important to them. Recommendation: Devise suitable activities for refugees with due consideration of their daily life and their resources for participation.

### 2 Share information

To find the right sporting activity or get into voluntary work, refugees often need assistance from representatives and contacts, e.g. from schools, shared accommodation or advisory bodies. In order to provide help, these contacts need sufficient information from clubs and associations.

### 3 Be self-critical and willing to learn

Clubs and associations should actively address the issue of discrimination, examine their own structures in a self-critical way and adopt a constructive approach. Training courses by the associations, e.g. in collaboration with supporters of anti-racism work, could supplement the training content for coaches.

### 4 Recognise qualifications

It is important to have a standard benchmark for all coaches as well as for refugees and German natives. This includes associations recognising qualifications that are acquired outside of German sporting frameworks. Where certificates have been lost, face-to-face interviews, practical tests or placements may help to verify knowledge and experience.

### 5 Promote diversity

A club environment that allows and promotes diversity benefits everyone, and is particularly encouraging for people who belong to under-represented groups. Sport should become noticeably more diverse not only among participants, but also on boards, among coaches and at other levels. Short-term activities, e.g. holiday camps, can be a good starting point.



**Designated issue** International understanding

**Promoted** 2015 to the end of 2021

**Programme partners** German Children and Youth Foundation, Federal Government Commissioner for Migration, Refugees and Integration, professional and amateur clubs, civic organisations

**Target group** Young refugees up to 27 years old

**Number of people supported in 2021-22** Around 3,000

**Locations in 2021-22** 23

**Funding commitment in 2021-22** EUR 393,000 (funding ended on 31 December 2021)

**Project contents** Professional clubs, amateur clubs and civic organisations act as an alliance. They provide sporting activities and educational and qualification courses for young refugees, and enable them to participate in society.

**Role of the DFL Foundation** The DFL Foundation was the initiator of the German Children and Youth Foundation's programme and supported it financially. In addition, it liaised between all participants.

### Impact goal

Young refugees have access to sport, exercise and training opportunities. They are integrated into society and have gained language skills.

Marah from Dortmund and Saleh from Mainz were each the subject of a video clip in 2019. In these videos and in an interview for a print publication, they too told of the impact of the "Willkommen im Fußball" initiatives: they had the chance to connect with people of their own age, become accustomed to social frameworks and take responsibility. For instance, Saleh attended various workshops on topics such as personal development and completing applications. "These, and football itself, taught us the importance of respect, punctuality, reliability and other things. You also need them later on, at work", he says. Saleh completed his school-leaving qualifications in Mainz and started work there.

"Willkommen im Fußball" has also caught the attention of organisations outside Germany that support refugees. For instance, representatives of Amnesty International UK, the English Football Association (FA), several leading English clubs and the English Professional Footballers' Association (PFA) visited the DFL Foundation and five welcome associations in 2018 to find out about the programme and incorporate their findings into a similar programme in the UK.



### Social skills

Many refugees took their first step into voluntary work with the support of "Willkommen im Fußball", while some now lead training sessions and leisure groups or are involved in refereeing.



## Haitham

**Haitham Msto, aged 45, from Damascus, now lives in the Köpenick district of Berlin**

For 15 years, I was a photographer and cameraman in Damascus, and worked at many weddings. Damascus was a stunning place. I used to love sitting in one of the cafés in the old town. My wife blessed me with four children: two boys and two girls. Then the war started, and we had to flee to Iraq in 2012. However, we wanted to return as soon as possible. Unfortunately, it wasn't to be.

We lived in a camp in northern Iraq with no education for the children. So I made the long journey to Berlin in 2015. My family came later. I lived in a container village in Köpenick. I had no idea about life in Germany. I couldn't speak German, and I was alone. I wasn't part of society: I didn't belong to it.

Then, Peter Hermanns, head of the container village, took me to "Willkommen im Fußball". Playing football introduced me to people and was fun. Nobody laughed at me. Everyone treated me with kindness and respect – it felt good. I learned German through the football and language lessons, and am now at

B2 level. I even took a coaching course.

Now, I have much more confidence. I play for the 1. FC Union Berlin over-40s team, have a B coaching licence, and coach children and young people, many of them from Ukraine. History is repeating itself, but now I'm the one helping others. At the Berlin state sports association, I'm doing a sports rehabilitation course so that I can lead fitness activities. I've trained as a teaching assistant, and work in child social care for the German Red Cross. My children go to the secondary school. "Willkommen im Fußball" can integrate people, and was like a new start for me.

In a digital exchange between "Willkommen im Fußball" and "Football Welcomes" in November 2021, the British participants stressed how important their 2018 visit to Germany had been to their own outreach work. At the beginning of 2021, in cooperation with the English Football Association, Amnesty International UK published a guide to greater participation of female refugees in football based on "Willkommen im Fußball" materials, for example.

Although funding from DFL Foundation and the Federal Government Commissioner for Migration, Refugees and Integration has come to an end, "Willkommen im Fußball" is still running in 14 locations. Individual former alliance partners remain active in all other locations. In recent years, the German Children and Youth Foundation has created frameworks that ensure their continued existence in many places.

There are also further DKJS initiatives such as "fit nach vorn" ("Forwards in fitness"), sponsored by the Federal Government Commissioner for Migration, Refugees and Integration and the Federal Government Anti-Racism Commissioner. Now based at 15 locations, this initiative links sports programmes for young refugees with careers advice measures and networking opportunities. These and other projects can also open up prospects for people from a migration background in the future. ■

# FURTHER PROGRAMMES

## INTEGRATION AND PARTICIPATION

### International Weeks for the Elimination of Racial Discrimination

In March 2022, for the 14th time, the DFL Foundation supported the International Weeks for the Elimination of Racial Discrimination, which featured the first-ever day of action on 27 March with #BewegtGegenRassismus (“Move against racism”). Under this year’s slogan “Taking a stand”, the DFL Foundation joined forces with the German Football Association, German Sports Youth, Eintracht Frankfurt and the Foundation Against Racism in urging people and organisations involved in sport to spread the message “We stand together – against racism and for 100% human dignity” through events and communication.

The International Weeks for the Elimination of Racial Discrimination stem from a resolution by the General Assembly of the United Nations and commemorate the “Sharpeville massacre” on 21 March 1960, in which the South African police shot 69 peaceful protesters dead. Since 2016, the two weeks have been held around the International Day for the Elimination of Racism on 21 March. In Europe, several thousand organisations such as schools, faith communities and sports clubs and associations devote themselves to this cause each year.



### FußballFreunde Cups

**“Children with and without a disability are on the ball together!”** This was the slogan for the two tournaments of the inclusive football tournament series “FußballFreunde Cups” that were staged again in the 2021-22 season. On 31 October 2021, five teams contested the North FußballFreunde Cup at SV Werder Bremen, while another five played in the North-East edition at Hertha Berlin. The focus was on shared enthusiasm and enjoyment on the pitch as well as teamwork and fair play. The organisers are the DFL Foundation and the DFB’s Sepp Herberger Foundation in collaboration with the DFB state associations and the clubs in the Bundesliga and Bundesliga 2.

# Tandem Young Coach training



**Having been cancelled in the previous year due to the coronavirus pandemic, Tandem Young Coach training returned in September 2021 – this time at the Sport School Wedau in Duisburg.** In tandem with coaches, around 20 partici-

pants with and without a disability were each trained in football for people with disabilities. In theory and practical sessions, they learned the basics of planning and structuring exercise sessions and received an introduction to leading training sessions. The training week focused on work in small groups, direct application of learning, and support in line with individual abilities. Participants without a disability took part in workshops that provided information on various forms of disability and working with disabled people.

The Scort Foundation's programme is supported by people from the clubs in the Football Club Social Alliance who run exercise sessions. Along with tandems of the FCSA professional clubs FC Basel, SV Werder Bremen and Bayer 04 Leverkusen, further tandem places were used by clubs in the DFB state associations. The programme and the public tender were made possible by funding from the DFL Foundation and the DFB's Sepp Herberger Foundation.

# Jugend - Trainer - STÄRKEN

**“Jugend – Trainer – STÄRKEN” (Youth – coaches – STRENGTHS)** boosted democratic participation at amateur and professional football clubs since 2018. The programme helped coaches in youth football to become responsible role models. Training on issues such as participation, prevention

of racism and de-escalation also honed their skills outside of sport. Seven professional clubs and more than 30 amateur clubs were involved. Along with young people and the young coaches, directors, prevention officers and other people were involved in order to strengthen the clubs as democratic and discrimination-free zones.



After several years, the process instigated by the DFL Foundation and the Robert Bosch Foundation and delivered by Arbeit und Leben Bielefeld e.V. came to end in 2022. A video series explores various issues dealt with in the programme, such as communication, co-determination and stress-free spaces. Documentation is used to pass on knowledge to amateur and professional clubs. It contains information on selected issues, in-depth sources and details of contact points, e.g. for dealing with bullying or discrimination.



# ACTION AREA GROWING UP HEALTHY AND ACTIVE

**Children and young people do not get enough exercise. Just 16 per cent of 4 to 17-year-olds manage 60 minutes of physical activity per day.<sup>1</sup> This is too little according to the World Health Organisation (WHO), which recommends at least one hour of exercise per day for young people. All is not well with children's mental health in Germany either. One in three children suffer from mental-health problems.<sup>2</sup> Regular exercise and well-being are essential to good development. A balanced diet is also important here.**

Our programmes are geared towards the living environments of children and young people. We promote high-quality activities for young people in their immediate vicinity. The relevant stakeholders from the living environments of children and young people – institutions such as nurseries, schools, families or providers of out-of-school activities – are actively involved in order to help children lead healthy day-to-day lives. In addition, we work to raise social awareness of the importance of young people's physical and mental health and strengthen structures that enable children and young people to flourish.

<sup>1</sup>Schmidt, S.C.E, Burchartz, A., Kolb, S., Niessner, C., Oriwol, D., Hanssen-Doose, A., Worth, A. & Woll, A. (2021). Zur Situation der körperlich-sportlichen Aktivität von Kindern und Jugendlichen während der COVID-19 - Pandemie in Deutschland: Die Motorik-Modul Studie (On the Situation of Physical and Sporting Activity of Children and Young People During the COVID-19 Pandemic in Germany: the Motorik-Modul study) (MoMo). KIT Scientific Working Papers, 165

<sup>2</sup>University Medical Centre Hamburg-Eppendorf (2021). COPSy study

## Vision

All children and young people in Germany have the opportunity to grow up healthy and active. They receive sufficient impetus and support to flourish as fully as possible.

To enable our programmes to do as much as possible to bring this vision to fruition, we have set corresponding goals in line with our impact logic (which you will find on page 3).



**All-embracing** Encouraging children and young people to exercise requires different approaches for different age groups. In addition, it is important to include the environment of young people. Parents, teachers and other caregivers are key points of reference for children and young people. We try to pay increasing attention to these and other aspects in our programmes because these people are highly influential in the development of children and young people.

## Target group

We particularly focus on children and young people who are disadvantaged from nursery age to the end of middle school – on account of their gender, access to education, fitness level, migration background, disability, origin or financial situation. We are also keen to involve parents and teachers, i.e. key caregivers of the children and young people.

## Impact goals

We aim to show children and young people what a healthy and active lifestyle means, so they can do enough sport and have a balanced diet. Through exercise, play and sport, they acquire important skills that they put to regular use. They are mindful in their approach to themselves and others, and develop a healthy sense of self-esteem and a firm set of values.



# Close links: “Bundesliga bewegt”

**Children do not exercise enough – and the coronavirus pandemic accelerated this trend. Together with the DFL Foundation, clubs from the Bundesliga and Bundesliga 2 are countering this challenge with the “Bundesliga bewegt” (“Bundesliga moves”) programme. We take a look at Bremen and Freiburg.**

Bang! The pane shakes but remains intact. It has survived worse than that before. A look through it does not provide the desired clarity as to who exactly is responsible for the material test, as several children are noisily engrossed in their football match in front of the steps to the glazed entrance area. They are waiting for Malte Wienecke to open the door to the sports hall of Pestalozzi primary school in Freiburg at 3 p.m. On this Wednesday afternoon, the sports scientist is responsible for the 17 girls and boys taking part in “Foxy’s ball school”, an exercise activity run by Sport-Club Freiburg.

Nine-year-old twins Nahom and Philmon are among those there. “The ball school is the highlight of their week,” says their mother Metasebia, who drove her sons there. They are both in class 4a at Pestalozzi primary school. And they both want to be a footballer. Nahom would also “settle” for an acting career – but that’s still a long way off. Back in the present, today was all about lessons and homework.

Now it’s time to burn off some energy. As soon as the door opens, the hyped-up twins dash into the sports hall, quickly get changed in the dressing room and delve into the box brimming with various balls. Unsurprisingly, the footballs are much in

demand. “What comes next is a mixture of play, sport and social work, and it teaches body awareness and a feel for the ball as well as social skills,” Wienecke explains.

The 27-year-old is an exercise coordinator for “Bundesliga bewegt”, a programme jointly initiated by the DFL Foundation, SV Werder Bremen and Sport-Club Freiburg that, in the first phase of the project up to September 2022, was financed with

**“It is part of our social responsibility in Bremen and everywhere else where professional football is played to help counter the lack of exercise among children and young people.”**

Frank Baumann  
General Manager Football, SV Werder Bremen



**Passion** The regular sporting activity is the highlight of the children's week. They are in their element when avidly discussing their favourite Bundesliga players.

funds awarded to the German Children and Youth Foundation (DKJS) by the German Federal Ministry for Family Affairs to deal with the consequences of the coronavirus pandemic. One reason why the programme is essential is that many children do even less exercise than they did before the pandemic.

"Bundesliga bewegt" provides children of nursery to middle-school age with high-quality, integrated exercise activities across a range of sports close to their home. "We provide impetus, and connect nurseries, schools, recreational sports clubs and other social institutions with each other," says Oliver Leki, Chief Financial, Organisation and Marketing Officer of SC Freiburg. During the first phase of the project, 25 clubs in the Bundesliga, Bundesliga 2 and 3. Liga were involved in "Bundesliga bewegt". Frank Baumann, General Manager Football at SV Werder Bremen, explains it this way: "It is part of our social responsibility in Bremen and everywhere else where professional football is played to help counter the lack of exercise among children and young people." ■ ■ ■



**Teamwork and competition** As well as improving their coordination and ball skills in a fun way at “Foxy’s ball school”, the children also learn to work together as a team in order to reach a common goal. Philmon dribbles the ball intently. His twin brother Nahom tries to get in his way.

The need for this is particularly acute in Bremen. According to the Statistical Office of the Free Hanseatic City of Bremen, one in eight children is overweight by the time they start school. In addition, there is a shortage of trained PE teachers in schools. SV Werder Bremen have been encouraging young people to exercise for 20 years now, and helped pave the way for “Bundesliga bewegt” with their “SPIELRAUM” (“freedom to play”) approach, as did Sport-Club Freiburg with their “Sport-Quartiere” (“sport districts”) concept. While SC Freiburg cooperate with Freiburg City Council, the “step foundation” and the “beruf leben akademie” (“Work and Life Academy”), SV Werder Bremen works with the likes of the basketball club ALBA BERLIN under the “SPORT VERNETZT” (“Sport Connects”) initiative. SV Werder Bremen received the “UEFA Grassroots Award” in 2020 for their work in this field.

Commitment to children and young people has a lasting impact. “Those who interact with others through sport at an early age are more likely to remain active later in life,” says Emily Meier of SV Werder Bremen, who plays a key role at the club in delivering “Bundesliga bewegt”. “My main task as

an exercise coordinator is to create integrated, social space-appropriate exercise opportunities in nurseries, schools and clubs,” she explains.

For instance, she is setting up a collaboration between a nursery, a primary school and a recreational sports club. These institutions are jointly devising an exercise initiative that SV Werder Bremen is supporting with its expertise and a coach. As a result, participating pre-school children come into contact with the primary school and are prepared for PE lessons there. Later on, they will also attend a sports club on a regular basis.

The exercise initiatives build on one another. Before they become more focused on individual sports at subsequent schools, children at nurseries and primary schools play a lot of ball games across a range of sports. That is the case this particular Wednesday in Freiburg, where Malte Wienecke is calming things down. The song “SC Freiburg vor” (“Come on, SC Freiburg”) by the folk-rock group Fisherman’s Fall is playing on his music box – the signal for Nahom, Philmon and the others to gather together in the centre circle. When the song ends,

they suddenly fall silent. Wie-neckel explains the game. One group has to get round an obstacle course of boxes, mats and benches, while the other group tries to stop them by throwing balls at them. Anyone who gets hit must go back to the start. The twins, who are in the first group, turn out to be little acrobats, and deftly dodge the balls.

"After sport, they're always in a good mood," says their mother Metasebia when she meets her sons again outside the sports hall. Yet they haven't always had as much fun as they did today. "We were often bored because of the coronavirus," says Philmon. Although their mother often went into the garden with the twins while social distancing rules were in place, they missed their exercise and social contact, Metasebia explains. That dampened the mood. "Those times were really difficult for the whole family. When the boys were able to do sport regularly again, things improved straight away," Metasebia recalls – and to finish, she expressed a hope of hers: "There must be more activities like the ball school." The prospects for her twins are good: Nahom and Philmon now attend Rotteck secondary school – another partner school of Sport-Club Freiburg. ■

*A previous version of this article was published in DFL Magazine 2/2022.*



**Designated issue** Sport

**Implemented since** 2021-22

**Programme partners** German Children and Youth Foundation, 25 clubs in the Bundesliga, Bundesliga 2 and 3. Liga

**Target group**

- Direct: Children of nursery and primary school age
- Indirect: People closely associated with the children and young people as well as stakeholders in the exercise landscape in the respective location (e.g. the local authority)

**Number of people supported** Approx. 16,000 children and young people who are to be reached

**Locations** 25

**Funding commitment** EUR 245,000<sup>1</sup>

**Project contents** Professional football and other stakeholders (e.g. local authority, recreational sports club, sports federation) choose an existing social environment, e.g. a socially disadvantaged district in the region. A person specifically employed for the programme at the participating club initiates and coordinates within the social environment:

- Weekly exercise activities at a nursery and a primary school
- Networking opportunities in which stakeholders in the social environment engage with and learn from each other
- Qualification measures in which coaching and teaching staff as well as childcare employees can participate

**Role of the DFL Foundation** In the "Bundesliga bewegt" steering group with SC Freiburg and SV Werder Bremen, we identify potential and bring it to the attention of the participating clubs and their partner networks via various formats. At the same time, we learn from and with others to take the idea further. With its initiative "SPORT VERNETZT" (Sport Connects"), the basketball club ALBA BERLIN is now a cooperation partner of "Bundesliga bewegt".

## Impact goal

Exercise is integrated in children's daily lives. They have access to needs-based, high-quality activities across a range of sports in their immediate vicinity (appropriate to their social environment and across all living environments). People in the children's immediate circle and beyond are made aware of the importance of exercise to a healthy lifestyle, and networks for ongoing promotion of healthy and active social environments/districts are established.

<sup>1</sup> Until September 2022, "Bundesliga bewegt" will initially be implemented using funds from "AUF!leben – Zukunft ist jetzt." (Live!UP – The future is now.) – a programme of the German Children and Youth Foundation (DKJS), funded by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth. This is part of the federal government's "Aufholen nach Corona" (Catching up after the coronavirus) action programme.

**Lessons  
learned**

# Evaluation



“Bundesliga bewegt” (“Bundesliga moves”) enables children to access high-quality, integrated exercise activities across a range of sports in their immediate living environments. To this end, clubs in the Bundesliga and Bundesliga 2 appointed exercise coordinators who oversaw the pilot phase from February to September 2022. Prof. Tim Bindel of Johannes Gutenberg University Mainz analysed the project approach in a process evaluation and came up with the following findings.

# 34

SELECTED SOCIAL  
ENVIRONMENTS



# 200

WEEKLY EXERCISE ACTIVITIES FOR  
SCHOOLS AND NURSERIES

# 50

NETWORKING AND  
TRAINING MEASURES



# 25

PARTICIPATING  
CLUBS

## Girls taking part in “Bundesliga bewegt”

The **proportion of girls** in the project is distinctly **low**. Unfortunately, the goal of providing access for all children has been missed by some distance. It must be asked whether the overarching theme of football is suitable in terms of **equality**. Based on empirical material, the only logical conclusion is that **more activities without a ball** and **with no competition** are required.

Girls are often interested in forms of **individual exercise** (climbing, rolling, clambering hand over hand, jumping, sliding) and less interested in competitive forms of play and activities involving **moving objects** (throwing, shooting).

## Initiated by



DFL FOUNDATION



## Participating clubs in the pilot phase



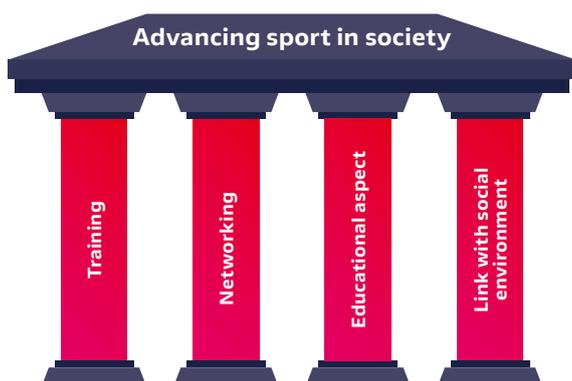
## Note: Get other segments and sports heavily involved!

The Bundesliga clubs can be regarded as major influences for children and young people in Germany. The following makes this empirically clear:

- Short start-up time of the programmes
- Existing CSR structures at the clubs
- Low advertising costs for events of an informal nature
- High level of accessibility of educational institutions for networking matters

The large football lobby means that there is a responsibility to stand up for sport as a whole so that children can be offered a wide range.

“Bundesliga bewegt” provides the framework for advancing sport in society



“A real movement is emerging here. It needs long-term support!”

*The huge potential of trained and trainable stakeholders is being used*

**A social environment-appropriate approach as a full-time future model**

**The "weaker ones" are also being reached**

The training opportunities are high-quality and embody good social work



KEY SUCCESS FACTOR

**Trained & committed staff**

THIS  
REQUIRES

Posts with long-term financing

Training of staff on the subject of socially responsible sport

# Active classes

**In the third edition of the “step kickt!” programme, the DFL Foundation and the fit4future foundation teamed up with twelve professional clubs to encourage children in years three and four to live more actively and healthily.**

Since 2019, the “step kickt!” programme of the fit4future foundation and the DFL Foundation has been encouraging children to exercise in a fun way in a steps challenge spanning several months. The participants are equipped with pedometers and compete against other in teams with their classmates. Male and female players from professional clubs act as patrons for the classes and schools in their location. In videos, they join mascots of the participating clubs to explain the project schedule and encourage the children to exercise and accumulate as many steps as possible during the project.

“We cover around 120 kilometres in a 90-minute match. As a class, could you possibly manage to do even more kilometres together in a week?” Borussia Dortmund professional Youssoufa Moukoko issued this challenge to participants in the “step kickt!” programme in Dortmund in a video message in spring 2022. Next to him was Vanessa Kuhl, a player for the Borussia Dortmund women’s team.

Her message to the children: “I want to encourage you today to accumulate steps, because we want to lift the cup together. Let’s go!”

The Dortmund pupils only just missed out on the trophy. They accumulated a total of 44,326,133 steps, which were converted to 9,331,817 points. This makes the figures easier to compare, and ensures that larger classes do not have an advantage over smaller ones. The four Dortmund classes in the programme came second in the “step kickt!” competition. 1. FC Heidenheim were club champions with their five classes. They scored 12,340,325 points, having accumulated 56,765,495 steps.

## Professionals and mascots show how it’s done

Sebastian Stolze and Jannik Dehm from Hannover 96 set various challenges for the pupils in video messages: “Could you manage to run 14,000 steps

### Busy bees

In Dortmund, Borussia Dortmund mascot Emma encouraged the “step kickt!” participants to exercise more. The children wear black pedometers on their wrist.





#### Winners

1. FC Heidenheim were the "step kickt!" 2022 club champions. The classes of the club's partner schools achieved the most steps and the highest score compared to their "competitors".

several days a week?" That is roughly the number of steps that players cover in each training session. Vincenzo Grifo and Hasret Kayıkçı from Sport-Club Freiburg jogged up the steps of the Europa-Park stadium in a video, and geed up the children to run up and down all the steps in their school, while Lohmann the bull, Arminia Bielefeld's mascot, demonstrated warm-up exercises on the SchücoArena pitch with a pedometer on his horns.

More than 1,700 year three and four pupils from 84 classes joined in, covering around 360,000 kilometres between 28 March and 3 June 2022. That's about nine times the circumference of the Earth. Around 536 million steps were taken in total. Children, parents and teaches were able to view the points scored by the classes on the programme website [step-kickt.de](http://step-kickt.de) and in an app. Information on the topics of exercise and nutrition was also available there.

At parents' evenings, the clubs made mothers and fathers aware of the importance of exercise and nutrition. Parents are key caregivers and role models for their children in terms of their healthy development. A total of 22 days of action by the clubs ■■■

### #TimeToMOVE: 3,641 hours of exercise

Getting active, engaging with others and networking: the "exercise weeks" initiated by the DFL Foundation and supported by professional clubs and partners in May 2022 were all about promoting exercise and the positive effects of sport. The themed weeks featured the **exercise challenge #TimeToMOVE** for children, young people and their caregivers, organised in tandem with German Sports Youth (dsj). Singer Wincent Weiss, face of the **dsj MOVE campaign**, and three-time Olympic skiing champion and DFL Foundation trustee Maria Höfl-Riesch encouraged the participants. The challenge was undertaken on Instagram and in nurseries, schools and clubs. The aim was to do at least 60 or 120 minutes of exercise or accumulate 8,000 steps per day. Participants were able to send in their results. In total, 3,641 hours were clocked up. All participants were entered in a draw for individual prizes such as a skateboard signed by Wincent Weiss as well as play and sports materials.

### Informative

Christoph Rehm, head of education at SV Sandhausen's academy, told a school class taking part in "step kickt!" why it is important to eat properly, citing factors such as the positive effect on health and well-being.



imparted knowledge of various foods, and provided exercise activities for the children across a range of sports – including stadium tours with stair runs, ball school games for teaching coordination skills, and football-specific exercises. While enjoying exercise, children also learn basic motor and cognitive skills such as endurance, strength, memory and creativity. This in turn has a positive effect on their sense of self-esteem. Some clubs visited organic farms with the children, and they cooked together. At several locations, nutrition experts provided the clubs with quiz formats that helped the children to learn about various foods in a fun way.

### A lasting impact after the programme

To keep the participants motivated after the programme ended, they received a nutrition brochure with child-friendly information, interactive tasks and

recipes as well as tips for parents. In addition, the brochure "Creating an active lifestyle together" was developed specially for the "step kickt!" programme to provide participating teachers with suggestions, games and tips for regular exercise opportunities at school. The children were allowed to keep their pedometers after the project phase came to an end. This enabled them to carry on participating in a competition called the "step championship". The next round of "step kickt!" begins in March 2023. ■



**Designated issue** Education

**Promoted since** 2018-19

**Programme partners** fit4future foundation Germany, planero GmbH, Denkfabrik fischimwasser GmbH, clubs in the Bundesliga, Bundesliga 2 and 3. Liga

#### Target groups

- Direct: Children and young people in years three and four
- Indirect: Legal guardians and teachers of the children and young people

**Number of people supported in 2021-22** 1,707

**Locations in 2021-22** 12

**Funding commitment in 2020-21** EUR 386,000

**Project contents** "step kickt!" uses a steps challenge as a fun way of motivating children to exercise, thus countering the growing inactivity of the young generation. In addition, the children are taught about a healthy and balanced diet, compete as a class and get to work as a team.

**Role of the DFL Foundation** The DFL Foundation is a financial sponsor of the programme, gets professional clubs and players on board and enhances the project.

#### Impact goal

Primary-school children grow up healthy and active, feel good and make progress with their development. Caregivers help the children to grow up healthy and active.



## Silke

**Silke von Elverfeldt is a teacher at Reinhold Schneider school in Freiburg. She took part in "step kickt!" with her class in the 2020-21 and 2021-22 school years.**

Exercise is important, but pupils usually have to sit still. That's why we are trying to incorporate exercise into lessons. For instance, you can learn things by heart while walking around – provided that it doesn't disturb anyone. We took part in "step kickt!" for the first time in the 2020-21 school year. Because of the coronavirus, pupils were attending in rotation, and I took the readings from the children's digital pedometers every two days. It was an intense time. I often rang children and parents to gee them up to exercise, too. The children were incredibly motivated and accumulated lots of steps, including outside school. They made plans to go trampolining or running. I had my own armband, and walked to school with a colleague each morning to accumulate steps. So taking part in "step kickt!" inspired everyone to exercise more.

The topic of nutrition was harder to deal with due to the coronavirus rules. We weren't allowed to cook together. The chef from Sport-Club Freiburg wanted to come, but unfortunately, the official regulations made that impossible. I often sent recipes to

the families' homes. We did manage to do some things digitally. The children tracked our class's position online each day. And then they actually won. They will certainly remember that as a highlight of their school days. The "step kickt!" trophy is in the library, and the story is always being told in our mixed-age classes. The older ones tell the younger ones: "We were champions with SC Freiburg."

It was a bit harder in the next school year. So many things had resumed, sports clubs were back in training, and other activities had been rescheduled. The project attracted less attention. In addition, we had problems with our technology at the outset. By the time we got it working, we were in 65th place. We recovered, but the motivation wasn't the same. What has continued? I think some are still doing it. For others, the effect is wearing off. Not everyone has the right support at home. It helps if parents say, for example: "Come on, take the dog for a little walk." "step kickt!" definitely had a good influence on lessons – it's hard to pinpoint it exactly, again due to the exceptional circumstances of the pandemic. The children were noticeably happier and more settled in class, which was obviously helpful to us as teachers.

Lessons  
learned

# Evaluation



**Project:** 14 March to 3 June 2022 (warm-up and preparation phase up to 27 March)

**Gauging opinion:** Three written surveys before, at the end of and three months after the project. Qualitative interviews were also conducted with legal guardians.

**The evaluation helps to boost the impact of the project and enhance the offering for children, parents and teachers.**

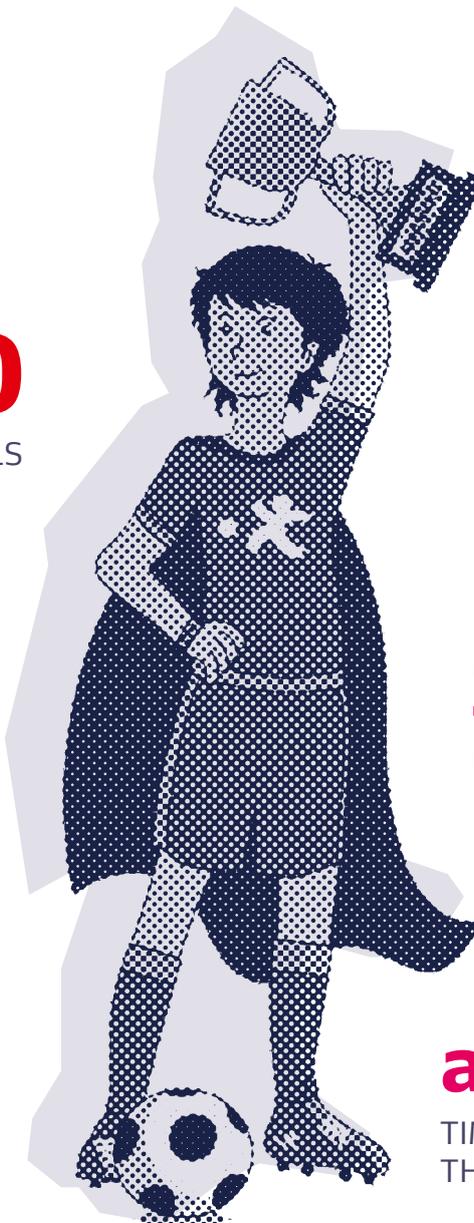
> **1,700**  
PUPILS

**536**  
MILLION STEPS  
ACCUMULATED

**81**  
CLASSES  
(YEARS 3 AND 4)

**359,279**  
KM RUN

**approx. 9**  
TIMES AROUND  
THE WORLD



## Participating clubs



We questioned children and teachers, and gained the following findings<sup>1</sup>

MORE THAN

75

PERCENT OF THE CHILDREN ALSO DID SPORT ON AT LEAST TWO DAYS PER WEEK AFTER THE PROJECT PERIOD.

66

PERCENT OF THE CHILDREN WERE ENCOURAGED TO DO MORE PHYSICAL ACTIVITY BY THEIR PARENTS DURING THE PROJECT PERIOD.

90

PERCENT OF THE CHILDREN WOULD TAKE PART IN "STEP KICKT!" AGAIN.

71

PERCENT OF THE CHILDREN OCCASIONALLY COOK WITH THEIR PARENTS SINCE TAKING PART.

82

PERCENT OF THE TEACHERS WOULD TAKE PART IN "STEP KICKT!" AGAIN.

96

PERCENT OF THE TEACHERS DID ADDITIONAL EXERCISE WITH "STEP KICKT!" DURING THE SCHOOL DAY OR BEYOND.

100

PERCENT OF THE TEACHERS NOTICED A POSITIVE INFLUENCE ON LESSONS (INCLUDING CONCENTRATION, HARMONY, VOLUME AND CLASS COHESION) WHEN THE CLASS HAD DONE ENOUGH EXERCISE.

<sup>1</sup>Results of the written survey of the children and teachers who participated in "step kickt!". Answers from 666 pupils and 25 teachers were evaluated

New since last year

- Teachers' brochure
- Revised nutrition brochure
- App updated to read out steps
- New fitness armband
- Exercise weeks

"She has been exercising much more since wearing the watch."

**"My child was hooked."**

# WHAT THE PARENTS SAY <sup>1</sup>

*"The children encouraged each other and met up to accumulate steps."*

**"My daughter is still giving it her all even though the project has ended."**

"Healthy eating has become more important to my son."

"BEING SHORT OF THE PERSONAL STEPS TARGET PROMPTED RUNNING AROUND THE APARTMENT UNTIL IT WAS REACHED."

“THE PROJECT BROUGHT THE KIDS TOGETHER.”

**“The children were noticeably happier and more settled in class.”**

# WHAT THE TEACHERS SAY<sup>1</sup>

*“One boy who was utterly glued to computer games said that he hardly ever touched his computer any more because he wouldn’t get his steps in otherwise. That’s exactly what we want!”*

<sup>1</sup>Findings of a direct personal survey

# FURTHER PROGRAMMES

## GROWING UP HEALTHY AND ACTIVE



### Assistance

With expert instruction, children and young people in Munich tried out skateboarding and other sports.

## GORILLA ACTION DAYS

**GORILLA ACTION DAYS** get children exercising and enable them to be energised by positive experiences. At the end of September 2021, Gorilla Deutschland gGmbH organised visits to three Munich schools by professional freestyle athletes. The inclusive action days were supported by the Siemens health insurance fund (SBK) and the DFL Foundation. A total of 360 children and young people had the chance to try out six different freestyle sports: freestyle football and Frisbee, parkour, skateboarding, longboarding and break-dancing. Some also made their first attempt at beatboxing.

Various snack buffets with healthy sandwiches, fruit, vegetables and smoothies gave participants impetus for a healthy diet. FC Bayern München legend Giovane Elber also attended the GORILLA ACTION DAYS as a guest. The patron was double Olympic biathlon champion Magdalena Neuner, who was a DFL Foundation trustee at the time. To ensure that exercise becomes a long-term feature of school life, the DFL Foundation paid for each of the three schools to have a Gorilla playground that turns pitches and gymnasiums into a mobile freestyle park in just a few minutes by means of mobile ramps and other structures. In addition, Meckenbeuren secondary school received an introductory workshop and three freestyle sport workshops.

# My town. My sport. My future.

**The SOS-Kinderdorf e.V. programme funded by the DFL Foundation encourages children and parents to adopt a healthy lifestyle.** Along with regular open sports sessions at family centres ranging from fitness and dance courses to self-defence training, sports holiday weeks for families with children are also organised. Workshops address the issues of nutrition and well-being. This gives boys and girls aged between six and twelve a lasting interest in sport and health. The project was initiated by SOS-Kinderdorf Frankfurt and was launched at four locations in summer 2021 with a pilot phase that became a fixture of the participating SOS Kinderdorf establishments in Hamburg, Berlin and Worswede.



## Exercise and nutrition

In Frankfurt-Sossenheim, children and parents went on a bicycle ride together, and learned lots about cooking and the benefits of good food on a visit to a cookery studio.



## Themed funding pot #DranBleiben ("Keep it up")



**In October 2021, the DFL Foundation gave charitable organisations the chance to apply for fast financial assistance for projects for children and young people.** Funding was awarded to approaches that get children and young people aged from four to 18 exercising and in contact with each other again and boost their mental health after the coronavirus lockdowns. Overall, the DFL Foundation supported 27 organisations in nine federal states with donations of EUR 140 to EUR 5,000 per project. The funding totalled EUR 100,000.



Some of the funded opportunities to exercise and meet up involved young people in the planning and implementation stages. They also included child-friendly meditation or yoga courses. Exercise instructors and other support staff were funded by the resources provided. The DFL Foundation will continue to allocate free funding systematically in the context of "themed funding pots" in the forthcoming financial years in order to meet needs quickly in a targeted way.



# ACTION AREA

## ELITE SPORT

**Nearly half of all competitive athletes in Germany have considered retiring early despite positive sporting prospects.<sup>1</sup> Reasons for this include the often poor financial footing and a lack of appreciation from the public. At the same time, competitive athletes are role models for more than 85 per cent of people in Germany.<sup>2</sup> They communicate important social values and embody a diverse, united society.**

To turn talented athletes into role models, we support them financially, foster their personal development and help to ensure that their achievements and contribution to society are recognised and appreciated. We give talented and elite athletes in more than 50 sports a platform for their messages, make them visible and help them to be heard.

<sup>1</sup>German Federal Institute for Sports Science (2017). Acceptance of Elite Sport in Germany – The Change in Perception Among the Public and Athletes  
<sup>2</sup>ibid

# Vision

Talented athletes are financially independent role models for children and young people in Germany in terms of values and performance. They enjoy public recognition and are ambassadors for a diverse, united society.

To enable our programmes to do as much as possible to bring this vision to fruition, we have set corresponding goals in line with our impact logic (see page 3).

# Target group

In particular, we focus on ambitious adolescents and young adults who compete at a high level in Olympic, Paralympic or Deaflympic sports. They can all reach lots of children and young people as well as the general public through their achievements and personality.

**Resistance**  
Competitive athletes face major challenges right at the start of their career. For instance, they have to balance school, vocational training or study with training sessions and competitions, family and friends, and possibly a job too. We help talented athletes in various sports both to improve their focus on their sport and to develop as people so that they can overcome obstacles and make the most of their potential.



# Impact goals

We want to help ensure that talented athletes can focus on their sporting goals with no financial constraints, and develop into strong, values-oriented people. In this way, they become role models whose performance and values are emulated by children and young people. They are appreciated by society for their achievements and their role-model status.

# “The sky is the limit”

**Athlete Léon Schäfer and wheelchair racer Merle Menje are special ambassadors of Paralympic sport. Their characters are just as impressive as their achievements. The DFL Foundation has accompanied them both on their journey.**

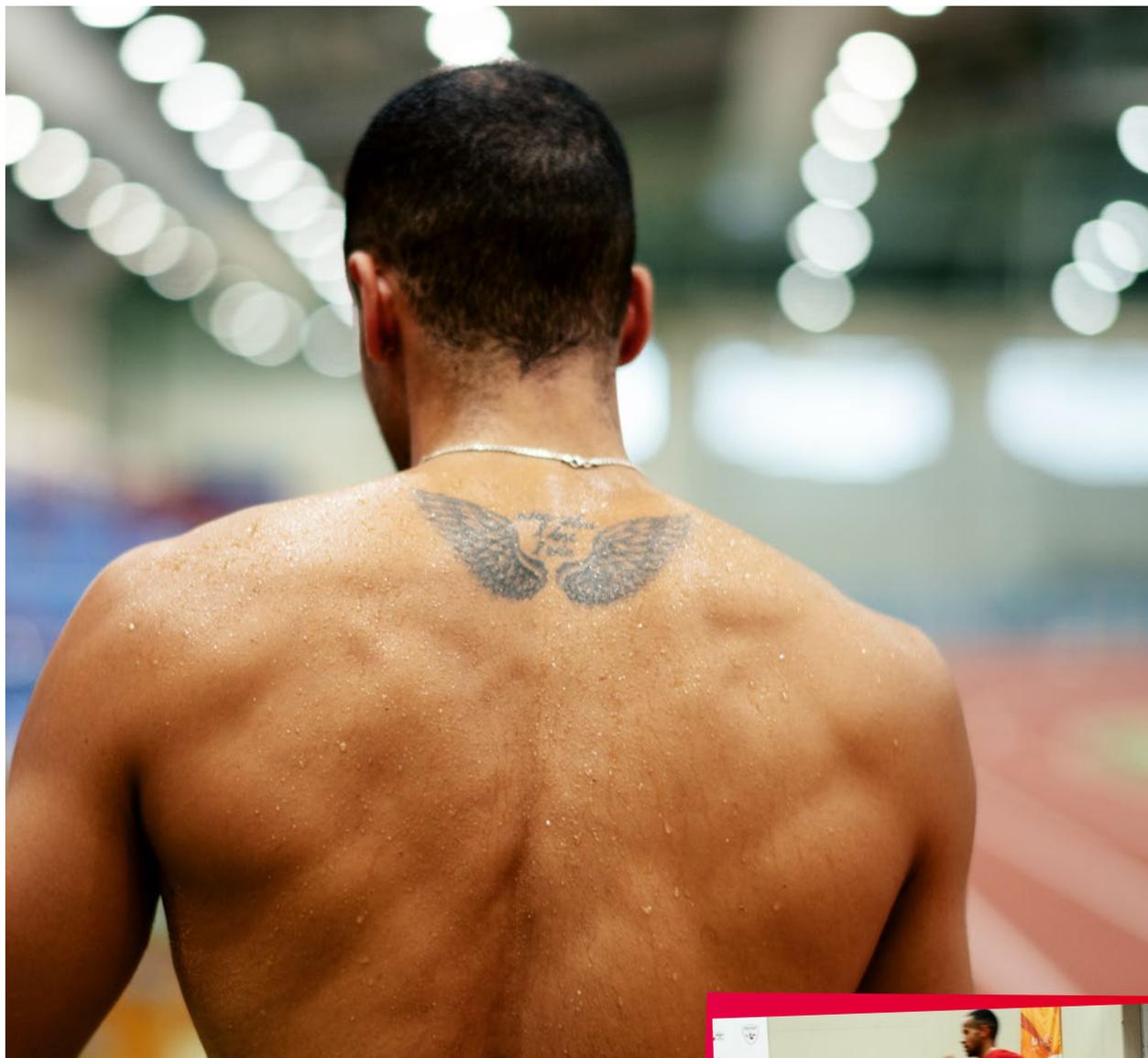
Léon Schäfer's story started in Bremen. That's where he grew up, played with passion for TURA Bremen e. V. – and dreamed of professional football. Little did he know that professional football would come to support him as an athlete. While ice-skating one day, a boy slipped in front of him: a blade caught his right shin. At first, Léon hid the pain and swelling.

Two weeks later, he finally asked his mother to go to the doctor's with him. A tissue analysis would shed light on the cause. “I can still recall exactly how my mum came home with the results,” says Léon Schäfer calmly. The diagnosis was a shock: bone cancer. “I had no idea what that meant.”

A week later, he was in a hospital bed and had to undergo chemotherapy at just twelve years old. After several operations to try and save his leg, it eventually had to be amputated. The news from the doctors hit him hard, but learning that he would never be able to play football again “was worse than losing my leg,” he says. Now, 13 years on, Schäfer holds the world long-jump record in the leg amputee class at 7.24 metres, and won silver in the 2021 Paralympics in Tokyo. Many people played a part in this feat, especially his mother. Repaying what she has done for him has become his greatest motivation.

However, the key impetus for his sporting career came from para-athlete Markus Rehm, inclusion ambassador of the DFL Foundation since 2015. The organisation *wünschdirwas e. V.* arranged a meeting a year after Schäfer had his leg amputated. “When I got to visit Markus at a training session in Leverkusen, I saw what is possible with a prosthesis, and got the bug,” Schäfer recalls. He switched from football to athletics, focusing on the long jump as well as the 100 and 200-metre sprint. After winning five U23 World Championship titles, he travelled to Rio de Janeiro in 2016 aged 19 as part of the Paralympic team, finishing fourth in the long jump. In 2017, he became a world champion in the 4 x 100 m relay – in a team with Markus Rehm. He followed this up with the world long jump title in 2019.

That was one more step on a journey on which he has also been helped by the DFL Foundation, which has been supporting talents in more than 50 Olympic sports since 2009 as a premium partner of German Sports Aid. Since 2016, the foundation has also been committed to participants in para and deaf sport as the youth elite funding partner. “This support is worth its weight in gold,” says long jumper Schäfer, who was part of the programme for three years. Support is particularly important at a young age so that it is possible to focus on sport and head for success. Léon Schäfer's next stop was



**Philosophy** “Even when I lose, I win.” Léon Schäfer has this saying tattooed on his upper back, along with two wings. In training with his sports prosthesis, he constantly strives for the perfect long jump and the right blend of coolness and tension.

Tokyo. Having targeted gold there, he ended up winning silver, his first Paralympic medal. He missed out on top spot on the podium partly because of the coronavirus pandemic and injuries that hampered his preparations. An inflammation of his residual limb caused him discomfort, forcing him to reduce his usual training regime from nine sessions a week to just six. Meanwhile, he has long broadened his focus beyond sport alone. He reads a lot, keeps a diary and reflects. He has come to terms with his bone cancer and the amputation, partly because he knows that if he damaged leg had been saved, it would be less flexible and robust now.



In addition, there have been memorable experiences that he looks back on with gratitude. “In Rio de Janeiro, I saw some horrible disabilities,” he says. “It’s easy to forget how blessed we are.” The dedication of his friend and mentor Heinrich Popow has also left a lasting impression on him. With the “Running Clinics” project of the prosthetics



manufacturer Ottobock, the Paralympic long-jump and 100 metres champion presents the possibilities afforded by sports prostheses to amputees all over the world. Schäfer, whose competition prosthesis cost around EUR 10,000, is committed to the project. Like Popow, he believes it is important that people do sport regularly because of their disability rather than despite it.

The German federal government's third participation report highlights the need for more people to heed this advice. It states that less than half of people with a disability in Germany do sport, whereas 68 percent of those without a disability are active. Changing this requires more attention – and role models, as Markus Rehm was for Léon Schäfer. Lots of para-sports remain largely unknown and have no prominent figurehead.



That is why the DFL Foundation and German Sports Aid regularly use the Supercup between the Bundesliga champions and the DFB-Pokal winners to showcase Paralympic talents. This is also being done in the current campaign #ZukunftBewegen (“Moving forwards”; see page 60), in which Léon Schäfer and three other para-athletes are involved. The National Paralympic Committee Germany also promotes itself and encourages people to take up Paralympic sport at [parasport.de](http://parasport.de).

There is cause for optimism at youth level. Though her career is in its infancy, wheelchair racer Merle Menje, born in August 2004, already looks destined to overtake the established stars of her sport. She is still at school, and intends to do her leaving exams before going on to study soon. Her journey, which demands a huge amount of discipline, started in

2019, and she is supported by the DFL Foundation. “Sport is my life and gives me freedom,” she says with enthusiasm in her eyes, and her determination is increasingly apparent to her competitors, too. Merle Menje is a champion in nearly all classes. She is the German number one over five distances.

In winter, when the weather makes training hard, the athlete, who was born paraplegic, changes her sports equipment, but her sporting aspirations remain the same: she is part of the national cross-country skiing team. She then takes up a sleigh and two poles. “A wheelchair and snow don’t go too well together,” she laughs. In June 2021, she was crowned double European champion in Bydgoszcz, Poland, and in her first Paralympics in Tokyo, she finished fourth twice, as well as coming sixth and eighth.

So it’s no surprise that the International Paralympic Committee already calls her the “German wunderkind”, a name that was previously reserved for basketball legend Dirk Nowitzki. Is that too much

**“The achievements of people with and without a disability should be given equal respect.”**

Merle Menje



**Own impact** Though still young, Merle Menje is already highly confident and reflective. She knows that “what you convey determines the impact you have on others.”

pressure for an 18-year-old? Not at all! She sees no risks, only opportunities. And she has plans. She wants to be an ambassador for more equality in sport. “The achievements of people with and without a disability should be given equal respect,” she says.

Léon Schäfer is also committed to this cause. He believes that para-sport must be given the recognition it deserves: “We work just as hard and are just

as proud to line up for Germany as the Olympic athletes.” On a personal note, he has unfinished business after coming fourth in Rio in 2016 and second in Tokyo in 2021. And he has a clear message for everyone else, with or without a disability: “You can achieve anything. It’s down to you! “The sky’s the limit.” ■

*A previous version of this article was published in DFL Magazine 04/2021.*



**Leon Beckhaus (24) is a junior world silver medallist, and came eighth in the world snowboard cross championships. He studies civil engineering at the Technical University of Munich. From 2017 to 2019, he was part of German Sports Aid’s youth elite funding programme, which is financed by the DFL Foundation.**

In my sport of snowboard cross, a number of riders, usually four, compete for the fastest time on a course with sharp turns, jumps and other technical elements. Competition and training are often intense, and good snowboards are an absolute must if you want to succeed. To stay competitive, I need five new boards nearly every year. A competition board costs around EUR 800, and I can ride on it for two years at most. In addition, there are boots and other equipment, a dedicated diet and other things. The costs mount up, so every euro helps.

Particularly when I was a young athlete doing my school-leaving exams, I was hugely grateful for the support from the youth elite funding programme (YEF). It helped me to become more independent and focus on my sport. The non-financial assistance from YEF also furthered my personal development.

I have especially fond memories of the annual youth elite meetings. Getting together with other athletes from all manner of sports was really special. I got to know so many cool people, for instance from summer sports, whom I would otherwise never have met as a winter athlete. We’re on the same wavelength straight away and chat together.

One thing that will always stay with me is a change of perspective that I would totally recommend. At the 2019 YEF meeting in Dortmund, we tried various Paralympic sports. I gained enormous respect for what the para-athletes do. The blind footballers were really good on the ball. I struggled quite a bit. Wheelchair basketball wasn’t easy either, and I really enjoyed wheelchair rugby. The skill with which the “professionals” whizzed around us “amateurs” – just crazy!

However, it all drove home to me what obstacles people in wheelchairs or visually impaired people have to overcome on a daily basis. So as well as being fun, experiences like these broaden our own horizons and foster mutual understanding.

# #ZukunftBewegen ("Moving forwards")

**Judoka Anna-Maria Wagner and swimmer Taliso Engel have at least two things in common: they were both successful at Tokyo 2021, and are part of #ZukunftBewegen. The initiative by DFL, the DFL Foundation and German Sports Aid encourages children and young people to do more sport and have a positive view of themselves and their future.**

Tokyo 2021, Olympic Games: Anna-Maria Wagner travelled there in top form. Just six weeks previously, she had become world champion in Budapest, 28 years after the last German judoka to do so. She chalked up a string of victories, not losing until the semi-finals. 20 minutes later, while preparing for the bronze-medal match, she felt a pain in her right arm. The cause was only identified once her event was over: she had torn a ligament and a capsule in her elbow, and these injuries would keep her out of action for some time.

Wagner beat her sternum with her left hand several times. She then took a deep breath and said to herself: "As soon as my foot touches the mat, the pain goes away. I'll get through this. My battle, my medal." Adrenalin, heavy strapping and her absolute desire to win drove her to success. She took bronze for Germany in the 78 kilogramme weight class and fulfilled her ultimate dream: a medal at the Olympic Games.

Another soon followed for coming third in the mixed-team event. Ever since her success in Tokyo, Wagner, born in May 1995, has been regarded as

one of the greats of her sport. She has long been a role model for many young people – which makes her an ideal partner for the DFL Foundation, German Sports Aid and the DFL, who seek to inspire children and young people to do more sport and adopt a positive image of themselves and the future through the #ZukunftBewegen initiative.

After all, not least because of the coronavirus pandemic and the effects of Russia's invasion of Ukraine, young people have lived through a time that has taken its mental and physical toll on them, for instance through restricted contact, closed sports facilities and schools, and a torrent of bad news. According to the University Medical Centre Hamburg-Eppendorf, almost one in three children had mental health problems in the period under review, December 2021 and January 2022.

Anna-Maria Wagner knows what mental strain feels like herself. After her bronze-medal bout in Tokyo in summer 2021, she looked happy, with tears of joy in her eyes. Up on the podium with a medal around her neck, she felt certain that her years of training, her careful diet and the many sacrifices had been

worthwhile. Yet a few weeks later, the interviews and accolades petered out. The goal that had shaped almost everything in her life and give her direction had been achieved. The excitement was over.

Elation gave way to disenchantment. Although her mental health had dipped several times before, mainly during the autumn and winter, she now faced something more intense. "I was often sad and introspective. Actually, I'm sociable and enjoy other people's company," Wagner recalls. She lost her enthusiasm for judo, too. "The worst thing is that can't control how you feel."

Now, she speaks publicly about her experiences at that difficult time, including in the context of #ZukunftBewegen. Wagner wants to pass on lessons from her sporting and personal story to children and young people. She feels a responsibility to take her opportunities and draw attention to something: "I'm

successful, but not perfect. I'm keen for young people to know that it's OK to have weaknesses and normal to go through tough spells."

In an advert for #ZukunftBewegen produced between May and July 2022, Wagner has been seen on channels including DFL media partners Sky, DAZN, SAT.1, SPORT1 and ARD. The initiative also includes events that enable children and young people to try out various sports, talk to athletes and learn from their experiences. Wagner has also used her reach on social media to spread the #ZukunftBewegen messages, such as "A life worth living needs exercise – for mind and body". In January 2023, she joined 1. FC Kaiserslautern goalkeeper Andreas Luthe and "Classroom stadium" participant Merrit Beilmann in "Transferfenster" ("Transfer Window"), a DFL Foundation web chat about role models and their relevance to young people, which will address further social topics in the future. 

## Youth elite funding

**Designated issue** Sport

**Promoted since** 2009

**Programme partner** German Sports Aid foundation

**Target group** Promising young Olympic, Paralympic and Deaflympic athletes in over 50 sports

**Number of people supported in 2021-22** 436 YEF athletes

- 379 Olympic
- 40 Paralympic
- 17 Deaflympic

**Locations in 2021-22** Throughout Germany, regardless of location

**Funding commitment in 2021-22** EUR 1,006,000

**Project contents** Germany's most promising young Olympic, Paralympic and Deaflympic athletes receive

financial support of EUR 200 per month and/or project-specific support so that they can focus more fully on their sporting career.

**Role of the DFL Foundation** Financial sponsor, mouth-piece/catalyst for the funded athletes (attracting attention for athletes and their stories, achievements and values), supporter of personal development

### Impact goals

- Talented athletes become financially independent role models in terms of performance
- Talented athletes and their career gain social recognition and support
- Talented athletes are role models in terms of values, and ambassadors for a diverse society



**Anna-Maria Wagner**  
(Judo)



**Niko Kappel**  
(Para-shot put)



**Nele Thomas**  
(Speed climbing)

# Ten role models for young people



**Lena Büchner**  
(Boxing)



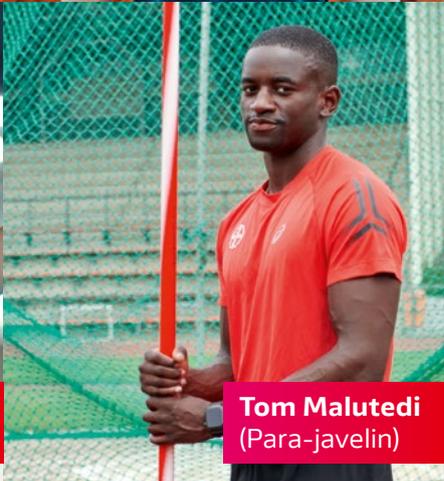
**Nils Dunkel**  
(Gymnastics)



**Taliso Engel**  
(Para-swimming)



**Lena Hentschel**  
(Diving)



**Tom Malutedi**  
(Para-javelin)



**Alexandra Förster**  
(Rowing)



**Léon Schäfer**  
(Para-long jump/sprinting)

**#ZUKUNFT  
BEWEGEN**

When she realised after the Olympics that she needed help, she consulted her sports psychologist Moritz Anderten. As he knew that getting better would require time, acceptance and persistence, he told Wagner to be patient. The process that she calls "regeneration" took a year. Good spells were followed by bad ones, and joy by inner emptiness. With Anderten's help, she restored structure to her routine and kept a diary of her experiences. She chronicled bright moments and gloomy ones, and found that light and colour were gradually returning to her life. Her approach to life, shaped by sport, helped her here.

Taliso Engel is one of nine other active sportspeople involved in #ZukunftBewegen. Born in June 2002, he is almost part of the initiative's target group himself, which is one of the reasons why he is ideally placed to address children and young people. In Tokyo, he won Paralympic gold in the 100 metres breaststroke in a world record time of 1:02.97 minutes.

Engel, who has less than ten percent sight in both eyes, wants to encourage people with a disability to exercise more. According to the German federal government's participation report, which was published in 2021 but relates to the years before the coronavirus pandemic, 55 percent of people with a disability do no sport at all. In Engel's view, this is partly because the profile of Paralympic sport remains too low: "There are simply not enough role models for people with a disability."

Engel's routine while preparing for the Tokyo Paralympics reveals the full extent of what Paralympic athletes do: get up at 5:30 a.m., go out at 6:00 a.m., two hours of swimming training, then school, followed by another two to two and a half hours of swimming training. At 8:30 p.m., Engel goes back home – and gets down to his homework and preparation for his vocational diploma.

"Sport has taught me perseverance and discipline," he says. That also helps him in his daily life. In the year of the Paralympics, he passed his vocational diploma with flying colours, and his school-leaving

**"I'm successful, but not perfect. I'm keen for young people to know that it's OK to have weaknesses and normal to go through tough spells."**

Anna-Maria Wagner

exams a year later – achievements as remarkable as his sporting success in Tokyo, for which he was named "Junior Athlete of the Year" by German Sports Aid in 2021. Engel has shown his refusal to give up elsewhere. In December 2022 and January 2023, he was troubled by intense earache caused by a middle-ear infection and a ruptured eardrum with hearing loss. He has now recovered, and hopes that his hearing will improve.

Like Anna-Maria Wagner, Taliso Engel received youth elite funding from German Sports Aid, which has been provided entirely by the DFL Foundation since 2016. One aim of the non-financial support is to ensure that the funding recipients develop as people outside of sport and can grow into role models for children and young people. Wagner and Engel have certainly achieved this. ■

*A previous version of this article was published in DFL Magazine 04/22.*

# Overview of programmes

Project	Project description	Funding commitment (in € thousand)	Lead partner
<b>Lernort Stadion (Classroom stadium)</b>	Out-of-school political education courses for young people in football stadiums	858	DFL Stiftung Lernort Stadion e. V.
<b>Willkommen im Fußball (Welcome to football)</b>	Sporting, educational and training opportunities for young refugees	393	German Children and Youth Foundation
<b>Fußball trifft Kultur (Football meets culture)</b>	Special tuition, football training and cultural activities for schoolchildren in years 3 and 4	307	LitCam gemeinnützige Gesellschaft mbH
<b>MitternachtsSport (Midnight sports)</b>	Social youth project that combines education, integration, prevention and sport	54	MitternachtsSport e. V. – Verein für interkulturelle Jugendsozialarbeit
<b>Safe-Hub Berlin</b>	Youth education centre for holistic support of young people from structurally disadvantaged backgrounds	42	AMANDLA gGmbH
<b>Bundesliga Reiseführer (Bundesliga guide)</b>	Digital guide for people with a disability who want to visit stadiums in the Bundesliga, Bundesliga 2 and 3. Liga	41	DFL Foundation until 02/2022 (subsequently available via the DFL)
<b>United on Ice</b>	Ice-skating, workshops and participation options for girls and young refugees	23	Berlin Youth Empowerment e. V.
<b>Girls for Boxing</b>	Boxing training for girls and young women who have a migration background or have lived as a refugee	23	Sports for More e. V.
<b>Schlaue Ferien für Bremer Kinder</b>	Learning holidays with exercise activities for children from primary schools in socially disadvantaged districts	18	gemeinnützige CLIMB GmbH
<b>Tandem Young Coach-Ausbildung</b>	Inclusive training for coaches that young people with and without a disability complete together	15	Scort Foundation
<b>Geflüchtete Teenagermädchen in Bewegung</b>	Weekly socio-education sporting activities for refugee girls	14	Stadtpiraten Freiburg e. V.
<b>Trauma und Sport</b>	Educational training for people who support those who have lived as refugees	12	step stiftung
<b>Internationale Wochen gegen Rassismus</b>	Campaign weeks around the International Day for the Elimination of Racism	12	The Foundation for the International Weeks Against Racism
<b>Jugend - Trainer - STÄRKEN</b>	Training of youth coaches as well as people from professional and amateur clubs on issues such as anti-discrimination and fair play	-16 <sup>1</sup>	DFL Foundation
<b>Projects &lt; EUR 10,000</b>		69	

**Total expenditure on “Integration & participation” as per the Statutes** **1,865**

<sup>1</sup> Negative amount stems from the withdrawal of an Executive Board resolution: Funds required and earmarked for a final publication were saved.

Project	Project description	Funding commitment (in € thousand)	Lead partner
<b>step kickt!</b>	Interactive steps competition for children in years 3 and 4 that encourages exercise and a balanced diet	386	fit4future foundation Germany
<b>AUF!leben – Bundesliga bewegt (Liven!UP – Bundesliga moves)</b>	Networking and training of stakeholders in social spaces in order to promote exercise stories of young people	245	Third-party funding of the German Children and Youth Foundation
<b>Meine Stadt. Mein Sport. Meine Zukunft.</b>	Exercise and diet-related measures in SOS-Kinderdorf establishments	116	SOS-Kinderdorf e. V.
<b>Play fair, spiel fair</b>	Creative and long-term access for young people to sport, art and culture	54	Lichtburg-Stiftung
<b>GORILLA ACTION DAY</b>	Freestyle and trend sports activities for children and young people in Munich schools	30	GORILLA Deutschland gGmbH
<b>MANUS bewegt (MANUS moves)</b>	Weekly sporting and exercise activities for young people in the MANUS youth centres	30	Manuel Neuer Kids Foundation gGmbH
<b>Bewegungskindergarten (Exercise kindergarten)</b>	Development of a concept for sports clubs to establish exercise-friendly nurseries	28	DFL Foundation
<b>Deutsches Down-Sportlerfestival</b>	Games and sports festival for young people with Down's syndrome with presentations and discussion	13	T21 – Gesundes Leben mit Down-Syndrom e. V.
<b>Projects &lt; EUR 10,000</b>		78	

**Total expenditure on “Growing up healthy & active” as per the Statutes****980**

<b>Nachwuchselite-Förderung (Youth elite funding)</b>	Support of young athletes so that they become role models for children and young people	1,006	Stiftung Deutsche Sporthilfe
<b>Juniorsportler:in des Jahres</b>	Award for the best young German athletes	69	Stiftung Deutsche Sporthilfe
<b>NEF Events/Aktivierung (Youth elite funding events)</b>	Event for youth elite athletes with opportunities for interaction and personal development	42	DFL Foundation

**Total expenditure on “Elite sport” as per the Statutes****1,117**

<b>Thementopf #DRANBLEIBEN (Funding pot “Keep it up”)</b>	Funding programme for clubs, initiatives and NGOs – in 2021/22: #DRANBLEIBEN – activities to promote exercise in young people	130	DFL Foundation
<b>sport4change-Roadshow</b>	Networking events for various stakeholders who work to ensure ongoing development through sport	21	SUPR SPORTS gGmbH
<b>“WEEKLY” Newsletter</b>	Funding and expansion of the newsletter in the “sport for good” field	17	SUPR SPORTS gGmbH
<b>Netzwerkformat (Network formats)</b>	Coordination of social activities of clubs in the Bundesliga and Bundesliga 2	12	DFL Foundation
<b>Prävention interpersoneller Gewalt</b>	Funding pot for the prevention of interpersonal violence	12	Equaletics e.V.
<b>Projects &lt; EUR 10,000</b>		6	

**Total expenditure on “Networks & cooperation” as per the Statutes****198****Total expenditure as per the Statutes****4,160**



**A good framework  
for a good future  
for young people.**

# Our organisation

<b>Network</b>	68
<b>Committees</b>	70
Foundation Board	70
Trustees	71
Executive Board	72
<b>Team</b>	73
<b>Ambassadors</b>	74
<b>Obituary of Fritz Pleitgen</b>	75
<b>Financial figures</b>	76
Key indicators at a glance	78
Income statement	79
Balance sheet as at 30 June 2022	80

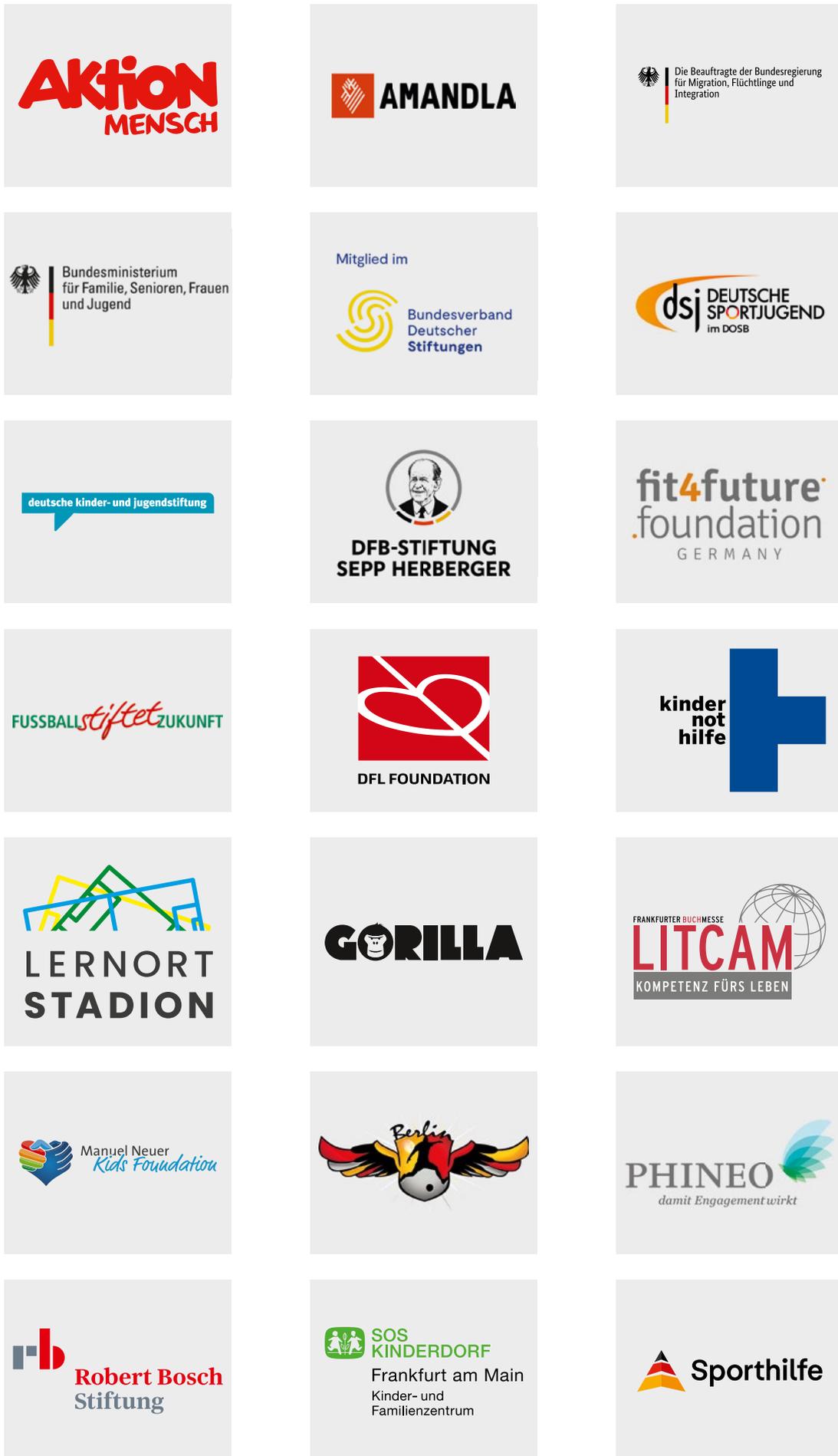
# Strong network

**We collaborate with dedicated organisations and people who contribute their expertise, ideas and contacts to our programmes.**

We aim to live out projects actively, and not only learn, but also share our knowledge and be reliable and helpful – both in networks such as “Fußball stiftet Zukunft” (“Football creates a future”) with many predominantly charitable

organisations from the world of German football and bilaterally in targeted partnerships with individuals. In the 2021-22 financial year, we collaborated with partner organisations and networks including:





# Foundation Board

**The Foundation Board monitors the Executive Board in its work. It also advises and supports the Executive Board. As of 17 January 2023, the members of the five-person Foundation Board are:**



**Hans-Joachim Watzke**  
Chairman

- Chairman of the Executive Committee of DFL e.V.
- Chairman of the Supervisory Board of DFL GmbH
- DFB Vice President
- Chairman of the Management Board of Borussia Dortmund GmbH & Co. KGaA



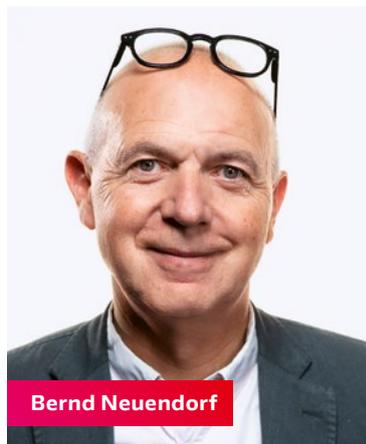
**Ansgar Schwenken**  
Deputy Chairman

- Member of the Executive Committee of DFL e.V.
- DFL Director of Match Operations & Fans
- Member of the DFL Management Board
- Member of the DFB Executive Board



**Axel Hellmann**

- Managing Director of DFL GmbH, member of the Executive Committee of DFL e.V.
- Member of the Supervisory Board of DFL Digital Sports GmbH
- Member of the Supervisory Board of Sportec Solutions AG
- Member of the UEFA Club Licensing Committee
- CEO and Member of the Board at Eintracht Frankfurt Fußball AG



**Bernd Neuendorf**

- President of the DFB
- Chairman of the DFB Executive Board
- Chairman of the Annual General Meeting of DFB GmbH & Co. KG



**Jürgen Machmeier**

- President of SV Sandhausen 1916 e.V.
- Chairman of SV Sandhausen 1916 e.V.

# Trustees

The DFL Foundation is supported by prominent advocates from the worlds of politics, sport, business and society as trustees. The trustees advise the foundation's Executive Board and Foundation Board on fundamental matters that affect 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.



Marcel Reif

• Chairman of the Board of Trustees



Matondo Castlo



Dunja Hayali



Britta Heidemann



Dr Eckart von Hirschhausen



Maria Höfl-Riesch



Niko Kappel



Julia Jäkel

• Deputy Chairwoman of the Board of Trustees



Sebastian Kehl



Johannes B. Kerner



Peter Maffay



Wolfgang Niedecken



Matthias Steiner



Christian Wulff

# 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 DFL e.V. Executive Committee 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.**



**Jörg Degenhart**

**Franziska Fey**

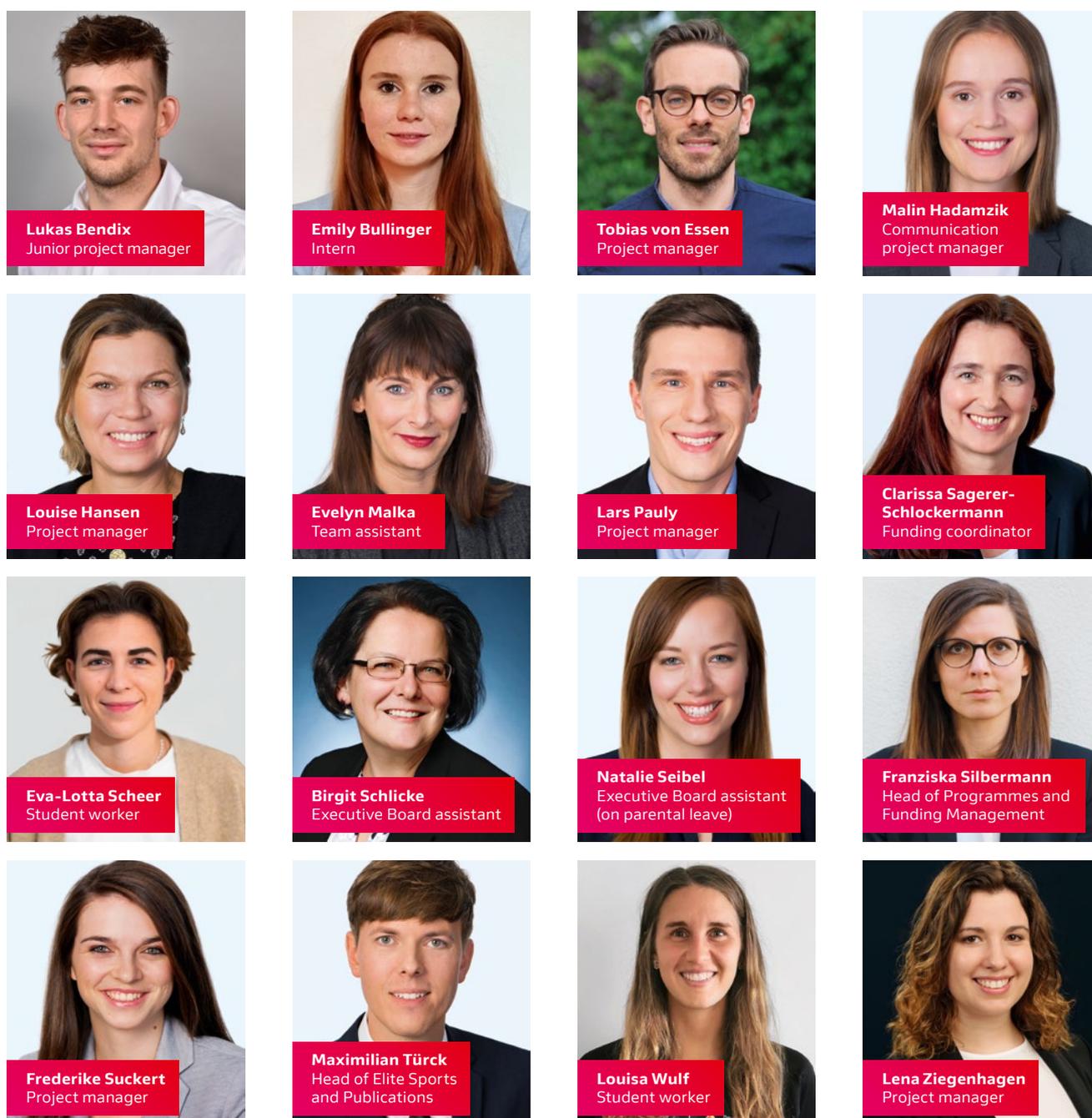
- **Deputy Chairman**
- Member of the DFL Management Board
- DFL Executive Vice President Finance, IT and Organisation

- **Chairwoman**

# 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 two-strong project management function comprising Franziska Silbermann and Maximilian Türck.

The DFL Foundation team (as at 10 February 2023)



# 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

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 the Federal President. Manuel Neuer was awarded the Bavarian Order of Merit in 2021. ■■



## Markus Rehm

Athlete 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. Since then, he has won four gold medals in the long jump and sprinting at the 2012, 2016 and 2021 Paralympics. Most recently, in the 18th Golden Roof Challenge in Innsbruck in June 2022, he set a new world record in the para-long jump at 8.66 metres. 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. ■■



# The DFL Foundation mourns the loss of Fritz Pleitgen



## **Dedicated**

Fritz Pleitgen was Chairman of the DFL Foundation Board of Trustees from 2010 to 2019. Thereafter, he remained a reliable and valued advisor as an honorary member of the DFL Foundation Board of Trustees.

Dr Fritz Pleitgen, former Director General of Westdeutscher Rundfunk (WDR), passed away in Cologne on 15 September 2022 aged 84. As well as being regarded as one of the greatest German journalists and media managers, he also worked extensively in the social sphere, including serving as Chairman of the DFL Foundation Board of Trustees for nine years. In 2007, he received the “Bundesliga Ehrenpreis” (now known as the “DFL-Ehrenpreis”) honorary award for his services to German professional football.

Fritz Pleitgen was born in Duisburg in 1938, and worked for WDR from 1963 to 2007 as a foreign correspondent (including in Moscow, Washington and New York), TV editor-in-chief, director of radio and Director General (1995 to 2007). He was Chairman of ARD from 2001 to 2002, and President of the European Broadcasting Union from 2006 to 2008.

From 2010, Fritz Pleitgen was a driving force for the DFL Foundation as Chairman of its Board of Trus-

tees. In this role, he passionately championed the cause of children, young people and youth elite athletes in Germany. “We would like to thank Fritz Pleitgen for his dedication, his foresight and his wealth of experience with which he played an instrumental role in shaping the DFL Foundation and its development for nearly a decade,” said Marcel Reif, who succeeded Fritz Pleitgen as Chairman of the DFL Foundation Board of Trustees in 2019. “I also respected him as an excellent journalist with great skills as a reporter, which he always remained at heart – as he once said – despite his subsequent managerial roles.” After stepping down as Chairman of the Board of Trustees, Fritz Pleitgen continued to be a reliable and valued advisor as the only honorary member of the DFL Foundation Board of Trustees to date.

Along with his work for the DFL Foundation, Fritz Pleitgen also served as President of German Cancer Aid from 2011 to 2021, and organised the year of the 2010 European Capital of Culture “Essen for the Ruhr” as Managing Director of RUHR.2010 GmbH. ■

# Financial performance

**The DFL Foundation expanded its social commitment once again in the 2021-22 reporting year. From July 2021 to June 2022, the total funding committed amounted to around EUR 4.16 million – over 16 percent up on the previous financial year.**

One particular focal point was the lack of exercise among children in Germany, which increased further during the coronavirus pandemic. Funding in the “Growing up healthy and active” action area increased by more than EUR 250,000 compared with the previous financial year. The funding commitment in this area has risen by nearly 60 percent in just three years. In addition to financial resources, the DFL Foundation has particularly acted as a catalyst and liaison point for content. The best example of this is the “Bundesliga bewegt” (“Bundesliga moves”) programme (starting on page 36).

To support young people and set priorities in a more targeted way, the DFL Foundation is currently focusing on calls for projects on a range of selected issues in the context of its funding programme. In the 2021-22 financial year, this funding option temporarily replaced the online applications portal. 27 organisations were supported in this way with a development fund volume of EUR 100,000. After the pandemic-hit previous year, when many programmes could not go ahead as planned, the number of funded projects rose significantly in

2021: overall, excluding flagship programmes, 79 programmes were supported from July 2021 to June 2022. Once again, the flagship projects accounted for the lion’s share of funding, at around four fifths. The administrative cost ratio fell once more to 13 percent.

The funds of the DFL Foundation primarily stemmed from donations from DFL Deutsche Fußball Liga e.V. and Deutscher Fußball-Bund e.V. The income statement and balance sheet of the DFL Foundation for the 2021-22 reporting year can be found on pages 79 to 81. The balance sheet includes income from tax-free asset management. This is because the DFL Foundation transferred rights to DFL e.V. in exchange for a fee under a sponsorship agreement, and received income from the sale of the Bundesliga travel guide to DFL GmbH. A key aspect here was an app of the travel guide that the DFL Foundation developed in tandem with Aktion Mensch. DFL GmbH had originally designed the travel guide with further partners, meaning that its transfer by the DFL Foundation to DFL GmbH amounted to a return to regular operations.

In the context of its commercial operations, set out in the income statement on page 79, the DFL Foundation delivered several projects on behalf of its benefactors. These particularly include the #ZukunftBewegen (“Future moves”) campaign (see page 60 et seq.). ■

# Financial figures

## Conceptual sphere

### Donation access (in € thousand)

	2019-20	2020-21	2021-22	in %
DFB donation	1,900	600	1,000	22.28%
DFL e.V. donation	1,880	3,899	3,383	75.36%
Donations (general)	0	14	6	0.13%
Other	69	32	100	2.23%
<b>TOTAL</b>	<b>3,849</b>	<b>4,545</b>	<b>4,489</b>	<b>100.00%</b>

### Funding commitment per action area (in € thousand)

	2019-20	2020-21	2021-22	in %
Integration & participation	2,015	1,863	1,870	44.97%
Growing up healthy & active	613	718	975	23.45%
Elite sport	1,059	961	1,117	26.86%
Networks & cooperation	87	25	196	4.71%
<b>TOTAL</b>	<b>3,774</b>	<b>3,567</b>	<b>4,158</b>	<b>100.00%</b>

### Funding commitment per programme category (in € thousand)

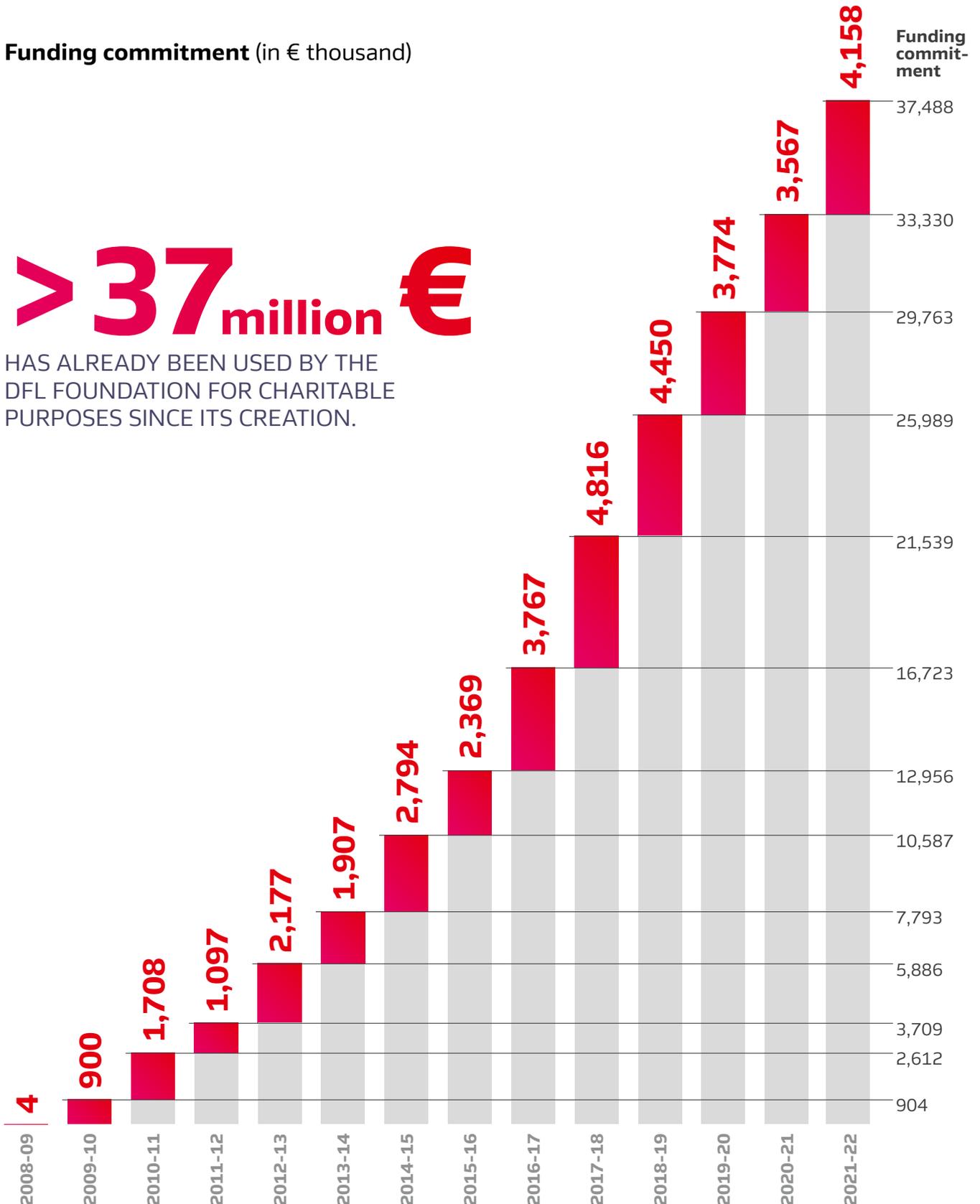
	2019-20	2020-21	2021-22	in %
Flagship programmes	2,468	2,820	2,992	71.96%
Funding programmes	1,106	710	777	18.69%
Small-scale programmes ("Other programmes" until 2017-18)	200	37	389	9.36%
<b>TOTAL</b>	<b>3,774</b>	<b>3,567</b>	<b>4,158</b>	<b>100.00%</b>

# Key indicators at a glance

Funding commitment (in € thousand)

**> 37 million €**

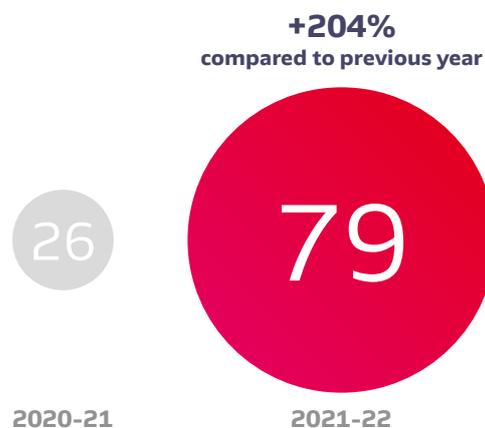
HAS ALREADY BEEN USED BY THE  
DFL FOUNDATION FOR CHARITABLE  
PURPOSES SINCE ITS CREATION.



## Funding commitment “Growing up healthy & active“ (in € thousand)



## Funded programmes



## Income statement (in € thousand)

	Total	Conceptual sphere	Commercial operations	Asset management
<b>1. Income from use of donations in the financial year</b>	<b>4,693.04</b>	<b>4,693.04</b>	<b>0.00</b>	<b>0.00</b>
a) Donations received in the financial year	4,488.58	4,488.58		
b) Donations not yet received in the financial year	100.00	100.00		
c) Use of donations received in previous years	104.47	104.47		
<b>2. Other income</b>	<b>404.99</b>	<b>34.55</b>	<b>43.20</b>	<b>327.25</b>
<b>3. Funding commitment</b>	<b>-4,157.58</b>	<b>-4,157.58</b>	<b>0.00</b>	<b>0.00</b>
a) Project support	-2,741.77	-2,741.77	0.00	0.00
b) Incidental expenses (project-related)	-347.09	-347.09	0.00	0.00
c) Payroll costs (project-related)	-593.62	-593.62	0.00	0.00
d) Administrative expenses (project-related)	-475.09	-475.09	0.00	0.00
<b>4. General administrative costs</b>	<b>-683.09</b>	<b>-643.44</b>	<b>-39.65</b>	<b>0.00</b>
a) Payroll costs	-370.16	-351.26	-18.90	0.00
b) Depreciation and amortisation	-10.23	-9.41	-0.81	0.00
c) Committee work	-1.48	-1.48	0.00	0.00
d) Travel expenses	-5.94	-3.83	-2.11	0.00
e) Marketing expenses	-50.15	-50.14	-0.09	0.00
f) Building expenses	-70.07	-63.50	-6.57	0.00
g) General office expenses	-14.62	-13.76	-0.86	0.00
h) Other operating expenses	-160.44	-150.06	-10.38	0.00
<b>5. Other interest and similar income</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>
<b>6. Taxes on income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net profit</b>	<b>257.40</b>	<b>-73.43</b>	<b>3.54</b>	<b>327.28</b>
Administrative costs in %	-	13.4	-	-

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

# Balance sheet to 30 June 2022

## Assets

	30 June 2022 in € thousand	30 June 2021 in € thousand
<b>A. Fixed assets</b>		
<b>I. Intangible assets</b>		
1. Purchased concessions, industrial property rights and similar rights and assets as well as licences to said rights and assets	0.00	0.01
2. Advance payments	0.00	142.65
	<b>0.00</b>	<b>142.66</b>
<b>II. Property, plant and equipment</b>		
Other fixtures and fittings, tools and equipment	41.07	47.86
	<b>41.07</b>	<b>190.51</b>
<b>B. Current assets</b>		
<b>I. Inventories</b>		
Finished goods and merchandise	7.11	6.10
<b>II. Receivables and other assets</b>		
1. Trade receivables	141.08	13.49
2. Other assets	5.39	6.83
	<b>146.47</b>	<b>20.32</b>
<b>III. Cash in hand, bank balances</b>	<b>2,004.53</b>	<b>1,584.07</b>
<b>C. Prepaid expenses</b>	<b>0.00</b>	<b>1.26</b>
	<b>2,199.18</b>	<b>1,802.26</b>

# Equity and liabilities

	30 June 2022 in € thousand	30 June 2021 in € thousand
<b>A. Equity</b>		
I. Endowment capital	1,000.00	1,000.00
II. Revenue reserves	371.92	371.92
III. Retained earnings	257.40	0.00
	<b>1,629.32</b>	<b>1,371.92</b>
<b>B. Unused donations</b>	<b>0.00</b>	<b>104.47</b>
<b>C. Provisions</b>		
1. Tax provisions	5.60	5.60
2. Other provisions	72.10	76.50
	<b>77.70</b>	<b>82.10</b>
<b>D. Liabilities</b>		
1. Trade payables	175.78	34.41
• of which with a remaining term of up to one year: EUR 175,780 (Previous year: 34,410)		
2. Project liabilities	302.49	196.98
• of which with a remaining term of up to one year: EUR 302,490 (Previous year: 196,980)		
3. Other liabilities	13.90	12.38
• of which with a remaining term of up to one year: EUR 13,900 (Previous year: 12,380)		
• of which from taxes: EUR 10,860 (Previous year: 12,380)		
	<b>492.16</b>	<b>243.77</b>
	<b>2,199.18</b>	<b>1,802.26</b>

# Publication details

## Published by



DFL FOUNDATION

### DFL Foundation

Eschersheimer Landstrasse 14  
60322 Frankfurt/Main

Germany

**T** +49 69 3006555-0

**F** +49 69 3006555-55

**E** info@dfi-stiftung.de

**W** dfl-stiftung.de

**@** @dfistiftung

**f** @DFLStiftung

**in** DFL Stiftung

### Editor-in-chief

Franziska Fey (Chairwoman, legally responsible for content)

### Project manager

Maximilian Türk

### Editing and coordination

Julia Lehmann (fidea – Beratung für Kommunikation)

### Visual & brand design

Thomas Markert

### Support team

Lukas Bendix, Tobias von Essen, Malin Hadamzik,  
Lars Pauly, Clarissa Sagerer-Schlockermann,  
Claudia Schaa, Franziska Silbermann,  
Frederike Suckert, Louisa Wulf, Lena Ziegenhagen

### Layout and final editing

Speedpool GmbH

### Translation

EVS Translations GmbH

© 2023 DFL Foundation

Updated: 10 February 2023

## Images

Cover montage DFL Foundation, p. 4 Katrin Denkwitz (DFL), p. 5 montages DFL Foundation, p. 6 montage DFL Foundation, p. 10 montage DFL Foundation, p. 11 Dana Rösiger (German Children and Youth Foundation), p. 12 Nadine Renneisen, p. 13 Nadine Renneisen, p. 14 Nadine Renneisen, DFL Foundation, p. 15 montage DFL Foundation, p. 16 Victoria Jung, p. 17 Victoria Jung, p. 18 iStock.com, p. 20/21 montages DFL Foundation, p. 23 Jörg Halisch (Witters), p. 24 DFL Foundation, p. 25 montage DFL Foundation, p. 28 Dana Rösiger (German Children and Youth Foundation), p. 30 Bjarne Kieckbusch (German Children and Youth Foundation), p. 31 montage DFL Foundation, p. 32 Foundation for the International Weeks Against Racism, Citypress, p. 33 Scort Foundation, iStock.com/Morsa Images; iStock.com/Lorado, p. 34 montage DFL Foundation, p. 35 Jeannette Petri, p. 37 Jeannette Petri, p. 38 Jeannette Petri, p. 40–43 montage DFL Foundation/illustrations die guerillas, p. 44 Alexandre Simoes (Borussia Dortmund), p. 45 Reiner Pfisterer (Witters), p. 46 SV Sandhausen, p. 47 montage DFL Foundation, p. 48 fit4future foundation Germany/planero GmbH, p. 52 GORILLA, p. 53 SOS-Kinderdorf e.V., p. 54 montage DFL Foundation, p. 55 Thomas Van Kristen (Modest Department), Nithu Siva (MOJOFILM), p. 57 Tillmann Franzen, p. 58 IMAGO/Beautiful Sports, p. 59 montage DFL Foundation, p. 62 Nithu Siva & Marta Pang (MOJOFILM), The Brand Orchestra, p. 68 Thorsten Wagner (Witters), p. 70 Katrin Denkwitz (DFL), Deutscher Fußball-Bund, DFL, Julia Reisinger, Witters, p. 71 Witters, DFL Foundation, p. 72 Katrin Denkwitz (DFL), p. 73 Katrin Denkwitz (DFL), DFL, DFL Foundation, p. 74 Sebastian Widmann (Getty Images), montage DFL Foundation/Alexander Scheuber (Getty Images), Tim Groothuis (Witters), montage DFL Foundation/Moto Yoshimura (Getty Images), p. 75 Thorsten Wagner (Witters)





**“Building  
springboards  
for young  
people also  
requires to  
encourage them  
to take the  
plunge.”**



DFL FOUNDATION

**DFL Foundation**

Eschersheimer Landstrasse 14

60322 Frankfurt/Main

Germany

**T** +49 69 3006555-0

**F** +49 69 3006555-55

**E** [info@dfi-stiftung.de](mailto:info@dfi-stiftung.de)

**W** [dfi-stiftung.de](http://dfi-stiftung.de)

**@** [@dfistiftung](https://www.instagram.com/dfistiftung)

**f** [@DFLStiftung](https://www.facebook.com/DFLStiftung)

**in** [DFL Stiftung](https://www.linkedin.com/company/DFLStiftung)