



DFL FOUNDATION




**Annual Report of the DFL Foundation 2022-23**

# CREATING OPPORTUNITIES

## **Greater unity**

Bringing society together as a team

We involve young people in our outreach work and learn from them



**“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” means 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. ■



# Working towards greater togetherness

**The DFL Foundation – a foundation originating in the world of professional football – has been working alongside strong partners and Bundesliga and Bundesliga 2 clubs since 2008 to support children and young people in Germany and help them to fulfil their potential. At a time characterised by social challenges, in which many people are looking to the future with uncertainty, we are equipping young people to play an active role in shaping their own lives and be part of a diverse and united society.**

Children and young people are our future – anyone who asks for their opinions and listens to what they have to say will not be disappointed: “We’re itching to get involved, make a contribution and help shape society. So I think it’s really important that we’re getting the opportunity. It’s the only way we’ll be able to influence how the future we want to live in should be,” says Felix, a young person taking part in our #Mitbewegen (“Making moves”) youth panel. Along with twelve other young people aged 16 to 21, Felix took part in a participatory process to decide how to allocate DFL Foundation funding totalling more than €250,000. This project was a first for us. Read pages 10 and 11 to learn more about the insight we gained from working with these young people and how we will be continuing our collaboration.

Our flagship programme “Lernort Stadion” (“Classroom stadium”), which we have been supporting for many years, also relies on youth participation. The programme launched the special project #TeamEuropa (“Team Europe”) funded by the Federal Ministry on 14 June 2023 – exactly one year before the start of UEFA EURO 2024 and 361 days before the 2024 European elections. Ten workshops are being held in the ten host cities in which young people get to talk about European values and immortalise their hopes for Europe on football statues they have designed. These will be exhibited in Berlin during EURO 2024.

What are your hopes for Europe and our society? We at the DFL Foundation are in agreement that we need cohesion, greater understanding, more tolerance – in other words, more social togetherness. We want to redouble our efforts to bring society together as a team and make sure that young people grow up in an environment that has opportunities for them.

That’s why we have renamed one of our action areas “Social togetherness”. You can read more about this on pages 16 and 17.

We’re aware that we can only achieve change by working together and are grateful for our large network, our partner organisations and the professional clubs in the Bundesliga, Bundesliga 2 and 3. Liga who are working with us to improve prospects for children and young people in Germany.

The “Bundesliga bewegt” (“Bundesliga moves”) programme that has been running for around two years provides a blueprint for joint action. We are working with 20 professional clubs to enable children to access a range of sports all year round to help them grow up active. Transfer of knowledge and the training of coaching and teaching staff also have an important role to play. You can read more about this starting on page 36.

This annual report contains details about what other projects we have set in motion in the 2022-23 financial year, what impact our programmes have had and how we have used our football “superpower” to shine a light on important issues in society. On behalf of the whole foundation team, I hope you enjoy reading it and that we can all achieve greater social togetherness. ■

*F. Fey*

**Franziska Fey**  
Chairwoman





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# FEATURE TOPIC

# PARTICIPATION

**The DFL Foundation is stepping up its work on participation because it contributes to democratic stability and makes a positive impact on society.**

Forming an opinion and sharing it within a debate is a key skill that is every bit as important for young people as accepting other views and reaching a compromise. These are the skills that social harmony depends on. However, during the coronavirus pandemic in particular, young people complained that they often felt they were not heard and included enough:

- 65 percent<sup>1</sup> of young people surveyed said that during this time their concerns were not listened to enough or at all.
- 58 percent<sup>1</sup> of those surveyed felt that politicians were not interested in how young people were faring.

Whereas if we make an effort to include young people in issues that affect them, this promotes experiences of self-efficacy.<sup>2</sup> They feel as though they have some agency and can make a difference. This enables young people to bring valuable resources, skills and ideas to the table and inspire or support positive social developments.

<sup>1</sup>Andresen, S. et al. (2021): Das Leben von jungen Menschen in der Corona-Pandemie. Erfahrungen, Sorgen, Bedarfe (Young People's Lives During the Coronavirus Pandemic. Experiences, Concerns, Needs)

<sup>2</sup>Deutscher Bundesjugendring (2017): Mitwirkung mit Wirkung! Wo – Wie – Warum Jugendbeteiligung? (Impactful Cooperation! Where – How – Why Youth Participation?)

Melis, Jannis and Mery took part in the #Mitbewegen ("Making moves") youth panel, where they developed a set of criteria for making decisions on DFL Foundation project funding.

Together with ten other young people, they used these criteria as a basis for deciding how to allocate funding of more than €250,000 to support a range of sporting activities for children and young people. This process was also beneficial for the participants' personal development.



## Relevance of youth participation

Sport and active involvement are part of a holistic approach to education. Participation enables young people to develop conflict resolution skills, resilience and self-confidence. They become aware and learn that they are able to make a difference. This encourages them to continue influencing decision-making in the future, fostering a society that better reflects young people's concerns and needs and that promotes democracy.



## Our stance

We take young people's views seriously and show an interest in their ideas, hopes and values. We give them a voice and allow them to participate increasingly in democracy and help to make decisions in a number of areas. This includes, for example, decisions on the funding of certain projects as practised in the #Mitbewegen ("Making moves") youth panel (starting on p. 8).

This allows us to achieve the following:

- Get closer to our target group and develop a better understanding of them
- Champion democratic values and promote experiences of self-efficacy
- Allow young people to develop autonomy and capacity to act
- Establish an approach that is better suited to and more conscious of the target group
- Develop more attractive and tailored programmes for young people



# #Mitbewegen ("Making moves"): youth panel makes all the decisions

A panel comprising 13 young people convened in April 2023 in Frankfurt. These young people aged 16 to 20 from all across Germany had applied to the DFL Foundation for an opportunity to take part in the #Mitbewegen ("Making moves") panel weekend. They attended a two-day workshop where they selected which participatory sporting and exercise activities for young people would receive funding of up to €10,000 each.



Madiha, Noah, Sarah and Jannis are on the #Mitbewegen ("Making moves") youth panel. Jannis says: "I think it's hugely important that young people are given more of a say and greater rights in sport. That's why I want to help decide which projects receive funding and which don't."

They had to choose between 70 charitable organisations – including clubs, associations, municipal providers and NGOs – and their exercise or sports projects. To be eligible, the projects had to be aimed at young people between the ages of 12 and 18. Sports clubs reported a high dropout rate among this age group during the coronavirus pandemic, and children of these ages are still exhibiting a significant deficit in their daily exercise relative to the amount of exercise recommended by the World

Health Organisation (WHO). The other condition for eligibility was that young people themselves were involved in organising the projects, were actively included in the planning and delivery, and had their requests and ideas taken into account.

## Own assessment criteria

The young people on the panel brought a diverse array of sporting prospects and backgrounds to the

**“We’re itching to get involved, make a contribution and help shape society. So I think it’s really important that we’re getting the opportunity. It’s the only way we’ll be able to influence how the future we want to live in should be.”**

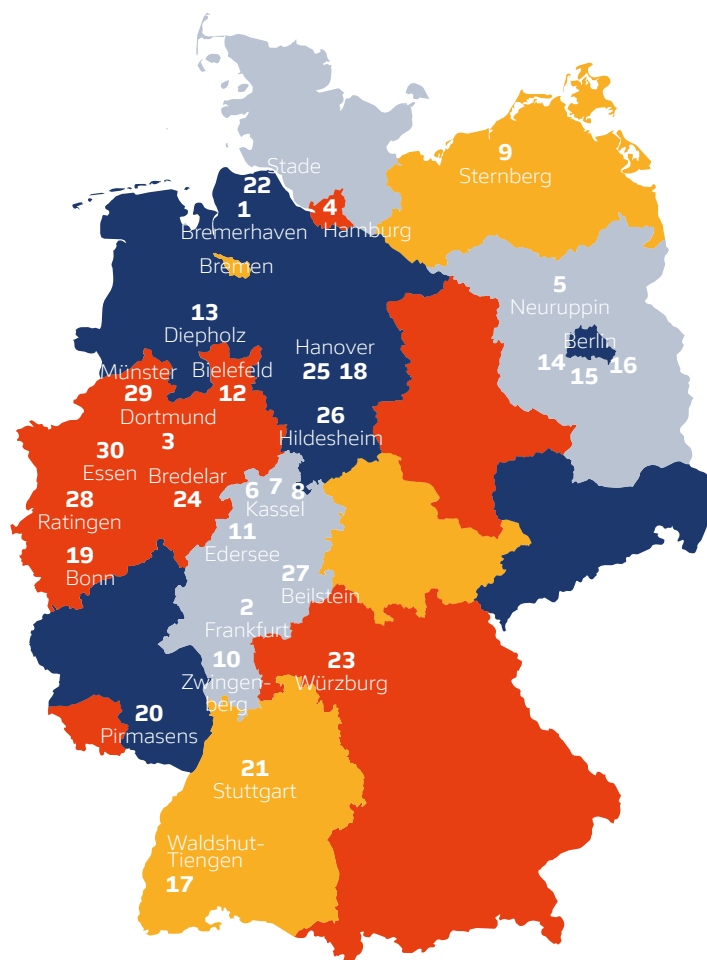
Felix

Member of the #Mitbewegen ("Making moves") youth panel

workshop – from volunteering at an association to being a member of a club or gym. On the first day of the workshop, they worked alongside host Marius Künzel to prepare a basis on which to make their decisions. They worked in small groups at first to develop a set of assessment criteria such as feasibility, inclusion, sustainability and target group appeal. They then created a corresponding checklist with a grading scale.

On the second day, they used this checklist to assess the applications. After some heated debate, they agreed on 30 projects that altogether would receive funding of around €265,000. “I didn’t expect that we would really be making the final decision on the project applications. I thought the decision would definitely go to another level above us. But it was really amazing to have so much trust placed in us,” said Mery, one of the youth panel participants.

Franziska Fey, Chairwoman of the DFL Foundation, was impressed by the young people’s positive group dynamic and motivation: “I was amazed by how responsibly all of them went about their task on the panel. Our aspiration is to give young people the chance to play an active part in shaping their environment in the long term as well. They need to know that their views and opinions will be valued. For us, our first youth panel was an important milestone in this process.”



## Funded projects

- |  |   |
|--|---|
| 1 Mädchen erobern den Rasen                                  | 16 Fußball-Pausenliga Neukölln  |
| 2 Integration durch Kickboxen in Frankfurt                   | 17 Jugend-Bouldertreff  |
| 3 Jugendtreff Victory  | 18 eMotion – Bewegung bewegt  |
| 4 Dance offerings for HipHop Academy Hamburg's Bootcamp 2023 | 19 Bonn Unity Cup   |
| 5 LuftSprung   | 20 Power Room   |
| 6 BaskIDball location  | 21 Fit fürs Leben   |
| 7 "Sport & Wort" week  | 22 Ankerplatz Stade – inflatable pop-up sport arena                   |
| 8 Doppelpass project   | 23 Nightkick – open sport offering for neighbourhood kids             |
| 9 Pump Track – und jetzt                                     | 24 Sport für alle   |
| 10 Aufsteigen!   | 25 Kick-It!   |
| 11 Sport and education camp for disadvantaged young people   | 26 AthletikZirkel – Training in Bestform                              |
| 12 Finde deinen Sport – Bewegung, Spiel und Sport für alle*  | 27 Natur und Sport mit Kindern und Jugendlichen gemeinsam im Einklang |
| 13 Gemeinsam aktiv   | 28 Bühne frei für den Trendsport                                      |
| 14 Move your mind!   | 29 Bewegung und Gesundheit  |
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# #Mitbewegen ("Making moves") youth panel Lessons learned



What sporting and exercise activities appeal to young people? Why are so many young people leaving sports clubs? How can we boost youth participation in sport? These are some of the questions the DFL Foundation addressed with the featured call for tenders and promotion of the themed funding pot #Mitbewegen ("Making moves"). To make sure that funding went to projects that actually appealed to young people and in order to involve young people in the process, for the first time ever a youth panel got to make the decisions on project funding. Here are some of the key takeaways:

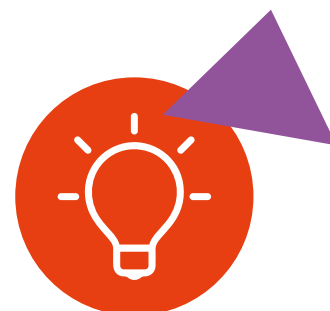
- Rigid club structures are the biggest barrier to youth participation.
- Young people would like to be heard and taken seriously in sport too.
- The opportunities for young people to participate in sport are scarce.
- Young people are looking for programmes that convey a sense of the enjoyment they will get out of physical activity.
- Performance pressure in school and recreational sport is deterring young people from doing sport.
- Programmes need to be flexible and fit around young people's daily lives.





## Insights from working with a youth panel

- If you make young people feel trusted and valued, in return they will give you good ideas, exciting concepts and a better grasp of the needs of the target group.
- Young people appreciate being given the chance to participate. They are eager to get involved and contribute their points of view.
- Young people respond to the confidence that people show in them.
- Young people are up to the task of assessing projects based on criteria they developed themselves.
- A positive setting is important and appreciated.



## Outlook: Youth participation at the DFL Foundation

The call for tenders focused on youth participation, and the handing over of decision-making responsibility for project funding to a youth panel was the DFL Foundation's first successful step in giving young people more of a voice in sport. Based on these positive experiences, at the end of 2023 the DFL Foundation began a comprehensive participation process aimed at making youth participation a core part of its work. It is opening its doors to host a number of workshops and working groups, joining

forces with a group of interested young people – some of which have already worked on the youth panel – to analyse the various areas of work within the DFL Foundation. Where is youth participation possible? What areas of work and core topics appeal to young people? How will a permanent cooperation between a foundation and young people work in practice? Within a year, the joint collaboration is hoping to have found the answers to these questions and others and to have developed some ideas.

# Kick-off for #TeamEuropa ("Team Europe")

**One year before the official kick-off of UEFA EURO 2024, the "Lernort Stadion" ("Classroom stadium") programme has launched the national youth education initiative #TeamEuropa ("Team Europe"). The aim of the initiative, which is being funded by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, is to ignite a passion for European ideas among socially disadvantaged young people at the spectacular Lernort Stadion and inspire them to help shape the future of Europe.**

Extracurricular and hands-on workshops with disadvantaged young people on the topic of European identity form a core part of the initiative. They will be held in the EURO 2024 stadiums of all the host cities in the run-up to the European Football Championship. They will be followed by events open to the public in the evenings.

One of the activities central to the workshops is to get the young people to create and design football figures inspired by values that they choose and interpret themselves. The figures will be showcased in the "Hopes for Europe" exhibition during a massive youth festival to take place in July 2024 in Berlin during the tournament.

## **Strengthening European identity**

An evening event was held on 14 June 2023 at the Allianz Arena in Munich to officially launch #TeamEuropa ("Team Europe"). A star-studded line-up talked to young people who had participated in a Europe workshop that morning about how the European Football Championship could be used as an opportunity to strengthen young people's European identity. ■■■

**"Particularly at a time of deep-seated social uncertainty, it is important to reconnect with European values such as freedom, equality and solidarity. It is up to us – and primarily the young generation – to shape the Europe of tomorrow."**

Birger Schmidt  
CEO of Lernort Stadion

**“We are supporting the national youth education initiative #TeamEuropa (“Team Europe”) launched by Lernort Stadion because we are convinced that giving socially disadvantaged young people in particular exclusive access to the football stadium will have a lasting impact on them. They are the ones bearing the brunt of the global challenges of our times.”**

Thomas Bosch

Federal Ministry for Family Affairs, Senior Citizens, Women and Youth



(From right to left) Thomas Bosch from the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth; CEO of Lernort Stadion e.V. Birger Schmidt; Chairwoman of the DFL Foundation Franziska Fey; Michael Asbeck from the City of Munich's Department of Education and Sport; and sports journalist Ulla Holthoff led a discussion at the Allianz Arena next to the purple statue of a women's football player adorned with words like peace, fairness and love. The event was hosted by Moritz Janke from the Munich learning venue "Lernen mit Kick".



Find out more about  
Lernort Stadion on p. 18/19.



# Role models in sport – why they are essential

**“Julian Brandt, Kai Havertz, Steffi Graf and Dirk Nowitzki. They are all big names and have achieved a considerable amount in their respective sports. Lots of people look up to them. Sportspeople train on an almost daily basis for their sport, but being a role model is not part of the training.**

I can still vividly recall a situation that would probably be every athlete's worst nightmare. I injured my knee and had to take a break from ballet training. Not being allowed to go to training any more was hard. But it was even harder to start training again after the break. Everyone had been training for a year and were a lot further ahead. I had a lot of catching-up to do and had to get back into a training routine. It was a scary situation. During this time, I took inspiration from the gymnast Simone Biles. The multiple Olympic medallist had also retreated from her sport for a long period and resumed her career after the break. She was my role model when I had to pick up ballet again.

Even Biles, who is a well-known elite gymnast and an exceptional talent, had a role model that she looked up to. She says that she admired Gabby Douglas. She could identify with her, and after Douglas won the 2012 Olympic Games Biles said to herself: “If she can do it, so can I.”

A role model has the power to inspire and motivate, and that is precisely why they are so important. Lots of people started practising a sport when they were young and can remember times when they lacked motivation and struggled with themselves and their sport. Having a role model who is as passionate about the sport as they are can give a person the strength they need in this type of situation.

But sportspeople act as role models outside their sport as well. Thanks to their reach and profile, they often have the ability to create a space for issues through which they can reach their fans and audiences. Here are a few examples:

- On World Mental Health Day, Formula 1 drivers raised awareness of the importance of opening up about our mental health.
- Some professional footballers openly speak out about hatred online.
- The national women's football team are campaigning for equality in the sport.

But sportspeople undertake training for their sport alone and are not prepared for taking on this status as role models. So we need to support young athletes as they grow into the role. They have a presence through social media channels like Instagram, which allows them to reach their fans. They can use their platform to inspire and motivate others or even to discuss issues they believe are important. By liking and sharing their posts, we are also helping them to be role models and likewise creating a space for issues that need to be heard." ■■■

## Guest article written by a student



Ann Kathrin Klinkott, student at Hanover University of Applied Sciences and Arts.

This double-page article was written by Ann Kathrin Klinkott. She is studying Public Relations at Hanover University of Applied Sciences and Arts and penned a guest article for the DFL Foundation's social media channels at a seminar. Through this and other initiatives, the DFL Foundation is aspiring to include more young people and young adults in its work.

The DFL Foundation supports talented individuals involved in a variety of sports – not just financially but also with their personal development – helping them to become role models for children and young people. You can read more about the joint work of the DFL Foundation, DFL and German Sports Aid starting on page 44.



# ACTION AREA

## SOCIAL TOGETHERNESS

**“Integration and participation” becomes “Social togetherness”: Climate concerns, the coronavirus pandemic and wars are putting the ideal of social cohesion to the test. How do we tackle these challenges? We have been more and more preoccupied by this question in recent years. Within our action area formerly named “Integration and participation”, we promote interaction, dialogue and mutual respect among young people. We harness the uniting force of football to foster peaceful and diverse coexistence. With the new title, we intend to emphasise this lever even more and clarify our focus: We are working to bring society together as a team.**

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.



## How it should be

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).

## Who we support

We particularly focus on children and young people who are disadvantaged – on account of their gender, access to education or migration background, disability, 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.

# ZUSAMMEN STARK SEIN

PHINEO-Themenreport zum Fördern des gesellschaftlichen Zusammenhalts in Deutschland mit ausgezeichneten Projekten, Qualitätskriterien und Fördertipps



Social cohesion is often described as the “binding force in our society”. The **PHINEO theme report: “Being strong together”** sponsored by the DFL Foundation outlines how we can strengthen this binding force, the opportunities and risks this entails and much more. It is available here:



## 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 they 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.

# Recognition for Lernort

**Lernort Stadion e.V. ("Classroom stadium") was given the Julius Hirsch Award in recognition of the work it does to promote democracy and came in second place. The German Football Association (DFB) has been honouring clubs, institutions and individuals who speak out against anti-Semitism and discrimination since 2005.**

Lernort Stadion e.V. impressed the panel chaired by DFB President Bernd Neuendorf with its long service to promoting a culture of remembrance and championing democracy within and through football. Celia Šašić, Vice President for Equality and Diversity, presented the Julius Hirsch Award at a ceremony in Dresden in November 2022. The first and third prizes were awarded to SV Blau-Weiß Grana from Saxony-Anhalt and the Remembrance Network (Netz E) of Hamburger SV. The Duisburg author and educator Burak Yilmaz received an honorary award.

The umbrella organisation Lernort Stadion e.V. campaigns for "education in football" at a national level. Now with 25 learning venues, around 25,000 young people a year take advantage of the extra-curricular offerings. These venues provide a respectful environment in which participants learn that their opinions count and that participating in an open and diverse society is worthwhile. Key topics are education, personal responsibility, participation, diversity, sustainability, the prevention of extremism and violence, intercultural exchange and sports education. ■■■

The "Lernort Stadion" team led by initiator Birger Schmidt (second from right). On the right, Celia Šašić who presented the award.



More about  
"Lernort Stadion"  
("Classroom stadium").

**Sponsored since 2010**

**Programme partners** Lernort Stadion e.V., socio-educational fan projects and clubs, the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, and local networks at the learning venues

**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. 20,000

**Locations** 25 learning venues nationwide

**Funding commitment** €848 thousand

**Project contents** Lernort Stadion delivers political education courses in football stadiums. In out-of-school workshops and project weeks, participants look at 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.

# Minister visits BildungsArena education centre

**In summer 2023, Lisa Paus paid a visit to BildungsArena Eintracht Frankfurt at Deutsche Bank Park stadium. During the visit – one stop on the Federal Minister for Family Affairs, Senior Citizens, Women and Youth's summer tour – she gained insights into the educational work that is being done as part of the national "Lernort Stadion" ("Classroom stadium") programme. She was accompanied on the tour by DFB Vice President Celia Šašić, Member of the Eintracht Frankfurt Board Philipp Reschke and Chairwoman of the DFL Foundation Franziska Fey.**

During her visit, Lisa Paus met with female players from clubs SG Egelsbach and TSG 1951 Frankfurt. Beforehand, she had attended a workshop on gender equality in football at the BildungsArena education centre.

The young people presented the findings of their work taken from their own clubs, associations and politics and discussed them with the invited guests. The female players were particularly struck by the unequal access to infrastructure, amount of remuneration and respect given to women in football and

society and the outdated role expectations and role models that confront them in sport and their everyday lives.

A number of supporters of BildungsArena Frankfurt also took part in the meeting, including Anna Aehling, professional footballer at Eintracht Frankfurt; Roland Frischkorn, chairman of sports associations Sportkreis Frankfurt and Frankfurter Fanprojekt; Petra Preßler, chairwoman of the association Sportjugend Frankfurt; and Thorsten Schenk, director of the foundation Sozialstiftung des hessischen Fußballs. ■

Lisa Paus at the home ground of Eintracht Frankfurt during her visit to Lernort Stadion.






# It's all about the right combination

**Around 500 children from all over Germany came together in Duisburg for the final tournament of 2023 in the “Fußball trifft Kultur” or FtK (“Football meets culture”) programme. The football festival is the annual highlight of the inclusive education programme. The unifying motto of the sporting showdown is “team spirit, love of the game and fair play”.**

The feelings of elation were particularly palpable this year in Hamburg and Frankfurt, as the groups from primary school An der Glinder Au (U10) and the Michael-Ende-Schule (U14) stood in for FC St. Pauli and Eintracht Frankfurt and took the win at the 13th final tournament, lifting the travelling trophy high into the Duisburg sky. This was the second year the FtK tournament was supported by the Ruhr regional association and organised as part of the Ruhr Games 2023.

The “Fußball trifft Kultur” (“Football meets culture”) education programme allows pupils to engage in a mix of football training and educational activities, specifically focusing on language development, at 35 locations in 23 towns and cities in Germany. Twice a week, approximately 800 children across two school year groups get the chance to train, learn and develop their potential in two halves comprising “education training” and “football training”.

What makes FtK so special is that it is run in partnership with professional clubs from the Bundesliga, Bundesliga 2 and 3. Liga. They supply a coach for the weekly session and help to motivate the participants with their broad appeal and unique events



**“Football unites people in every direction – whoever they are, whatever they look like. In football, everyone is equal. I had the experience of meeting a professional footballer when I was a pupil too. It was a really special moment for me, so I’m elated that I’ve now been able to give other children a special moment.”**

Luca Schuler

1. FC Magdeburg striker and project ambassador



In Darmstadt, the pupils showed their ideas for greater sustainability at the club to SV Darmstadt 98.

such as children's press conferences, stadium visits and matchdays. These methods mean that the programme can also reach children who feel less engaged by regular school lessons and will benefit most from the additional language, physical and cultural development.

Sustainability in football was the featured topic of FtK in the 2022-23 school year. The children were given some basic information about sustainability in workshops, some of which were co-organised by sustainability managers at the clubs. In the subsequent teaching sessions, they came up with ideas on how the clubs could implement sustainability in football in practice.

## Welcome Magdeburg!

The newest "Fußball trifft Kultur" ("Football meets culture") venue is Magdeburg primary school Am Umfassungsweg. 24 pupils from years 3 and 4 have been meeting there since the start of the 2022-23 school year to take part in regular educational activities and football training. 1. FC Magdeburg is the cooperation partner for the football element of the programme, which is sponsored by the Laureus Sport for Good Foundation. ■■■



**Designated purpose** Education

**Sponsored since** 2012

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

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

**Number of people supported in 2022-23**  
Approx. 800

**Locations in 2022-23** 23 venues with  
35 programme groups

**Funding commitment in 2022-23**  
€271 thousand

**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 supports 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.

# “Fußball trifft Kultur” (“Football meets culture”): impact analysis

**An analysis of the 2022-23 programme year shows that “Fußball trifft Kultur” (FtK) has noticeable effects at various steps on the impact staircase (see p. 3). Over each two-year programme, children acquire new skills, learn to think about many issues in a new light, start to act differently or even change their circumstances. Towards the end of the 2022-23 school year, we surveyed a total of 495 children from 28 programme groups and 21 locations to get a better overview of the potential impacts FtK might have. The respondents equated to 78 percent of all FtK participants.**

In the 2022-23 programme year, 3,050 programme sessions were recorded – including 1,645 education sessions, 1,405 training sessions and an additional 44 cultural activities. 696 children altogether participated in groups with an average number of 23 participants. 500 children attended the biggest-ever final tournament in Duisburg on 8/9 June 2023, which was evaluated on site for the first time.

## Utilisation of the FtK programme

### Goal

90%



### Actual take-up of the sessions

78%



### Actual take-up of the cultural activities

71%



**93%**  
 enjoyed  
 themselves

**89%**  
 would  
 recommend FtK  
 to others

**85%**  
 felt good

**70%**  
 had grown in  
 confidence

**55%**  
 had an increased  
 motivation to learn



● Strongly agree
 ● Agree
 ● Disagree
 ● Strongly disagree

## 1 2 3 4 Children's awareness changes

It is important to me to get better at school.



It is important to me to be able to read properly.



It is important to me to be able to write properly.



It is important to me to be able to speak German properly.



It is important to me to treat others fairly.

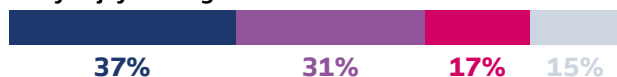


It is important to me to treat everyone with respect.

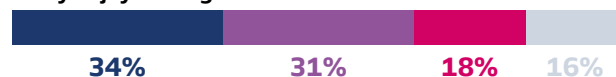


## 1 2 3 4 Children act differently

Many enjoy reading.



Many enjoy writing.



A great many behave fairly.

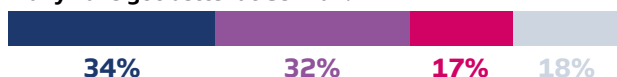


A great many treat each other with respect.



## 1 2 3 4 Circumstances of children change

Many have got better at German.



Many enjoy learning.



Many enjoy going to school.



A great many are doing better at school.



The children say that they have learned:

to help their schoolmates **79%**

to pack their sports bags **79%**

a new football trick **74%**

to concentrate better **63%**

to write better **62%**

to read better **59%**

to make new friends **57%**

better German **53%**


# Overcoming barriers

**“Girls on the offensive: young female empowerment<sup>1</sup> through sport” was the title of the DFL Foundation’s third digital “Transferfenster” (“Transfer window”). Hosted by podcaster, fitness athlete and influencer Imke Salander, three speakers chatted online in front of over 60 guests about the barriers that exist for women and girls in sport, how these barriers can be overcome and various ways to empower yourself and others.**

Poetry slammer Clara Lösel opened the chat with a piece she had written about “balance”. How do women and girls feel when they have to maintain a balance between their own ambitions – in sport or elsewhere – and society’s expectations? The chat participants were visibly touched by the topic and shared some of their own experiences of unequal opportunities.

## Unequal opportunities

It became clear that despite much progress in recent years, inequality in sport still exists with regard to gender. As well as a lack of basic structures in competitive sport such as inadequate personal support and training opportunities, women and girls in amateur sports in particular come up against a great many barriers and obstacles. These obstacles make participation more difficult and limit their chances to play an active and equal role in sport and take advantage of the positive impacts of sport for their overall development. To make matters worse, prejudices and stereotypes still exist.

How can women and girls confront these challenges? The speakers gave a great many tips during the discussion. Anna Winkler, who works for the “Girls Hub” project sponsored by the DFL Foundation, outlined, for instance, how sporting activities can be organised in a way that makes girls and young women feel happy and included. The participants also agreed just how important it is to have female and diverse role models. 

<sup>1</sup> Empowerment: The term empowerment in this context has its origins in psychology and social education. Empowerment covers a range of strategies and measures that help people to lead a self-determined and independent life. Source: German Federal Ministry for Economic Cooperation and Development



**DFL  
STIFTUNG**

## TRANSFER FENSTER

In the "Transferfenster" ("Transfer window") chat series launched in January 2023 and held online for now, the DFL Foundation gives a regular platform to theoretical and practical experts and organisations. It is intended to be used as a space to share knowledge and encourage the sharing of experiences and to allow people to delve deeper into selected issues.

### The speakers

- Anna Winkler  
(Project coordinator GIRLS HUB, Safe Hub Berlin/AMANDLA gGmbH)
- Léa Krüger  
(Sabre fencer and member of the Executive Committee of Athleten Deutschland e.V.)
- Mailin de Groot  
(Specialist consultant for KLISCHEEFREI IM SPORT – no stereotypes, Competence Centre Technology-Diversity-Equal Opportunities e.V.)
- Clara Lösel (Poetry slammer, songwriter and speaker)

### Barriers and challenges confronting girls and women in sport

- Stereotypes
- Differences in access to various sports
- Lack of self-confidence
- Security
- Violence and abuse
- Lack of media attention

### Ways of inspiring and empowering women and girls in sport

- Show diverse role models they can relate to
- Make female athletes more visible – to provide role models for girls to look up to and to help more professional athletes become sponsors
- Improve access to sporting activities: safe spaces exclusively for girls and women where they can give things a try with no fear of discrimination and gain confidence to take part in mixed activities
- Work with parents to balance out unequal socialisation in families
- Promote sporting activities that provide opportunities for participation
- Develop infrastructure in women's sport – particularly basic structures

### Extract from the poem by speaker Clara Lösel

"Balance means as a girl never allowing myself to be told I can't do something.  
That boxing and skating aren't for me, because  
I'm a 21st century girl  
and if what I am and do offends certain people  
it's not my problem, because  
I can be anything and become anything and it doesn't even have to make sense.  
I can be anything."



# International Weeks for the Elimination of Racial Discrimination – “get involved”

**From the official match ball, ball stands, walk-on shirts and captain's armbands to the digital channels and TV broadcasts, the unequivocal message of STOP RACISM was visible in many forms on and around Matchday 26 in the Bundesliga and Bundesliga 2. In this way, the DFL, DFL Foundation and the 36 professional clubs once again signalled their support for the International Weeks for the Elimination of Racial Discrimination.**



The communication, featuring the STOP RACISM logo and the Signal Violet campaign colour, prominently displayed a distressing statistic taken from the first study on National Monitoring of Discrimination and Racism for 2022 published by the German Centre for Integration and Migration Research (DeZIM): 22 percent of the German population have experienced racism at least once in their lives. That’s around one in five people.

This finding was highlighted in a clip shown by DFL media partners in the Bundesliga programming and on social media featuring players from the Bundesliga, Bundesliga 2 and Virtual Bundesliga, who expressed the sentiment in each of their native languages. “One in five is one too many” was the unequivocal statement expressed in the video, followed by an appeal to actively stand up to racism: “get involved”.

### One in five people have experienced racism

The specific ways in which people can step up were featured in the DFL Foundation’s second “Transferfenster” (“Transfer window”) on 21 March, the

**“One in five is one too many. Don’t look the other way. Don’t pretend not to hear. Get involved. STOP RACISM.”**

Message of the STOP RACISM clip



DFL media partners and DFL media channels also communicated the STOP RACISM message, as shown here during an interview with professional footballer Matthijs de Ligt from FC Bayern München.

International Day for the Elimination of Racism. The digital chat series “Everyday strategies to combat racism” featured a discussion between Johannes Böing, head of Borussia Dortmund’s learning centre (Dortmund venue of “Lernort Stadion” (“Classroom stadium”)); Nadine Brömme, co-founder and co-managing director of the networking centre against hate speech “Das NETTZ”; and Prof. Lorenz Narku Laing, professor of social sciences and racism research at the Protestant university of Applied Sciences Rhineland-Westphalia-Lippe.

They gave some insight into their work and shared practical recommendations for actions that we can all take to stand up to racism in our everyday lives, particularly in sport and on social media. Approximately 80 guests took part in the digital chat series hosted by journalist Anne Chebu. ■



“STOP RACISM” clip featuring players from the Bundesliga, Bundesliga 2 and the Virtual Bundesliga.

# International Weeks for the Elimination of Racial Discrimination

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" in which 69 peaceful protesters were shot dead on 21 March 1960 in the Sharpeville township of South Africa. Since 2016, the anti-racism foundation "Stiftung gegen Rassismus" has coordinated the 14-day International Weeks for the Elimination of Racial Discrimination in Germany on and around 21 March, the International Day for the Elimination of Racism. Every year, several thousand clubs, organisations, schools, religious communities, sports clubs and associations in Germany devote themselves to this cause and take a stand with actions and projects. The DFL Foundation has been supporting the International Weeks for the Elimination of Racial Discrimination since 2009, and the German Football Association (DFB) also has a long-standing involvement.

**"The only way we can be a successful society in the long term is if we step up our anti-racism work and get everyone on board with it."**

Prof. Lorenz Narku Laing

"Don't sit back in the face of racism": campaign motif as part of the International Weeks for the Elimination of Racial Discrimination.





# “Transferfenster” (“Transfer window”): Everyday strategies to counter racism – recommended actions from the digital chat series

## For everyday life:

- Every one of us has a responsibility to speak out openly against racist tendencies and discrimination
- Donate money to organisations that campaign for diversity and on behalf of people who have experienced discrimination
- Provide platforms for people who have experienced discrimination
- “Prominent figures” whose reach allows them to take a stand in public

## For digital channels:

- Don't immediately delete racist and discriminatory comments, report them first to “Meldestelle respect!”
- Once comments have been deleted they cannot be prosecuted, so take legally compliant screenshots



More about how to deal with hate speech – the website of **HateAid gGmbH**.

- Respond to the racism:
  - Point out your own netiquette rules, block profiles and report content
  - Where appropriate, engage with people who have posted a discriminatory comment and draw attention to their misconduct
  - Like opposing comments to show your support and help them achieve a higher ranking
- Show your support through initiatives like “Love Storm” and “Ich bin hier”

## For sports clubs:

- Create a safe space for people who are discriminated against or feel uncomfortable in sporting venues
- Pay attention to diversity when filling relevant positions in clubs
- Include fans in the process and shape it together
- Appoint officers and set up reporting bodies for discrimination offences
- Communicate the club values on social media
- Make your stance clear in stadium announcements and programmes and in the statutes
- Promote people who have experienced discrimination within club structures
- Let the association know that anti-discrimination work is important to the club and set concrete expectations (more information, financial support, etc.)
- Help coaches get better at their role of value ambassadors
- Develop guidelines for interculturalism and interreligiousness
- Use training camps and sessions for intercultural and political education (e.g. showcase anti-racism work and bring in external expertise)

# Division of labour

**The “Tandem Young Coach training” programme teaches people with and without a disability to work in tandem as football coaches. Here is a look at the training.**

Author: Mara Pfeiffer (extract from a two-part report)



Fabian Schwalbach and Bruno Pasqualotto in action, as they take on the responsibility of leading children's football training sessions in Mainz as part of the “Tandem Young Coach training” programme.

“So, here? This is where we’re starting from?” Fabian Schwalbach points intently to rows of three light-coloured beer garden benches facing each other on the artificial pitch of Teutonia Köppern. Bruno Pasqualotto nods his head and Fabian’s gaze wanders from the narrow aisle between the benches to a small goal full of bright-coloured balls and back again. He strokes his sun-warmed shirt contentedly with his hand and beams at Bruno. “Okay. Okay!”

Almost exactly one year has passed since Bruno and Fabian, who everyone just calls Fabi, took part in the SCORT Foundation’s “Tandem Young Coach training” programme in Mainz. Organised by the Football Club Social Alliance and supported by the DFL Foundation and the DFB’s Sepp Herberger Foundation, its aim is to empower people with various disabilities to work as football coaches.

Training is offered to tandems of football enthusiasts, each pair comprising one person with and one person without a disability. Fabi has Down syndrome, and Bruno manages the inclusive team “Team United” at Teutonia Köppern. This is where they met. To Fabi, who works at a nursery in Mainz, football is everything. He is also very good with children and is a huge fan of Mainz 05. Becoming a coach was a logical next step for him.

## Inclusive ball school

“Bruno comes up with the ideas and illustrates them to me first. Then I explain them in training,” says Fabi, explaining how the pair divide up the work at the “ball school”. This is the name of the club’s inclusive training programme for children aged four and up, which they started following the completion of their training last summer.

At the beginning of their session, the seven boys and two girls are cheerful and eager to begin. While Fabi and Bruno are explaining the warm-up, one child already bounds off into the gap between the benches. Fabi fetches them back with a determined look on his face. Then he lifts his arms above his head and calls loudly: “On your marks – get set – go.” He claps his hands once to signal that they can all start.

Bruno rolls out the balls, and the children leap about and squeal with glee. “Gently, gently,” Fabi reminds them. Then it is time for the first round. The children get into pairs. The training group is a motley mix of kids with and without a disability. Disability is not a factor as they choose their pairs.

They all know each other, some of the kids have been in the group since the beginning and others are siblings. Some of them have even become friends through football. Mums and dads sit and stand at the sidelines in groups, deep in conversation. They talk about fights between siblings and someone having just completed dolphin therapy. There is a relaxed atmosphere, with the children occasionally running to the side of the pitch to drink some water or eat a biscuit. The parents enjoy the small break that the training session gives them.

**“The thing I’ve learned most from Fabi is courage. Fabi tells me to ‘just get on with it!’”**

Coach Bruno Pasqualotto  
speaks about his tandem partner Fabian Schwalbach



Instructor Timo Müller from Bayer 04 Leverkusen gives Bruno and Fabi some feedback.

## From player to trainer

“Get down, get down!” Fabi calls loudly. In the next round, the players have to evade the rolling balls on all fours. Giggling and amused cries drift across the pitch. It is almost 6 p.m. and the oppressive heat has subsided a little. “This year, Fabi has transitioned more and more from a player to a coach,” notes Bruno, while his young coach lines up the players. “You can see he gets the whole picture.”

The training group gets into position in front of the “Fair Play Hesse” banners ready to take shots at a series of balls lined up on bright-coloured cones. Fabi wafts his shirt to get some air under it. “I learn the exercises with Bruno, and I do them at the nursery too,” he explains. “Our exercises?” Bruno laughs. “Yeah, why wouldn’t I; they’re really good,” says Fabi with a mischievous look on his face. Then he shares his ambition for the ball school: “We’ve got to compete in tournaments!” Bruno nods. “That’s our hope for the future.” ■

## Tandem Young Coach training

The programme has been around since 2011 and has been sponsored by the DFL Foundation since 2019. One person with a disability (young coach) and another person without a disability are trained in tandem to be coaches for disability football and inclusive football programmes. Instructors from the SCORT Foundation’s Football Club Social Alliance lead the participants through the practical units and impart a basic knowledge of how to plan, organise and deliver training sessions. The training is designed to boost the participants’ confidence and communication skills and creates a footballing network for disabled people.

# A lot of heart

**Respect. Tolerance. Fair play. These are the golden rules of MitternachtsSport e.V. based in Berlin's Spandau district, where the trustees of the DFL Foundation paid a visit in October 2023.**



Former President of Germany **Christian Wulff** and streetworker **Matondo Castlo** were popular and engaging discussion partners for the young people.

The intercultural youth social work association offers a range of pedagogically-supported activities and uses football as a tool to unify and motivate. The project, which was started in 2007, has been sponsored by the DFL Foundation since 2010.

“It’s really remarkable to see how much heart they put into their work here and the number of young people who are getting enjoyment, friendship, encouragement and support from MitternachtsSport,” said Chairman of the Board of Trustees Marcel Reif. He visited the Haveleck youth centre together with his deputy Julia Jäkel and the other trustees Matondo Castlo, Niko Kappel, Maria Höfl-Riesch, Matthias Steiner and former German President Christian Wulff.

Equally convinced by the concept are professional footballers like Jordan Torunarigha (formerly of Hertha Berlin and now playing for KAA Gent) and Jesic Ngankam (Eintracht Frankfurt), who both support the project as “big brothers” and regularly come to visit. “The boys’ involvement is extremely important

to us and means a great deal to the children and young people. They are role models, supporters, friends and family all rolled into one – ‘big brothers’ even,” says Ismail Öner, the founder and managing director of MitternachtsSport e.V., which even won the Bambi Award for Integration for its work in 2013.

Well-deserved, agreed the trustees, who were all struck by the positive energy and respectful environment at the youth centre. Empowerment and participation play a key role here alongside the sport. The youth centre has a “participation board”, for example, featuring all the young people’s hopes and a youth committee meets regularly to co-organise upcoming events.

At the end of the visit, the visitors accompanied around 50 young people to the sports hall on the corner where – as the club’s name suggests – they play football every Friday from 9 p.m. to midnight. Paralympic champion Niko Kappel and Olympic champion Matthias Steiner did not miss the opportunity to get in on the action. ■





Good on the ball:  
**Matthias Steiner** showed  
off his sporting talent.



“MitternachtsSport” (“Midnight sports”) founder **Ismail Öner** gives **Niko Kappel** some words of encouragement before he goes onto the pitch.



**Julia Jäkel, Marcel Reif** and **Maria Höfl-Riesch** enthusiastically followed the hall football match at “MitternachtsSport” (“Midnight sports”).





# ACTION AREA

## GROWING UP HEALTHY AND ACTIVE

**Children and young people do not get enough exercise. Just 16 percent 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.**

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. and 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). COPS study

## How it should be

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).



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.

## Who we support

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.



# Professional clubs get people moving

**The “Bundesliga bewegt” (“Bundesliga moves”) exercise programme is to be continued. Following a successful six-month pilot phase in 2022, 20 Bundesliga, Bundesliga 2 and 3. Liga clubs are continuing their involvement in the initiative to help children and young people to grow up active. “Bundesliga bewegt” (“Bundesliga moves”) was initiated by SV Werder Bremen, Sport-Club Freiburg and the DFL Foundation, who is also a programme sponsor along with the German Postcode Lottery.**

The programme’s aim is to provide children and young people with access to high-quality exercise activities that build on one another and span across a range of sports all year round and thus make a contribution to holistic personal development. The 20 clubs involved in the programme work with sports clubs, nurseries, schools and other stakeholders from various, predominantly disadvantaged social environments in their local areas.

Specially trained exercise coordinators at the clubs engage in local networking and act as an interface between all parties involved. This enables every professional club to become a stakeholder in the social environment and support the development of their own region in a responsible and sustainable manner.

## Promoting holistic development

The clubs taking part in the programme are FC Augsburg, 1. FC Union Berlin, VfL Bochum 1848, SV Werder Bremen, Borussia Dortmund, SG Dynamo Dresden, Fortuna Düsseldorf, Sport-Club Freiburg, TSG Hoffenheim, Karlsruher SC, 1. FC Köln, RB Leipzig, Bayer 04 Leverkusen, FC Bayern München, 1. FC Nürnberg, SC Paderborn 07, FC St. Pauli, SV Sandhausen, FC Schalke 04 and VfL Wolfsburg. Basketball club ALBA BERLIN also lends its support as a cooperation partner with its “SPORT VENETZT” (“Sport Connects”) programme. Regular sharing of experiences between the two



The ball school is one of the sporting activities that “Bundesliga bewegt” (“Bundesliga moves”) has to offer. Children use their hands, feet and bats in sports games that place an emphasis on fun, and acquire a variety of sports skills while having an enjoyable time.

programmes is designed to combine efforts and leverage synergies. Because transfer of knowledge, sharing of experiences and networking of social environments are core elements of the initiative too. Up to September 2022, “Bundesliga bewegt” (“Bundesliga moves”) was delivered 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. It was part of the federal



**“Children discover the world through movement. Regular exercise is the foundation for age-appropriate and healthy development. At its best, sport in particular has a unifying and inclusive effect as it encourages children not to think and act based on categories or prejudices.”**

Robert Engel

Director of the German Postcode Lottery

government's "Aufholen nach Corona" ("Catching up after the coronavirus") programme of action.

Spurred on by the high levels of engagement within the individual projects and the positive findings of scientific process monitoring, the stakeholders quickly agreed that the programme should be continued, and they got to work on follow-up concepts. Since October 2022, the German Postcode Lottery and the DFL Foundation have sponsored a series of general actions (training, networking and coordinating) aimed at stabilising the programme, supporting the professional clubs with their outreach work and boosting the transfer of knowledge to other partners. ■



**BUNDESLIGA  
BEWEGT**

**Designated purpose** Sport

**Implemented since** 2021-22

**Programme partners** SC Freiburg, SV Werder Bremen, German Children and Youth Foundation, German Postcode Lottery, a total of 20 clubs in the Bundesliga, Bundesliga 2 and 3. Liga

**Target group**

- Directly through the programme: Children of nursery and primary school age
- Indirectly through the programme: People closely associated with the children and young people as well as stakeholders in the sport/exercise landscape in the respective location (e.g. the local authority)
- Directly through the DFL Foundation: Bundesliga, Bundesliga 2 and 3. Liga clubs

**Locations** 20

**Funding commitment** €330 thousand

**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 responsible for the programme at the club initiates and coordinates the following 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
- Training sessions that are open to coaching and teaching staff as well as childcare staff

**Role of the DFL Foundation** In the "Bundesliga bewegt" ("Bundesliga moves") steering group with SC Freiburg and SV Werder Bremen, the DFL Foundation identifies potential and brings it to the attention of the participating clubs and their partner networks through various formats.

### 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 are established for ongoing promotion of healthy and active social environments/districts.

# Networked learning

**Exercise coordinators and coaches at the 20 clubs participating in “Bundesliga bewegt” (“Bundesliga moves”) in 2023 received ongoing training in three modules. The core idea was for the participants to expand their knowledge and scope for action to help them embed the learning content directly in their work at the clubs. The ongoing training sessions also gave them an opportunity to share their experiences and form a network for the future.**


The content of the ongoing training was derived directly from the findings of the programme evaluation in the previous year. Every module was preceded by a 90-minute digital preparatory seminar where participants discussed the topics that would be explored in depth in the relevant in-person workshop. This allowed the organisers to make the modules as needs-based as possible and also incorporate the existing expertise of the clubs.

The one-and-a-half-day ongoing training sessions were held at the Sports Science Institute at the Johannes Gutenberg University of Mainz. As well as seminar rooms, the facilities on offer also included a triple sports hall and an outside area that included a

track and field facility. The participants received learning and practical material to support each topic, allowing them to expand their knowledge later on and pass the information on to others.

## Ideas to encourage more exercise

During the modules, not only did the participants pick up new knowledge and skills but they were also involved at a conceptual level. In small groups, they passed on their experiences of various aspects of the programme, collected best practices and formulated ideas – all with the overarching aim of providing even more children with access to exercise, games and sport in their social environments (see diagram on the right) and increase the likelihood of the children staying active through sport.

After the in-person event there was an individual coaching session with Prof. Tim Bindel, which was open to all. He is the director of the Sports Science Institute at the Johannes Gutenberg University of Mainz and was the one who evaluated the “Bundesliga bewegt” (“Bundesliga moves”) programme. 



Prof. Tim Bindel leads the “Bundesliga bewegt” (“Bundesliga moves”) ongoing training and tells the participating exercise coordinators and coaches: “Our main motivation for doing this is to make sure that all the children are enthusiastic about continuing on the programme.”



The participants got active themselves during the two workshop days and put themselves in the children's position. A lot of fun was also had by all.

The living environment of the child or young person is regarded as a social environment, both from an environmental and a social perspective. Stakeholders within a social environment may include children's and youth centres, sports clubs, nurseries and schools.



### 2023 module titles

- **Module 1**  
Structure and concept
- **Module 2**  
Training and competition
- **Module 3**  
Performance and feedback



# Steps record

**Sport and exercise have the power to motivate and help people unleash their inner strength. This is clearly evident in the “step kickt!” programme. In spring 2023, 1,800 pupils from all over Germany took part in the steps competition, and together they set a new record.**



Borussia Dortmund mascot Emma had a race with the children in Dortmund. The pedometers can be seen clearly on the children's wrists. They measure how much exercise the children are doing and give them a sense of achievement and motivation.

The exercise programme run by the DFL Foundation and the fit4future foundation Germany is now in its fourth year and was delivered in partnership with twelve professional clubs, each acting as patrons for multiple classes and schools. Together, the programme partners encouraged primary school children from 91 year 3 and 4 classes to do more exercise and educated them on healthy eating.

## Exercise and nutrition

Equipped with digital fitness trackers, the classes – including eleven inclusive classes for the first time this year – competed against each other for ten weeks in various exercise challenges and worked hard to accumulate steps. In tandem with this, all the clubs hosted action days on topics like “exercise” and “nutrition” as well as parents’ evenings.



There was an education event giving teachers tips on how they could integrate exercise more effectively in their schools going forward. A primary school in Augsburg held the very first "Find Your Sport Day". On the basis of their physical requirements, the participating children were given recommendations on the type of sport they should do and told about suitable clubs in their local areas in order to help them make the transition to club sport.

The children in all the "step kickt!" classes were able to keep an eye on their current step counts and rankings on the website and in an app where they could also find information on exercise and nutrition. After ten weeks, they had jointly covered a distance of 586,000 kilometres. That's around 14.6 times the circumference of the Earth – a new record.

### Inclusive class from Sandhausen took the win

So that there was no advantage or disadvantage from having different-sized classes, the completed steps per class were converted to points to allow a fair comparison of performance. Right at the top of the rankings this time was the inclusive class 4d from Theodor-Heuss-Schule in Sandhausen with a total number of 26,969,260 points. They were crowned the 2023 "step kickt!" champions. The 2023 "step kickt!" club champion was SV Sandhausen, scoring the most points on average with all classes of the Theodor-Heuss-Schule combined. The winners were announced at an official award ceremony held at the SV Sandhausen grounds. ■

**"The "step kickt!" programme is a good illustration of how we can encourage children to do more exercise and make their caregivers aware of the importance of growing up healthy."**

Malte Heinemann  
Director of the  
fit4future foundation



**Designated purpose** Education

**Sponsored since** 2018-19

**Programme partners** fit4future foundation Germany, planero GmbH, Denkfabrik fischimwasser GmbH

#### 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 2022-23** 1,800

**Locations in 2022-23** 12

**Funding commitment in 2022-23** €433 thousand

**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 the importance of 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.

# “Kitas in Bewegung” (“Active nurseries”)

**The DFL Foundation and German Sports Youth (dsj) are extending and deepening their partnership, which began in 2021. Their goal is to enable children to do more exercise.**



Leon Ries, Director of dsj, and Franziska Fey, Chairwoman of the DFL Foundation, at the contract signing. The DFL Foundation and German Sports Youth co-developed the “Kitas in Bewegung” (“Active nurseries”) conceptual framework, which helps sports clubs and other organisations to establish active nurseries.

With this goal in mind, they created the “Kitas in Bewegung” (“Active nurseries”) conceptual framework, which helps sports clubs and other organisations to set up active nurseries. In December 2023, the DFL Foundation and dsj led an extensive communication campaign to raise awareness of the huge importance of exercise from a very early age.

Franziska Fey, Chairwoman of the DFL Foundation, said: “Children have a natural urge to move. The only way for them to discover their world and develop properly is by acting on these feelings. We help by giving them age-appropriate exercise opportunities.”

The conceptual framework includes measurable quality criteria for active nurseries, which help organisations to find the best ways of getting children to exercise. The dsj member organisations provide advice and support.

Leon Ries, Director of dsj, said: “Exercise, playing and sport are key building blocks for growing up healthy. We’re delighted to have found such an excellent and like-minded partner in the DFL Foundation and to be working even more closely together on the ‘Active nurseries’ project.”

# 2023 child health report – young people facing major challenges

**The report by the “Stiftung Kindergesundheit” (Child Health Foundation), which is supported by the DFL Foundation and four other organisations, reveals that many of the approximately 8 million young people living in Germany are suffering from physical and mental health problems. Helping young people to take ownership of their own health may be a way forward.**

The “Kindergesundheitsbericht” (“Child health report”) is an amalgamation of key study data from the past few years and contains solutions recommended by top scientists. It has a role to play in the health policy debate on children and young people growing up healthy and active. Among other things, the report shows that young people’s physical stress levels increased during the coronavirus pandemic. Girls are often more affected. Prevention and low-threshold psychotherapy could help to improve the situation.

Getting 11- to 17-year-olds to do more exercise would require more playgrounds for older children and teenagers and “just play” alternatives at sports clubs. These kinds of things encourage them to get into sport, even if they are not very competitive. Involving young people in the healthcare system is still crucial as well to protect young people’s rights. The child health report also identifies room for improvement in matters of nutrition, vaccinations and health literacy. ■■■

## Here are a few select facts:

- Increase in newly diagnosed cases of obesity among 15- to 18-year-olds; socio-economic status is a major negative influencing factor
- WHO: 11- to 17-year-olds are not getting enough exercise – 88% of girls and 80% of boys are not meeting the target of 150 min./week; many feel there is no incentive to exercise
- 78.4% of 11- to 17-year-olds fear that current crises will have a detrimental impact on their lives (COPSY survey September/October 2022)
- Climate anxiety is having more and more of an impact on young people’s behaviour and lifestyles
- In 2020, mental health problems and behavioural disorders were the most common reasons for in-patient hospital treatment among 15- to 24-year-olds (Federal Statistical Office)
- The subjective well-being of girls and young women from average-income and low-income families is lower than that of boys and young men from high-income families

So there is still much work to be done to give children and young people a better future.





# ACTION AREA ELITE SPORT

**Around 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. Yet elite athletes are regarded as role models by most people in Germany – for their commitment (71%), togetherness (63%), diversity (62%) and fair play (61%).<sup>2</sup>**

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). Akzeptanz des Spitzensports in Deutschland – Zum Wandel der Wahrnehmung durch Bevölkerung und Athleten (Acceptance of Elite Sport in Germany – The Change in Perception Among the Public and Athletes)

<sup>2</sup> German Sports Aid Foundation & ONEBY (2023). Stellenwert des Spitzensports (The Importance of Elite Sport)





Competitive athletes face major challenges right at the start of their careers. 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.

## How it should be

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 united and diverse 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).

## Who we support

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.



## 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.

# A source of motivation for children

**The #ZukunftBewegen (“Moving forwards”) initiative run by the DFL Foundation, DFL and German Sports Aid has been ongoing since July 2022, and aspires to give children a more confident outlook on sport and exercise in the future. TV adverts and communications in the programming of DFL media partners Sky, DAZN, Sat.1, SPORT1 and ARD strive to give children an appetite for sport. “Mutmacher-Events” (“Motivational events”) and the “Arena of Skills” (see page 48) allow children to try their hand at various sports in their local area and discover where their talents lie.**



European Junior Championship winner Theo Barry – who is sponsored by the DFL Foundation through the youth elite funding of German Sports Aid – giving tips to the young generation.

Rather than rules and technique, the emphasis was on the curiosity and enjoyment of trying out a new sport.

"Raise your fists!" was the first instruction given at the "Box-Kultur Berlin" studio on 22 October, as 20 children surrounded by sandbags and punching balls followed boxer Lena Büchner's tips and instructions. For almost all of them, it was their first experience of martial arts, which is especially good for developing confidence in your own physical abilities and for channelling excess energy. Emphasis was placed not on fighting each other, but on learning basic techniques together and communicating important sporting values like respect for your opponent. Lena Büchner, who also features in the adverts and social media formats of #Zukunft-Bewegen ("Moving forwards"), led the boxing-related exercise programme with wit and sensitivity.

Straight after the 90-minute session, there was another highlight in store for the children, as Bundesliga legends Claudio Pizarro and Paulo Sérgio joined Lena Büchner to answer questions from the young boxing novices. Getting to talk to athletes in various sports is a significant and vital element of the events. Not only does it give children unforgettable experiences, but talking directly to sports personalities also helps build up their self-confidence and fuels their desire to emulate their role models and take up regular sport. "It was so cool! It's really made me want to take up boxing now." The enthusiastic comment by one of the children in the session shows that the concept is having an impact beyond the event day itself. The event ended in the afternoon with a visit to see the reopening of one of DFL's refurbished pitches – with music, a football tournament and a station where the children could try out fencing.

Other sports and sportspeople had their turn in the limelight during the Ruhr Games from 8 to 11 June 2023, where the children got to try out judo, beach volleyball and hockey. Around 100 children took up the activities on offer. On the first day of the event, the children took to the mat. Three coaches from the North Rhine-Westphalian Judo Federation showed the children falling, throwing and floor techniques,

but also taught them the ten values of judo: modesty, honesty, sincerity, friendship, helpfulness, courtesy, courage, respect, self-control and appreciation.

Serving, spiking and passing were the order of the day on day two. Federal youth coach Kersten Holthausen was in his element during the beach volleyball taster session, allowing the children to run around and around the high net in the deep sand. On the last day of the event, 50 or so children had solid ground under their feet and sticks in their hands, as hockey stars and World Cup/European Championship winners Theo Barry, Marie Hahn and Luis Höchemer gave them a good time and a new experience. The activities organised by the DFL Foundation, DFL and German Sports Aid for the 2023 Ruhr Games were rounded off with talks at the German Sports Aid stand with the three Junior European Championship winners, junior European speed climbing champion Nele Thomas and Lena Büchner, who stars in the #ZukunftBewegen ("Moving forwards") adverts. ■■■





# #CHECKdeineSKILLS ("CHECKyourSKILLS")

**The DFL, DFL Foundation and German Sports Aid are continuing their #ZukunftBewegen ("Moving forwards") initiative with sporting events for children and young people. In keeping with the slogan #CHECKdeineSKILLS ("CHECKyourSKILLS"), the children get to try their hand at all types of sports for people with and without a disability.**

On the Supercup weekend, young people were given the chance to try out various sports including blind football, parkour and bouldering in the "Arena of Skills" at Munich's Olympiapark. The concept behind the Arena of Skills event is not just to introduce children and young people to different sport and exercise options, but also to allow them to meet current and former elite athletes.

The objective is to give young people an unforgettable experience, ideally to inspire them to take up a sport permanently. People who exercise regularly and expend their energy not only live healthier lives, but are usually also happier with a positive attitude to life that can be beneficial and make many things easier outside of sport as well. At Olympiapark, the children and their parents also received information about regular club sporting activities and got to take part in a competition with a chance to win a number of prizes and experiences.

There to motivate the children and young people at Olympiapark – on the fringes of a summer festival taking place at the same time with fairground rides, food stands and cultural events – were DFL Foundation trustee and Paralympic champion (para-shot put) Niko Kappel and Bundesliga legends Claudio Pizarro and Roman Weidenfeller. The two ex-footballers battled it out in the Arena of Skills with Olympic stars Eric Frenzel (three-time Olympic gold medallist in the Nordic combined) and Sideris Tasiadis

(Olympic silver and bronze medallist and world canoeing champion). These two sports stars were also a source of inspiration for the young people present, and even tried out one or two of the sports themselves.

Sideris Tasiadis was supported on his journey to winning an Olympic medal in his younger years by the DFL Foundation through the youth elite funding of German Sports Aid, as was gold medallist Niko Kappel. With their community outreach work as part of the #ZukunftBewegen ("Moving forwards") initiative with appearances in the Arena of Skills and beyond, the two of them are living proof that the DFL Foundation and German Sports Aid are achieving what they set out to with the youth elite funding: to sponsor talented individuals and turn them into role models.

Over the next few months, sporting events will be held at various locations and will be accompanied by social media formats and adverts in the programming of DFL media partners in the course of the #ZukunftBewegen ("Moving forwards") campaign of DFL, the DFL Foundation and German Sports Aid, all with the aim of reaching even more children and young people and encouraging them to take up sport and exercise. 🍌





Three-time Olympic champion Eric Frenzel and Bundesliga legend Claudio Pizarro had as much fun at the Arena of Skills stations as the children themselves, who had an unforgettable experience meeting the sports stars.



# Personal development

**The TV adverts for the #ZukunftBewegen (“Moving forwards”) campaign all end with the words: “We sponsor talented individuals and turn them into role models”. The DFL Foundation and German Sports Aid offer athletes a number of personal development opportunities so that all those who want to become role models can become role models.**

85 percent of people in Germany say that elite athletes are people they look to for guidance.<sup>1</sup> They are regarded as role models in particular in terms of performance (71 percent), togetherness (63 percent), diversity (62 percent) and fair play (61 percent).<sup>2</sup> Performance and personality are the two main factors that determine whether athletes have what it takes to be suitable and impactful role models. Are they aware of the responsibility that this role entails and the opportunities it presents? Do they aspire to set a leading example with their performance and values and change society for the better?

So that they can answer these questions themselves, talented individuals are given German Sports Aid youth elite funding (YEF) financed by the DFL Foundation as well as the tools and the reach to become role models if that is what they aspire to be. The youth elite meetings, which take place at least once a year, are a good illustration of this. First thing on 11 August 2023, talented young athletes met Paralympic champion Niko Kappel in a Munich beer garden. The para-shot putter and trustee of the DFL Foundation encouraged the YEF talents to unleash their potential and become role models for children and young people.

Niko Kappel gave the young elite athletes some valuable tips, emphasising the usefulness of social media.



<sup>1</sup> German Federal Institute for Sports Science (2017). Akzeptanz des Spitzensports in Deutschland – Zum Wandel der Wahrnehmung durch Bevölkerung und Athleten (Acceptance of Elite Sport in Germany – The Change in Perception Among the Public and Athletes)

<sup>2</sup> German Sports Aid (2023). Stellenwert des Spitzensports (The Importance of Elite Sport)



Canoeist Chelsea-Lynn Roussiekan honing her interview skills under the guidance of media coach Marina Fälling.

The next day, the talented young athletes were met with a varied programme in the beautiful surroundings of Munich's Olympiapark. They learned the basics of body language and public speaking in a series of workshops; practised interview situations; were educated on the opportunities and risks of social media; and were given practical tips on how to cultivate their social media channels. They were then given the chance to put what they had learned into practice at interview and photo stations during a "mini media day".

They were set a challenge focusing on movement, action and knowledge in which they had to collect points for a team competition through various

activities such as paddle boating, a sports quiz and giant Jenga. The exercise course "Arena of Skills" organised by DFL, the DFL Foundation and German Sports Aid (starting on p. 48) allowed the talented young athletes, but most of all the children, to spend the whole weekend trying out different sports like blind football and ski jumping. Bundesliga legends Claudio Pizarro and Roman Weidenfeller, three-time Olympic champion in the Nordic combined Eric Frenzel and canoeist Sideris Tasiadis, an Olympic silver and bronze medallist, were among the athletes there.

The Supercup match between FC Bayern München and RB Leipzig brought the day to a close and was the highlight for many. YEF talents Nele Thomas (speed climbing) and Theo Barry (hockey) gave their first stadium interview and took a further step in their personal development. ■■■



# Role models for young people

**In the DFL Foundation's first digital "Transferfenster" ("Transfer window"), professional footballer Andreas Luthe, judo world champion Anna-Maria Wagner and high school graduate Merrit Beelmann discussed the role and added value of sporting role models.**

Around 100 guests took part in the first digital "Transferfenster" ("Transfer window") hosted by Maren Schiller as part of the #ZukunftBewegen ("Moving forwards") initiative of DFL, the DFL Foundation and German Sports Aid. The initiative uses sportspeople to encourage young people to do more exercise and try out new sports.

"Role models are people we can identify with and idols that influence us in our daily interactions and lifestyle, and whose behaviour a great many young

**"Learning how to handle difficult times and cope with losses at a young age is what makes sport so valuable."**

Andreas Luthe

**#ZukunftBewegen:**  
Über die Rolle und den Mehrwert von Vorbildern (im Sport) für junge Menschen

**ANDREAS LUTHE**  
Torwart & Mitgründer  
In safe hands e.V.

**ANNA-MARIA WAGNER**  
Zweifache Olympia-Dritte im Judo

**MERRIT BEELMANN**  
Abiturientin

**MAREN SCHILLER**  
Moderation

**DFL STIFTUNG**  
**TRANSFER FENSTER**

**dfl-stiftung.de/transferfenster**

The "Transferfenster" ("transfer window") digital event was accompanied by a social media campaign.

**"Sometimes I still find it difficult to see myself as a role model. I've stumbled into the role, but I'm happy about it."**

Anna-Maria Wagner

people often try to imitate," said Merrit Beelmann as a representative of the young target audience. "In addition, role models show us what is possible and so they can expand our horizons." In her comments, she also highlighted the fact that sporting role models epitomise values such as team spirit, ambition and fairness.

Anna-Maria Wagner and Andreas Luthe reflected on their status as role models and expressed a desire to be encouraged and protected by sports clubs and associations when campaigning for issues close to their hearts. Andreas Luthe pointed out that, "You can't do or say anything that goes against your own beliefs, but every person has one special cause that is close to their heart." Mental health is one such cause for Anna-Maria Wagner: "After the Olympics, I fell into a mental black hole. In my capacity as a role model for lots of young athletes, it was important for me to go public with my struggles. I wanted to give young people the courage to talk about their struggles too." Merrit Beelmann praised her, saying that actions like this were extremely important to her generation, generation Z.

Anna-Maria Wagner emphasised how essential it is for athletes to be given a media platform to be able to make themselves heard: "For me, #Zukunft-Bewegen ("Moving forwards") was a fantastic opportunity not only to get across the message of the initiative, but also to give the sport of judo a profile in the media and showcase the unique values that judo can instil in children from a very young age." ■■

### About the "Transfer window"

The DFL Foundation gives a regular platform to theoretical and practical experts and organisations in its "Transferfenster" ("Transfer window"). It is intended to be used as a space to share knowledge and encourage the sharing of experiences and to allow people to delve deeper into selected issues.

**"Role models are people we can identify with that influence us in our daily interactions and whose behaviour many young people try to imitate."**

Merrit Beelmann

# Overview of programmes

Programme	Programme description	Funding commitment (in € thousand)	Programme partner
<b>Lernort Stadion (Class-room stadium)</b>	Extra-curricular activities for educationally and socially disadvantaged young people relating to political and social issues, strengthening of social skills	848	DFL Foundation
<b>Fußball trifft Kultur (Football meets culture)</b>	The educational triangle of language lessons, football training and cultural activities improves the education prospects of the children taking part	271	LitCam gGmbH
<b>#24/2024 Jugendforum (#24/2024 youth forum)</b>	Bringing young people together after EURO 2024 in interactive ways to bring participation through football to life for others, publishing of prospects for the future from the experiences and insights gained	113	KICKFAIR e.V.
<b>MitternachtsSport (Midnight sports)</b>	Low-threshold football initiative in deprived areas where conflict is rife in the evenings and at night	65	MitternachtsSport e.V. – intercultural youth social work association
<b>Safe-Hub Berlin</b>	Safe-Hub Berlin is the first youth education centre built in Germany in line with the model of South African safe hubs (= safe, personality-developing education centres)	51	AMANDLA gGmbH
<b>Jugend - Trainer - STÄRKEN (Youth - Coaches - STRENGTHS)</b>	Professional and amateur clubs form partnerships and strengthen their coaches in their key role as responsible role models in conflict management and the fight against discrimination	48	DFL Foundation
<b>FußballFreunde-Cup (Football friend cup)</b>	Inclusive series of football tournaments for people with and without a disability in partnership with Bundesliga and Bundesliga 2 clubs	35	The DFB's Sepp Herberger Foundation
<b>International Weeks for the Elimination of Racial Discrimination</b>	Campaign weeks for solidarity with the opponents and victims of racism, held each year around the International Day for the Elimination of Racial Discrimination	26	The Foundation for the International Weeks Against Racism
<b>United on Ice</b>	Low-threshold (ice) sports activities for disadvantaged target groups, programme has been expanded in particular for girls and young women 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, enabling access to sports and exercise opportunities and the accompanying positive effects on a physical, mental and emotional level	23	Sports for More e.V.
<b>Tandem Young Coach training</b>	Inclusive training programme that equips adolescents and young adults with and without disabilities to work in tandem and take responsibility as coaches in disabled football	13	Scort Foundation
<b>Projects &lt; €10,000</b>		11	

**Total funding commitment for “Social togetherness”\***

**1,527**

<b>step kickt!</b>	Interactive competition in which children in years 3 and 4 accumulate steps together in classes, a project that encourages children to do exercise and teaches them about the importance of a balanced diet	433	fit4future foundation Germany
<b>Bundesliga bewegt (Bundesliga moves)</b>	Networking and training of stakeholders in social environments to provide children and young people with access to sport at all times through low-threshold sporting activities	330	Third-party funding from the German Children and Youth Foundation and the German Postcode Lottery

\*In the 2022-23 financial year, the action area was still called “Integration and participation” but has since been renamed “Social togetherness”. You can read about the reasons for this in the foreword or on page 16.



Programme	Programme description	Funding commitment (in € thousand)	Programme partner
<b>Bewegungskita (Active nurseries)</b>	Partnership with the German Sports Youth to boost the promotion of exercise across a range of sports in nursery schools, including a conceptual framework for professional clubs and sports clubs	103	DFL Foundation
<b>Meine Stadt. Mein Sport. Meine Zukunft. (My Sport. My Town. My Future.)</b>	Sponsorship of programmes to establish exercise and nutrition activities at SOS Kinderdorf	81	SOS-Kinderdorf e.V.
<b>MANUS bewegt (MANUS moves)</b>	The weekly exercise activities provide children and young people with a variety of opportunities to do exercise, improve their motor skills and work on their social skills	48	Manuel Neuer Kids Foundation gGmbH
<b>Kindergesundheitsreport (Child health report)</b>	Raising public awareness on health prevention and healthcare provision for young people and improving healthcare for this age group	41	Stiftung Kindergesundheit (Child Health Foundation)
<b>Play fair, spiel fair</b>	This opens up low-threshold, creative and long-term access to sport, art and culture for young people	28	Roter Baum Berlin UG
<b>Deutsches Down-Sportlerfestival (German Down's syndrome sports festival)</b>	Games and sports festival for young people with Down's syndrome with presentations and opportunities for dialogue	13	T21 Gesundes Leben mit Down-Syndrom e.V.
<b>Projects &lt; €10,000</b>		13	

**Total funding commitment for "Growing up healthy and active" 1,091**

<b>Nachwuchselite-Förderung (Youth elite funding)</b>	Financial and non-material support of promising young Olympic, Paralympic and Deaflympic athletes so that the young athletes become role models for children and young people	1,063	Stiftung Deutsche Sporthilfe (German Sports Aid Foundation)
<b>Juniorsportler*in des Jahres (Junior athlete of the year)</b>	Awards for the best young German athletes in the following categories: individual and team award, disabled sports and deaf sports	67	Stiftung Deutsche Sporthilfe (German Sports Aid Foundation)
<b>ZukunftBewegen (Moving forwards) initiative</b>	Public platforms (events, communication) for athletes as role models for exercise and sport with the aim of creating incentives for young people to exercise, building of self-assuredness and confidence	98	DFL GmbH, German Sports Aid Foundation

**Total funding commitment for "Elite sport" 1,228**

<b>Themed funding pot</b>	Funding programme to support clubs, initiatives and NGOs that is different every year – in 2022-23: #Mitbewegen (Making moves) – fast assistance to promote exercise among children and young people	395	DFL Foundation
<b>sport4change-Roadshow</b>	Pilot networking event for various stakeholders who support sport for change	36	SUPR SPORTS gGmbH
<b>Mit Sport wirken (Make an impact with sport)</b>	Helping charitable organisations (e.g. sports clubs) to organise impact-oriented projects through a webinar series sharing practical sports examples on issues such as fundraising, impact measurement, evaluation and working with volunteers	35	PHINEO gAG
<b>Netzwerkformat (Network formats)</b>	Self-defence and violence prevention course for disabled people	18	Ibbenbürener Kickers c/o SV Cheruskia Laggenbeck e.V.
<b>"WEEKLY" Newsletter</b>	Funding and expansion of the newsletter in the sport for good field	12	SUPR SPORTS gGmbH
<b>Projects &lt; €10,000</b>		1	

**Total funding commitment for "Networks and cooperation" 498**

**Total funding commitment 4,344**



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

# Our organisation

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# Sport for Development

**The DFL Foundation and other stakeholders are supporting the establishment of a Sport for Development (S4D) network that uses sport and exercise specifically as a means of achieving the United Nations' Sustainable Development Goals. Sport and exercise can make a vital contribution, particularly to the education, health, integration and personal development of children and young people.**

More and more S4D programmes are appearing at international level. They are based on the conviction – one that has repeatedly been proven by numerous scientists – that sport and exercise help to develop skills and approaches that promote social participation, educational achievement, personal development, health and environmental awareness. This is true with respect to both individuals and social structures. In Germany, too, the number of organisations working in the sport for development field is growing, and there is a need for corresponding training and networking opportunities. To respond to this need and also establish a joint advocacy group, several organisations have joined forces to set up a “Sport for Development” network. They include the DFL Foundation along with the associations In safe hands and Bike Bridge, the German Sport University Cologne, SUPR SPORTS, Common Goal, the Laureus Sport for Good Foundation, the step foundation and the Lower Saxony Lotto Sport Foundation.

To obtain more knowledge on the specific challenges practical organisations are facing and promote networking on a local scale, the DFL Foundation teamed up with SUPR SPORTS to initiate an S4D Roadshow. Following a successful pilot event in Hamburg in June 2022, 25 people from (sports) clubs, associations and non-profit organisations in the Berlin area got together in March 2023 to exchange views, identify needs and leverage synergies.

The four-hour event was hosted at the premises of Common Goal. One of the things managing director Johannes Axster spoke about was the common goal of raising the profile of the German S4D sector. He highlighted the importance of UEFA EURO 2024 and the associated plans of the City of Berlin in this regard. ALBA BERLIN Vice President Henning Harnisch presented the Germany-wide “SPORT VERNETZT” (“Sport Connects”) programme, which gets children exercising and brings together the strengths

of local stakeholders from politics, sport, education and other institutions in pursuit of this goal.

In workshop sessions, the participants subsequently compiled a list of key takeaways for their future work and derived the following objectives from them:

- To break down funding structures (longer funding horizons, greater flexibility and willingness to experiment)
- To demand appreciation (for the work, the stakeholders and including by financial means)
- To create visibility (for the approach, for organisations, for differences)

The S4D Roadshow was continued in the 2023-24 financial year. The topic of visibility was also designated as the main focus of the third networking event on 12 October 2023. The event was

organised by SUPR SPORTS in cooperation with Bike Bridge in Freiburg and was again attended by 25 people, this time from Freiburg, Stuttgart and Munich. Alongside discussions around the advocacy of the S4D network, the attendees also gave some thought on how to support the work of the S4D organisations. The presentation by Julia Lambrecht – Co-CEO of the Sport Foundation, which sponsors sporting activities for upbringing, education and peace worldwide – was very instructive in this regard.

The participants in Freiburg worked together to formulate objectives for the S4D network, which largely coincided with the thoughts of the Berlin group: greater visibility for the S4D sector, more precise definition of impact and redoubling of efforts to establish a network. The needs and findings that were identified in the course of the S4D Roadshow are now being analysed and will be translated into actions for the Germany-wide S4D network. ■■■

In four groups, the participants carried out an analysis of their organisations' existing attributes and potential.



# “Fußball stiftet Zukunft” (“Football creates a future”)

**At the German Football Museum in Dortmund, the “Fußball stiftet Zukunft” (“Football creates a future”) foundation alliance recognised five football clubs for their sustained commitment to environmental protection and social cohesion. The alliance, which has been a registered association since 2022, comprises 29 football foundations including the DFL Foundation, the DFB’s Egidius Braun and Sepp Herberger Foundations and the foundations of the current and former national players Manuel Neuer, Robin Gosens, Lukas Podolski, Gerald Asamoah and Toni Kroos.**





"I think the interaction between the foundations from elite football and community role models from grassroots football is just amazing and a wonderful example of how the whole of football is coming together to shape the future," says Gerald Asamoah. The ex-footballer, who played for his national team 43 times and featured in Germany's 2006 World Cup squad, was on the panel of this year's Future Award. The panel selected five winners from 58 submitted applications.

The individual awards, each endowed with prize money of EUR 5,000, were presented to five football clubs whose innovative outreach work represents a social or environmental driving force in their local communities and is a source of inspiration for other clubs. The German Postcode Lottery recently joined the initiative as a sponsor and award partner.

### Equal opportunities, social cohesion, environmental protection and nature

The award-winners impressed the panel – comprising former national players, professional footballers and network members Lena Goeßling (Sports360 Foundation), Gerald Asamoah (Gerald Asamoah Foundation) and Marcell Jansen (HygieneCircle), Director of the German Postcode Lottery Robert Engel and Thomas Freese from last year's



The winners of the 2023 Future Award pictured with HSV President and panel member Marcell Jansen (centre) and Haider Hassan, Lisa Niederdrenk and Marieke Patyna from the Executive Board of Fußball stiftet Zukunft e.V.

award-winning organisation DJK/FC Ziegelhausen-Peterstal 1926 e.V. – with their commitment in the action areas of "equal opportunities", "social cohesion" and "nature conservation and environmental protection".

In Berlin, youth and social work are being combined with football; in Weilrod (Hesse), multiple clubs from two villages are forming a partnership; in Rünthe (NRW), the footballing community is organising village championships across gender, age and sector groups; and in Harsum (Lower Saxony) and Beilstein (Hesse), a major effort is being made to raise environmental awareness. The award-winners stood out from the 58 high-quality and diverse applications due to the forward-looking approaches, clear delivery concepts and effective outcomes of their initiatives.

## The 2023 award-winners:

- **TSV Berlin-Wittenau 1896 e.V.**  
Project: "Youth involvement in youth football"
- **SG Weilrod e.V.**  
Project: "Sports club partnership in Weilrod and Merzhausen"
- **TUSPO „Nassau“ 1920 Beilstein e.V.**  
Project: "Bringing nature and sport into alignment with children's help"
- **SuS Rünthe 08 e.V.**  
Project: "Rünthe village championships"
- **SC Harsum von 1919 e.V.**  
Project: "First-ever climate-neutral football camp"

"Clubs are so much more than sports providers. They are driving forces for integration, advocates for personal development and learning venues for life. We want to highlight this, show our appreciation and lend our support actively with the Future Award," says panel member Marcell Jansen, explaining the thinking behind the award, which was bestowed for the first time in 2022. The HSV President handed over the individual Future Awards together with the Executive Director of Fußball stiftet Zukunft e.V. Lisa Niederdrenk (Lukas Podolski Foundation) and Robert Engel. ■■■

# Foundation Board

**The Foundation Board monitors the Executive Board in its work. It also advises and supports the Executive Board. As at January 2024, the members of the five-person Foundation Board are:**



**Dr Marc Lenz**  
Chairman

- CEO of DFL GmbH
- Member of the Executive Committee of DFL e.V.
- DFB Vice President
- Member of the UEFA Club Licensing Committee
- Member of the European Leagues Board of Directors and the World Leagues Forum Supervisory Board
- Member of the Supervisory Board of DFL Digital Sports



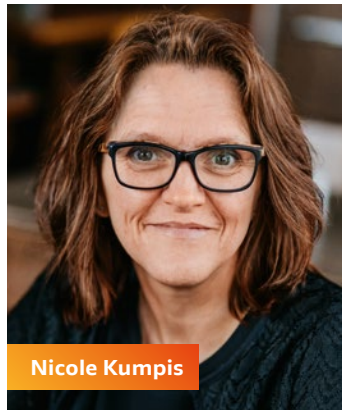
**Ansgar Schwenken**  
Deputy Chairman

- DFL Director of Match Operations & Fans
- Member of the DFL Management Board
- Member of the DFB Executive Board



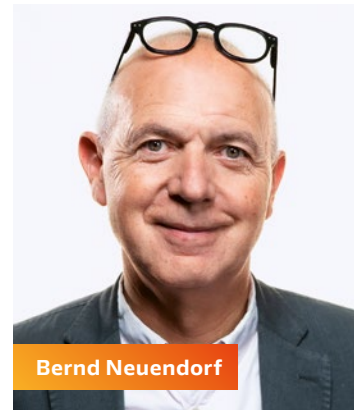
**Axel Hellmann**

- 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 DFB Executive Board
- Member of the UEFA Club Licensing Committee
- CEO and Member of the Board at Eintracht Frankfurt Fußball AG



**Nicole Kumpis**

- President of BTSV Eintracht von 1895 e.V.
- Deputy Chair of the Supervisory Board of Eintracht Braunschweig GmbH & Co. KGaA



**Bernd Neuendorf**

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

# 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**

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

**Franziska Fey**

- **Chairwoman**
- Member of the DFB's Social Responsibility Commission



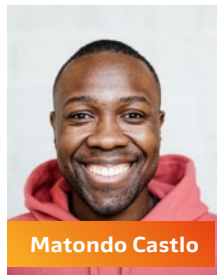
# Trustees

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



Marcel Reif

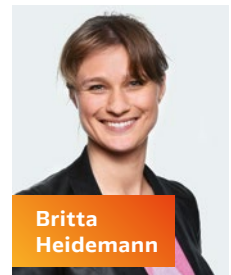
• Chairman of the Board of Trustees



Matondo Castlo



Dunja Hayali



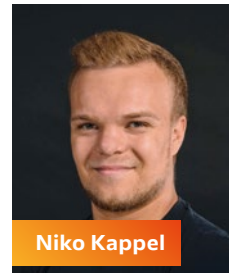
Britta Heidemann



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



### Leading conversations

The trustees of the DFL Foundation put their talents to good use again last year and were usually found engaged in intensive discussions with children and young people. Here are Julia Jäkel, Marcel Reif, Maria Höfl-Riesch, Matthias Steiner and former Minister President Christian Wulff pictured during their visit to the "MitternachtsSport" ("Midnight Sports") project in the Haselhorst district of Berlin. Matondo Castlo and Niko Kappel were also there. Both men also lent their support in August in Munich – Niko Kappel as a sporting role model during the #ZukunftBewegen ("Moving forwards") initiative, which introduced young people to a range of different sports in the "Arena of Skills", and Matondo Castlo as a source of inspiration during the #Mitbewegen ("Making moves") youth panel workshop.

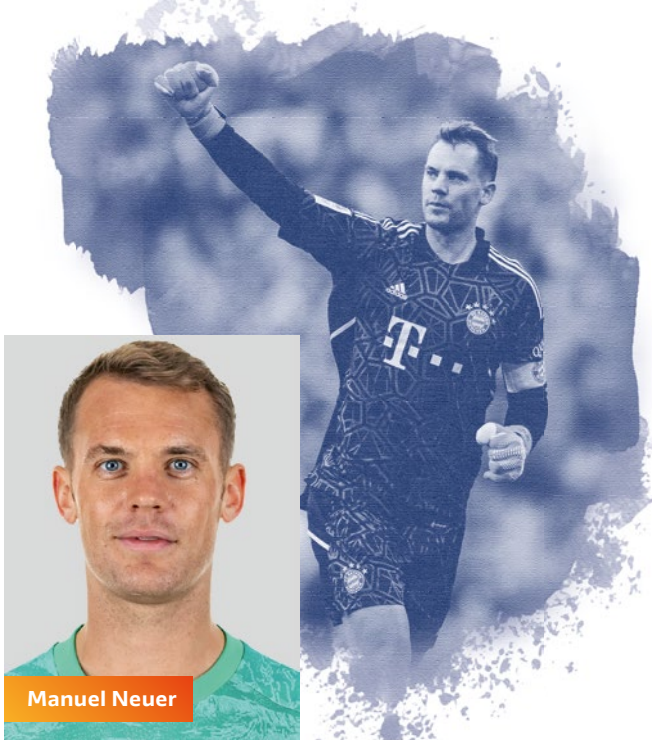


# Ambassadors

**Prominent sportspeople support the DFL Foundation through their high profiles and role model status. As celebrity ambassadors, they apply their public influence, experience and networks 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 goal-keeper 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. ■■



Manuel Neuer

## 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, at the 51st International Athletics Meeting at LAZ Rhede, he set a new world record in the para-long jump at 8.72 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. ■■



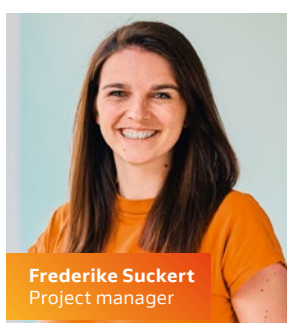
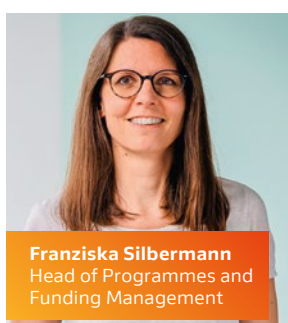
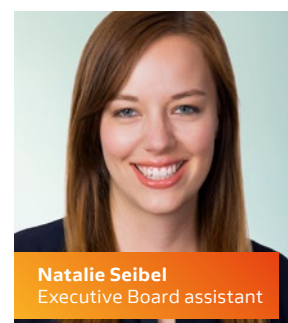
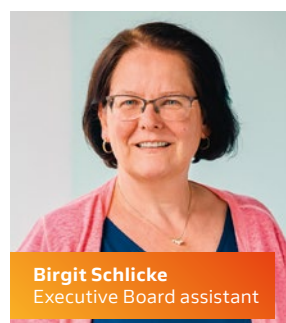
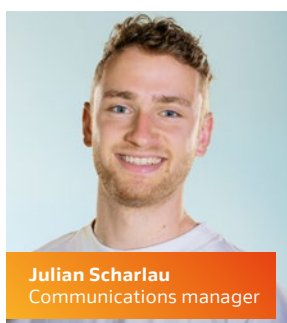
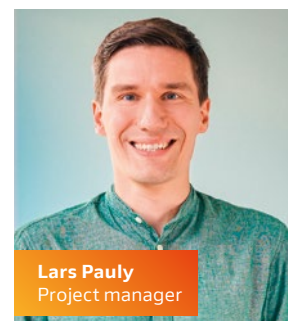
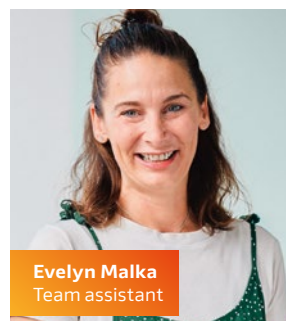
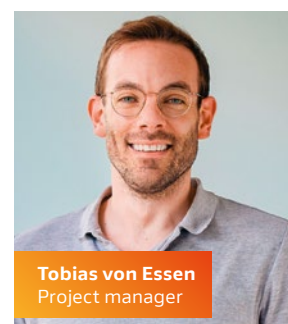
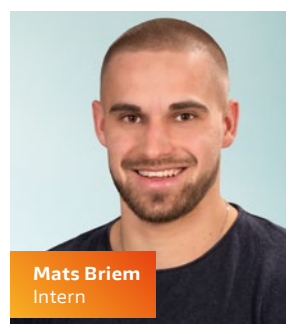
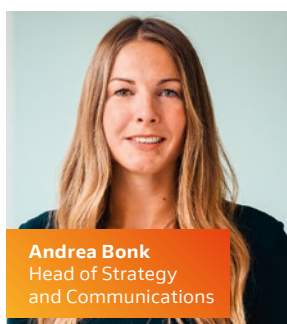
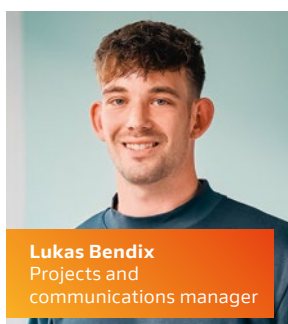
Markus Rehm



# Team

**The DFL Foundation's social commitment is a team game. The foundation's employees support and shape its operational project management. They engage in a continuous dialogue with project partners in order to facilitate the targeted and impact-oriented implementation of their programmes.**

The DFL Foundation team (as at January 2024)



# Financial performance

**The DFL Foundation continued to expand its funding commitment to its current figure of €4.3 million in the 2022-23 reporting year. The figure comprises monetary and non-monetary resources for own projects, sponsorship for third parties, payroll costs and administrative costs. The financial commitment has increased by around 22 percent compared with the 2020-21 financial year. Since it was formed in November 2008, the DFL Foundation has already invested €41.8 million in creating opportunities for young people.**

**This was possible thanks to the support of DFL Deutsche Fußball Liga e.V. and Deutscher Fußball-Bund e.V. In 2022-23, the two associations once again made the biggest donations to the DFL Foundation. The German Children and Youth Foundation and the German Postcode Lottery also provided funds for the “Bundesliga bewegt” (“Bundesliga moves”) programme (starting on p. 36).**

This funding not only helped to further expand the work that is being undertaken in the action areas “Growing up healthy and active” and “Elite sport”, but also allowed the DFL Foundation to strengthen its networks and partnerships. One such example was the establishment of the “Sports for Development” network (see p. 58). In the 2022-23 financial year, approximately 68 percent of the DFL Foundation’s funds were invested in the flagship programmes “Bundesliga bewegt” (“Bundesliga moves”), “Fußball trifft Kultur” (“Football meets culture”), “Lernort Stadion” (“Classroom stadium”), “Step kickt!” and “Nachwuchselite-Förderung” (“Youth elite funding”).

These long-term programmes are characterised by their Germany-wide approach and array of locations all across Germany. Not solely but primarily through the flagship programmes, the DFL Foundation pursues the common goal of generating a big impact on each of its designated target groups and creating a good framework.

Another of its aims was to involve young people more – in both community work and the foundation’s work. In the 2022-23 financial year, for instance, young people were given the chance to help make decisions on project funding for the first time as part of a youth panel. Not only did the DFL Foundation set aside funding of more than €250,000, but it also supported the process through workshops in which the young people formulated criteria for evaluating the project applications (starting on p. 8).

In the current reporting year, a few isolated events were once again postponed or held in a different format on account of the pandemic. Although the online applications portal was reopened for applicants in the 2022-23 financial year. The DFL Foundation received 136 funding applications altogether and sponsored 63 of them. 42 of these projects were supported for the first time.

In the context of its commercial operations, set out in the income statement on page 71, the DFL Foundation delivered several projects on behalf of the DFL Group. These particularly include the #ZukunftBewegen (“Moving forwards”) campaign with its Mutmacher-Events (“Motivational events”) (see p. 46) and the Arena of Skills (see p. 48). ■

# Financial figures

## Conceptual sphere

### Donation access (in € thousand)

	2020-21	2021-22	2022-23	in %
DFB donation	600	1,000	875	17.32%
DFL e.V. donation	3,899	3,383	3,731	73.87%
Donations (general)	14	6	19	0.38%
Other	32	100	426*	8.43%
<b>TOTAL</b>	<b>4,545</b>	<b>4,489</b>	<b>5,051</b>	<b>100.00%</b>

\*Includes third-party funding of €246,000 from the German Children and Youth Foundation and €180,000 from the German Postcode Lottery.

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

	2020-21	2021-22	2022-23	in %
Social togetherness*	1,863	1,870	1,527	35.15%
Growing up healthy and active	718	975	1,091	25.11%
Elite sport	961	1,117	1,228	28.28%
Networks and cooperation	25	196	498	11.46%
<b>TOTAL</b>	<b>3,567</b>	<b>4,158</b>	<b>4,344</b>	<b>100.00%</b>

\*In the 2022-23 financial year, the action area was still called "Integration and participation" but has since been renamed "Social togetherness". You can read about the reasons for this in the foreword and on page 16.

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

	2020-21	2021-22	2022-23	in %
Flagship programmes	2,820	2,992	2,945	67.81%
Funding programmes	710	777	891	20.51%
Small-scale programmes	37	389	507	11.68%
<b>TOTAL</b>	<b>3,567</b>	<b>4,158</b>	<b>4,344</b>	<b>100.00%</b>

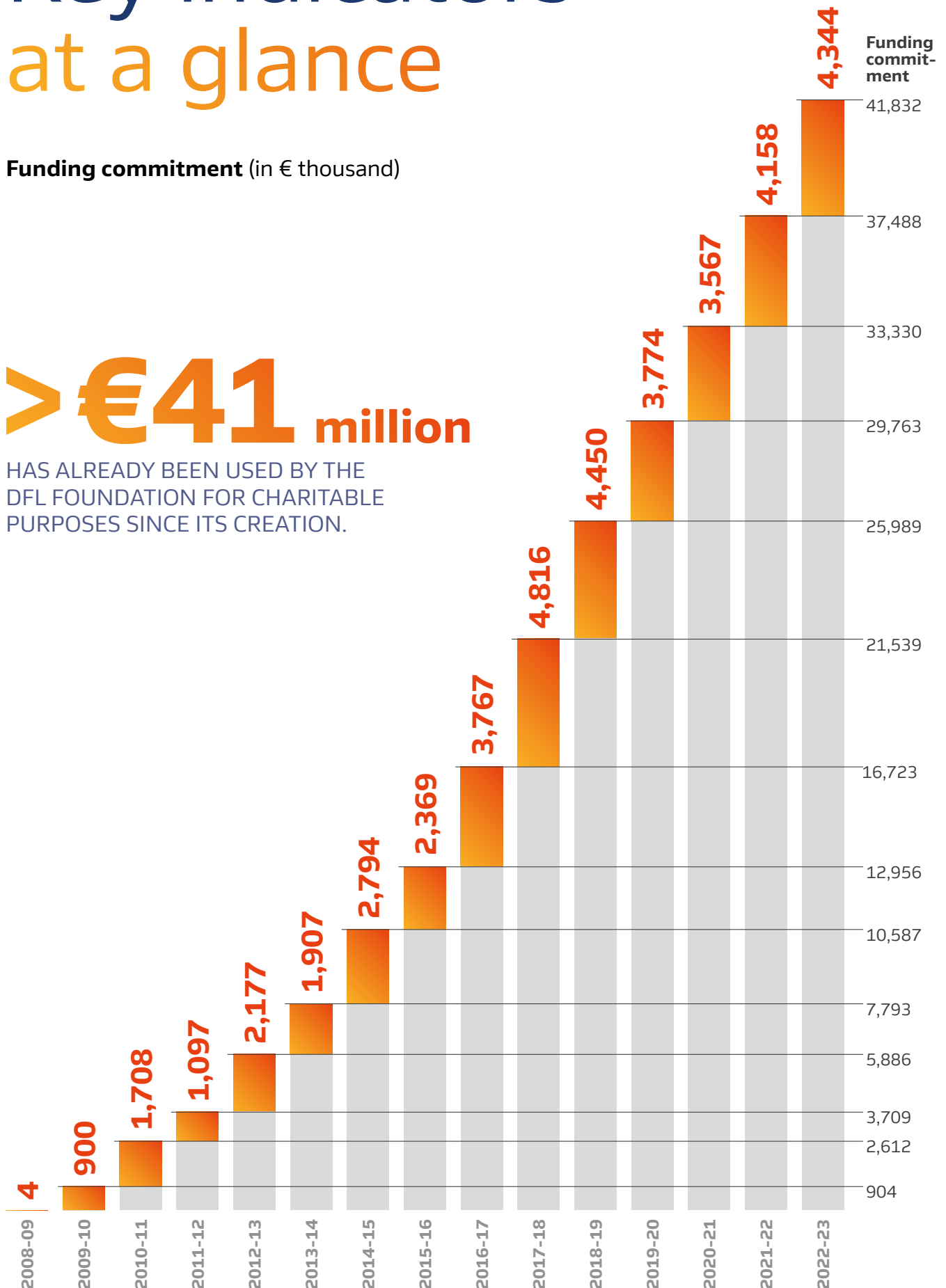


# Key indicators at a glance

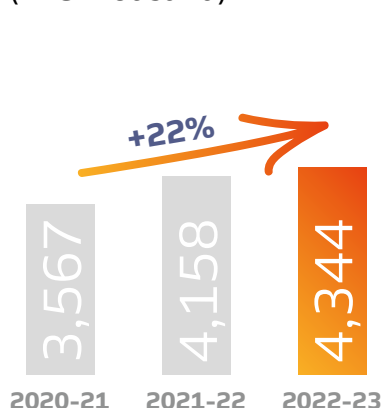
**Funding commitment** (in € thousand)

**> €41 million**

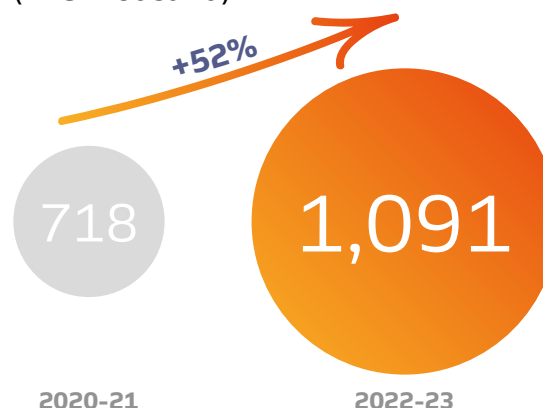
HAS ALREADY BEEN USED BY THE  
DFL FOUNDATION FOR CHARITABLE  
PURPOSES SINCE ITS CREATION.



### Changes to the funding commitment over the past three financial years (in € thousand)



### Funding commitment for “Growing up healthy and active” (in € thousand)



### Income statement (in € thousand)

	Total	Conceptual sphere	Commercial operations	Asset management
<b>1. Income from use of donations in the financial year</b>	<b>4,838.97</b>	<b>4,838.97</b>	<b>0.00</b>	<b>0.00</b>
a) Donations received in the financial year	5,051.42	5,051.42	0.00	0.00
b) Donations not yet received in the previous year	-100.00	-100.00	0.00	0.00
c) Unused donations received in the financial year	-112.45	-112.45	0.00	0.00
<b>2. Other income</b>	<b>191.72</b>	<b>32.57</b>	<b>39.15</b>	<b>120.00</b>
<b>3. Expenses for statute-related purposes</b>	<b>-4,343.63</b>	<b>-4,343.63</b>	<b>0.00</b>	<b>0.00</b>
a) Project funding	-2,876.56	-2,876.56	0.00	0.00
b) Incidental expenses (project-related)	-327.15	-327.15	0.00	0.00
c) Payroll costs (project-related)	-626.70	-626.70	0.00	0.00
d) Administrative expenses (project-related)	-513.22	-513.22	0.00	0.00
<b>4. General administrative costs</b>	<b>-818.13</b>	<b>-781.88</b>	<b>-36.26</b>	<b>0.00</b>
a) Payroll costs	-442.52	-419.98	-22.54	0.00
b) Depreciation and amortisation	-3.52	-3.35	-0.18	0.00
c) Committee work	-0.59	-0.59	0.00	0.00
d) Travel expenses	-6.85	-5.90	-0.95	0.00
e) Marketing expenses	-54.24	-54.04	-0.20	0.00
f) Building expenses	-76.44	-72.68	-3.77	0.00
g) General office expenses	-29.91	-28.31	-1.59	0.00
h) Other operating expenses	-204.06	-197.02	-7.04	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>0.01</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>
<b>Net income / net loss for the year</b>	<b>-131.04</b>	<b>-253.97</b>	<b>2.90</b>	<b>120.03</b>

Administrative costs in %

15%

# Balance sheet to 30 June 2023

## Assets

	30 June 2023 in € thousand	30 June 2022 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	0.00
<b>II. Property, plant and equipment</b>		
Other fixtures and fittings, tools and equipment	32.80	41.07
	<b>32.80</b>	<b>41.07</b>
<b>B. Current assets</b>		
<b>I. Inventories</b>		
Finished goods and merchandise	<b>16.07</b>	<b>7.11</b>
<b>II. Receivables and other assets</b>		
1. Trade receivables	20.37	141.08
2. Other assets	3.51	5.39
	<b>23.88</b>	<b>146.47</b>
<b>III. Cash in hand, bank balances</b>	<b>2,317.64</b>	<b>2,004.53</b>
<b>C. Prepaid expenses</b>	<b>2.38</b>	<b>0.00</b>
	<b>2,392.77</b>	<b>2,199.18</b>



# Equity and liabilities

	30 June 2023 in € thousand	30 June 2022 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	126.35	257.40
	<b>1,498.28</b>	<b>1,629.32</b>
<b>B. Provisions</b>		
1. Tax provisions	5.40	5.60
2. Other provisions	101.89	72.10
	<b>107.29</b>	<b>77.70</b>
<b>C. Liabilities</b>		
1. Liabilities from donations with contingent repayment obligations	112.45	0.00
• of which with a remaining term of up to one year: €112.45 thousand		
2. Trade payables	175.67	175.78
• of which with a remaining term of up to one year: €175.67 thousand		
3. Project liabilities	483.56	302.49
• of which with a remaining term of up to one year: €483.56 thousand		
4. Other liabilities	15.52	13.90
• of which with a remaining term of up to one year: €15.52 thousand		
• of which from taxes: €13.67 thousand		
• of which are social security contributions: €0.24 thousand		
	<b>787.20</b>	<b>492.16</b>
	<b>2,392.77</b>	<b>2,199.18</b>

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

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## Images

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football is the  
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bring our vision  
closer to reality.”**





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