



DFL FOUNDATION



**Annual Report of the DFL Foundation 2023-24**

# CREATING OPPORTUNITIES

## **New perspectives**

Achieving more together

Youth participation as an important impact potential



**“Young  
people in  
Germany  
have the  
chance to  
flourish.”**

From the vision of the DFL Foundation

# 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 and upbringing**
- **International understanding**
- **Crime prevention**
- **Charitable causes**

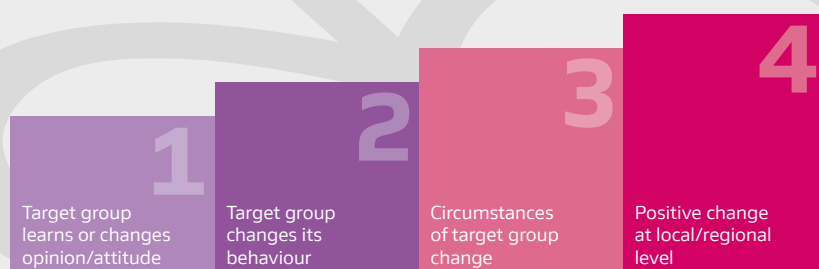
The DFL Foundation is a Germany-wide sponsor from the world of professional football that engages in social action with a strong network and its own expertise.

## Our vision

**Young people in Germany have the chance to flourish: 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 get closer to this vision, we support children and young people in their personal development. For us, this also includes influencing their social environment. We work to bring about positive change in society – in other words, to have a social impact.

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).

In line with this impact logic, we specify impact objectives that can be found in the fact boxes of our programmes. This also applies to programmes that are not presented in greater detail in this year's report. We want to act in an increasingly targeted manner and record the impact of our programmes even better.

To achieve this, we collate knowledge, gather new insights and share them with others. We build and organise networks in order to better support the positive development of young people with our partners. ■

# Our goal: Society as a team

**As a foundation from the world of professional football that has been working with strong partners and the Bundesliga and Bundesliga 2 clubs to support young people in Germany since 2008, we know that together we can achieve more. Especially in challenging times, it is therefore important to convey the importance of togetherness, cohesion and teamwork from sport to society – so that children, young people and all of us can look to the future with optimism.**

Optimistic and full of drive, a group of young people between the ages of 16 and 21 have been working for the DFL Foundation since March 2023. As part of an 18-month participation process, we worked with them to test how we can incorporate the perspectives of young people even more strongly into our work and offer them the opportunity to play an active role in shaping society. The result: the establishment of a new body – the Next Gen Youth Advisory Board of the DFL Foundation. A success story for us. You can find out more about the experiences and lessons learnt here, written independently by our Youth Advisory Board, on pages 6 to 17.

Our flagship programme “Lernort Stadion” (“Classroom stadium”) has focused on the prospects of young people for many years. In September, the political education programme celebrated its 15th anniversary and the opening of three new locations. You can find out what these are and what else was going on at “Lernort Stadion” in the year of the European elections and UEFA EURO 2024 on pages 20 to 23.

We also used the Super Sport Year 2024 to once again focus on the power of sport and exercise and to strengthen their potential impact, especially for young people. Among other things, we joined forces with the German Sports Youth (dsj) to organise a symposium on physical activity in daycare centres and all-day schools (p. 44/45), spoke about “Football, Europe and the voice of youth” at the German Foundation Day (p. 60/61), founded the Sport for

Development Network Germany (p. 58/59), set up a TikTok channel (p. 30/31) and supported the SINUS youth study, the results of which show that sport acts as a “drug against stress” for young people. However, the study also shows that young people in Germany are more worried than ever (p. 62/63).

This is not really surprising. Social developments and various crises such as climate change, pandemics, inflation, wars and populism do not currently paint a positive picture of the future. Divisive narratives and hate speech on the internet reinforce the feeling of irreconcilable differences. As in sport, giving up is not an option for us! Instead, we want to spread positive stories of success, forge democratic alliances and use our “superpower” football to strengthen togetherness and help turn society into a team (again).

You can find some of the success stories that motivate us in this annual report for the 2023-24 financial year. But there’s more to come. Are you with us? ■

*F. Fey*

**Franziska Fey**  
Chairwoman



# Contents

## 6 PARTICIPATION

8  
Living participation

12  
Youth participation –  
for real!

14  
Promoting sport  
and democracy

16  
Lessons learned



## 18 SOCIAL COHESION

20  
“Lernort Stadion”  
 (“Classroom stadium”)

24  
“Transferfenster”  
 (“Transfer window”)

26  
TOGETHER!

30  
#DEMOKRATEAM

32  
“Fußball trifft Kultur”  
 (“Football meets culture”)

36  
“FußballFreunde-Cups”  
 (“Football friend cup”)



## 38 GROWING UP HEALTHY AND ACTIVE

40  
“Bundesliga bewegt”  
 (“Bundesliga moves”)

42  
step kickt!

44  
Nursery symposium



## 46 ELITE SPORT

48  
Paralympics. Great sport!

50  
Arena of Skills

52  
Arena of Participation

54  
Personal development

|                                                            |    |
|------------------------------------------------------------|----|
| Overview of programmes                                     | 56 |
| Sport for Development                                      | 58 |
| Foundation Day 2024                                        | 60 |
| SINUS Youth Study 2024                                     | 62 |
| “Fußball stiftet Zukunft”<br>(“Football creates a future”) | 64 |
| SKala-CAMPUS                                               | 65 |
| Foundation Board/<br>Executive Board                       | 66 |

|                                  |    |
|----------------------------------|----|
| Team                             | 67 |
| Trustees                         | 68 |
| Next Gen Youth<br>Advisory Board | 70 |
| Ambassadors                      | 71 |
| Financial figures                | 72 |
| Balance sheet                    | 76 |
| Publication details              | 78 |

# FEATURE TOPIC PARTICIPATION



**The DFL Foundation is increasingly committed to participation because it contributes to the stability of a democracy and has a positive impact on society.**

Forming an opinion and contributing it to discussions, accepting other attitudes and reaching compromises are key skills for young people and a prerequisite for good co-operation. However, young people often do not feel sufficiently involved:

- After the coronavirus pandemic, 65 per cent <sup>1</sup> of the young people surveyed felt that their concerns tended not to be heard or were not heard at all.
- 58 per cent <sup>1</sup> of respondents believed the situation of young people is not important to politicians.

When young people are involved in issues that affect them, they feel that they can make a difference and shape things.<sup>2</sup> This enables them to contribute resources, skills and ideas for positive social development. ■

## Children's rights are also youth rights

The UN Convention on the Rights of the Child (UNCRC) applies to all young people up to the age of 18 and is a binding federal law consisting of 54 articles and is enshrined in almost all state constitutions in Germany. Article 3 of the UNCRC is central: "The best interests of the child shall be a primary consideration in all actions concerning children." Children and young people must therefore be actively involved in decision-making. Through their participation, they feel valued, develop social skills and take on responsibility. They contribute fresh perspectives and innovative ideas.

<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?)



**This chapter was written  
entirely by young people.  
They are part of the  
DFL Foundation's Next Gen  
Youth Advisory Board.**



|                                                               |           |
|---------------------------------------------------------------|-----------|
| <b>Living participation</b>                                   | <b>8</b>  |
| Our Next Gen Youth Advisory Board                             | 8         |
| Next step: Foundation of the<br>youth advisory board          | 11        |
| <b>Youth participation – for real!</b>                        | <b>12</b> |
| <b>Promoting sport and democracy</b>                          | <b>14</b> |
| <b>Next Gen Youth Advisory Board:<br/>Our lessons learned</b> | <b>16</b> |
| Reflection of the members                                     | 16        |
| Youth participation checklist                                 | 17        |

# Living participation – our Next Gen Youth Advisory Board

**In 2024, the DFL Foundation anchored youth participation in its structures through the Next Gen Youth Advisory Board. The members of the Youth Advisory Board should be between the ages of 16 and 23 and – also publicly – bring the perspective of children and young people into the work of the DFL Foundation. With the support of the foundation and external moderation, the Youth Advisory Board has developed its own working methods and rules. Strategy and current developments are discussed together and programmes are better tailored to the needs of the younger generation.**

Which sport and exercise projects appeal to young people? Why do young people leave sports clubs? How can youth participation in sport be strengthened? Three questions that can only be answered together with young people. Their participation is a right enshrined in the UN Convention on the Rights of the Child. They should and want to make a difference. That's why the DFL Foundation convened a youth panel of 13 young people in April 2023 under the motto “#Mitbewegen” (“Making moves”). It decided on the awarding of project grants totalling over €250,000 (see Annual Report 2022-23, pages 8 to 11).

The #Mitbewegen (“Making moves”) youth panel has had a positive influence on the work of the DFL Foundation beyond the #Mitbewegen (“Making

moves”) project. It quickly became clear that young people should have a voice within the DFL Foundation. In order to anchor youth participation beneficially, a corresponding concept was to be developed with young people.

The first step was to determine what is possible and what the limits are. All employees, including those at management and board level, were integrated into this internal process, as this is a prerequisite for the success of anchoring youth participation. A look at the organisation's own structures revealed many areas of work that are directly related to young people and could be enriched by their perspective. Limitations were particularly evident in administrative and legal issues and when looking at young people's resources.

The kick-off for the structural anchoring of youth participation in the DFL Foundation took place in October 2023. The focus was on understanding the process and developing a concrete idea. The majority of the young people knew each other from the 2023 youth panel, and the first step was to discuss the scope for stabilising youth participation at the DFL Foundation. The young people learnt about the foundation's perspective and were able to define guidelines and key areas of interest on this basis.



## The DFL Foundation's understanding of participation

Young people and their ideas and needs are taken seriously and listened to. They have the opportunity to play an active role in shaping areas that are relevant to them.



#Mitbewegen ("Making Moves") workshop in August 2023 with DFL Foundation trustee Matondo Castlo in Munich's Olympic Park.



Getting to know the Youth Advisory Board  
(see page 70) and the foundation team.

During this process, the young people agreed to develop a concept for a Youth Advisory Board. This took place from November to March in digital working groups. The path developed by the young people for implementing a youth committee was then presented to the foundation team. The foundation team provided feedback that was incorporated into the further process.

### **Ready, set, go: youth participation in everyday life**

At the next meeting of young people and parts of the foundation team in Frankfurt on a weekend in March 2024, further results of the working groups were presented and finally formed into a joint concept, on the basis of which the piloting of a youth advisory board was to take place.

The young people got to know the work of the DFL Foundation better by meeting the foundation team

and understood where and how they can get involved. At the same time, the foundation team gained trust in the young people. A set of rules drawn up by the future Youth Advisory Board formed the basis for its subsequent establishment. The young people were able to decide for themselves in which areas they would like to participate within the framework set by the DFL Foundation. At the same time, legal and organisational issues had to be clarified internally. Ultimately, it was primarily communication and events that aroused the interest of the young people. The first project was the “Arena of Participation” (see pages 52 and 53). ■

# Were we successful and what's next?

## Foundation of the youth advisory board

The process was finalised in June 2024. We evaluated, refined and optimised together. Achievements were celebrated and appreciated. How should the Next Gen Youth Advisory Board present itself in future? How should it be presented on the foundation's website? How should the board officially present itself and what topics should be dealt with next? This was the focus of the joint deliberations during these days.

In order to get everyone on board, youth participation and the establishment of the Youth Advisory Board were presented to all foundation committees during the pilot phase. With the backing

of all committees and the foundation team, the Executive Board was able to officially decide to establish the Next Gen Youth Advisory Board in August 2024.

With this step, the DFL Foundation has committed itself to giving young people a permanent voice in its own organisation and working with them to strengthen the perspective of young people in the public eye. The Next Gen Youth Advisory Board is continuing its work, further developing its internal working methods and contributing to various areas of the foundation's work, particularly in the context of this annual report.



Concentrated work, democratic decision-making processes and recognition through an appreciative atmosphere and certificates of participation – this is what characterised the weekends of the future Youth Advisory Board.





The Next Gen Youth Advisory Board of the DFL Foundation (from back left to front right): Roman Horbal, Felix Moskalev, Jannis Diehl, Ben Querling, Noah Joppe, Ari Morad, Marvin Komo, Madiha Malik, Bdur Agab, Christian Beier, Pauline Bullinger, Mery Ha My Nguyen. Missing: Ibrahim Hassan.

# Youth participation – for real!

**The feeling of being involved – an article by Ben Querling, Felix Moskalev and Pauline Bullinger for and about the Next Gen Youth Advisory Board.**

“Young people are our future.” Not only do young people hear this quite often, we also like to hear it. But we like to help shape this future even more. Because on many levels, it’s about how we live – and want to live – today and in the future.

Many young people experience participation for the first time at school. A class representative is elected, working methods or excursions are voted on. Not everyone associates such processes with the term participation. Strictly speaking, it begins earlier, for example in kindergarten. According to Article 12 of the UN Convention on the Rights of the Child, children should be involved according to their age and maturity.

It is not uncommon for such participation to be carried out only as a pretence and for adults to have actually already made the decision “in the interests of the children”. However, youth participation means that children and young people have a say in what affects them. If this happens, then these more comprehensive opportunities for participation are also associated with the term participation.

Such opportunities are incredibly valuable for our development. We only continue to express our opinions if we experience curiosity and empathy towards our positions, if we feel that we have an influence and can make a difference, at least on a small scale. When we make a difference.

This is exactly the feeling we had and still have as part of the #Mitbewegen (“Making moves”) youth panel and now the Next Gen Youth Advisory Board of the DFL Foundation. From the very first day of working together, we felt that an entire organisation counted on our opinion and valued our perspective. We have never experienced participation so honestly and comprehensively.

We were allowed to develop our own structure ourselves – over several weekends and in digital work – and were accompanied and supported by the entire foundation team in a very appreciative manner. The joint work is characterised by an



**“We have never experienced participation so honestly and comprehensively.”**

appreciative atmosphere and constructive exchange and is really fun!

It is precisely these positive experiences that are important in participatory processes. Young people experience that they can exert an influence, experience self-efficacy and work in a team. Children and young people develop themselves and society when they help to shape it.

Participation creates a positive view of oneself and of society. It is the best democratisation and radicalisation prevention programme. We young people have an influence, so why should we reject the democracy that gives us this influence?

We are convinced that all young people could think like this! If everyone experiences at an early age, for example at school, that their opinion counts, trust in democracy and interest in politics will develop. As the younger generation, we are then also convinced that our vote counts and take part in elections or want to be even more involved in the political process and participate in parties or associations.

Participation creates a sense of optimism. In the end, that’s exactly what it comes down to: We children and young people want to feel that we have the opportunity to have a say – honestly, transparently and on an equal footing with adults. They will benefit from us and our views, as diverse perspectives lead to better results, as well as living democracy at a young age.

So, what do we as a society absolutely need in order to really live democracy, argue together and develop ideas constructively? That’s right, youth participation – for real! ■■■

# Promoting sport and democracy

**In the year of the European elections, in which 16-year-olds were allowed to vote for the first time, the DFL Foundation sponsored “Sport & Democracy” projects for young people. A total of €200,000 was awarded to 25 initiatives that convey democratic values through sport and exercise and involve young people in planning and implementation.**

Over 100 organisations applied – never before has the DFL Foundation received more applications. The criteria for evaluating the funding applications included aspects such as relevance and participation. A jury decided on the grants:

- Mala Grohs (FC Bayern München)
- Dunja Hayali (ZDF)
- Dr Daniel Deimel (University of Duisburg-Essen)
- Franziska Fey (DFL Foundation)
- Pauline Bullinger & Jannis Diehl (now Next Gen Youth Advisory Board, DFL Foundation)

When asked about the topic, Franziska Fey emphasised sport as a medium that can motivate young people to engage with political issues and democratic values. One example is the “Lernort Stadion”

(“Classroom stadium”) programme, which uses young people’s enthusiasm for football to bring them closer to social issues. Here, too, young people are involved and included in decision-making processes.

The subsidised projects include, among others:

- “Mach mit, gemeinsam fair und fit” of the Tretschok Fußballzentrum e. V.
- “Politik2Go” of the An-Nusrat e. V.
- “Bolzplatzliga Mönchengladbach – du & das Grundgesetz!” of the De Kull Jugendhilfe e. V.



## Interview with jury member Jannis Diehl



### What motivated you to become a member of the jury?

I want to make an active contribution to ensuring that the opinions of the younger generation are not only recognised, but really heard and taken seriously, and that their perspectives and ideas have a visible influence on the tendering process. Young people will shape the future and deserve to play a central role in decision-making processes. Through my involvement, I want to ensure that their concerns are authentically represented and that projects are supported that appeal to, move and inspire young people to actively stand up for democratic values and social cohesion.

### How and according to what criteria did you decide as a jury member?

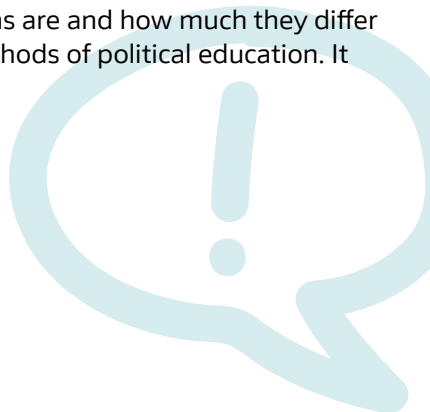
I made sure that the projects had clear and realisable goals and that they conveyed democratic values to young people in a creative way. It was particularly important to me that young people were actively and participatively involved in the implementation. Other criteria were the sustainability and reach of the projects so that they have the potential to have a long-term impact and reach many people. I also assessed the level of innovation – in other words, how unique the ideas are and how much they differ from traditional methods of political education. It

Jannis Diehl is a member of the Next Gen Youth Advisory Board and was a member of the panel for the 2024 "Sport and Democracy" themed funding pot. He was already involved in a call for proposals as part of the #Mitbewegen ("Making moves"), youth panel in 2023.

was important to me that projects not only inform, but also arouse enthusiasm and commitment for sport and social participation.

### To what extent did the experiences from last year's #Mitbewegen ("Making moves") youth jury and the resulting Next Gen Youth Advisory Board help you?

Through #Mitbewegen, I have learnt how much commitment and creativity young people can bring to the table when they are involved. In the Next Gen Youth Advisory Board, we were able to gain an even better perspective on this and it showed me how important it is to communicate with project applicants as equals and to understand their ideas from their perspective. This enabled me to make a differentiated assessment and select projects that offer real opportunities for co-design. ■

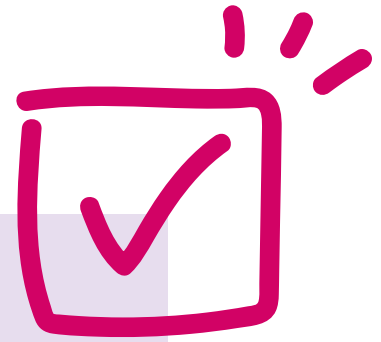


# Lessons learned from the Next Gen perspective

In projects, many things succeed and some things go wrong – even if the latter rarely happened in the development of the Next Gen Youth Advisory Board (see page 70). What positive and constructive things have the members of the Youth Advisory Board learnt from their work?



# Checklist: Youth participation succeeds ...



- ☐ **At eye level** Children and young people want to be taken seriously.
- ☐ **Seriously** Making a difference is the best reward for children and young people.
- ☐ **In a beautiful ambience** Location, catering or giveaways can also be a reward for voluntary work.
- ☐ **Without financial barriers** Nobody should be excluded.  
(Assumption of costs for travel, accommodation and catering)
- ☐ **At the weekend** Children and young people also have other obligations.
- ☐ **With support** Clarifications if something is unclear or a leave of absence is required for school.
- ☐ **By addressing as many people as possible** Contact existing youth associations or organisations.
- ☐ **When diverse perspectives flow in** This leads to better results.
- ☐ **With a long-term perspective** A successful campaign can lead to long-term cooperation.
- ☐ **By selecting relevant topics** Young people want to discuss things that are important to them.
- ☐ **Transparently** Communicate openly what works and what doesn't.
- ☐ **When certificates of attendance are issued and you stay in touch**  
Both sides benefit from this!



# ACTION AREA

## SOCIAL COHESION

**Wars, inflation, climate concerns and pandemics put social cohesion to the test. Social inequality can also lead to a weakening of the sense of belonging, togetherness and trust in one another. Unequal starting conditions and other exclusion mechanisms slow down young people in their development. We therefore encourage them to come together, exchange ideas and appreciate each other in order to promote peaceful and diverse coexistence. To this end, we utilise the unifying power of football. In short, we are committed to turning society into a team.**

Our programmes use football as a door opener. They strengthen language and social skills, improve

learning behaviour and self-confidence, create encounters between young people from different backgrounds and open up access points. The programmes also motivate young people to actively participate in society. Political education topics and social issues that concern children and young people are addressed.

Professional football reaches an audience of millions. We use this reach to draw attention to existing inequalities of opportunity and respectful behaviour towards one another. We use role models from the Bundesliga, Bundesliga 2, other sports and other parts of society to promote understanding and respectful coexistence without discrimination.

## This is 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 or disability are not an obstacle.

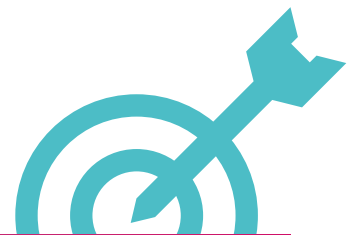
To ensure that our services make the greatest possible contribution to realising this vision, we have set ourselves corresponding goals in line with our impact logic (which you can find on page 3).



Society as a team – this is not only, but especially, the focus of the “Social cohesion” action area. Why? Because more can be achieved together and many challenges can only be overcome together. Everyone can play their part, regardless of their background. The DFL Foundation wants to realise this potential and communicate this conviction.

## Who we support

We focus in particular on children and young people who are disadvantaged – due to their gender, educational background, migration background, disability, origin, religion, sexual identity or financial situation. It is also important for us to involve parents and teachers, i.e. important reference persons of the children and young people.



### Impact goals

We want to help children and young people look positively to the future and have confidence in their own abilities and creative potential. For us, this means that they are listened to and taken seriously and play an active role in shaping their environment in the interests of a diverse society based on solidarity. To this end, they develop the necessary personal skills and engage with values and topics such as fairness, tolerance and justice.

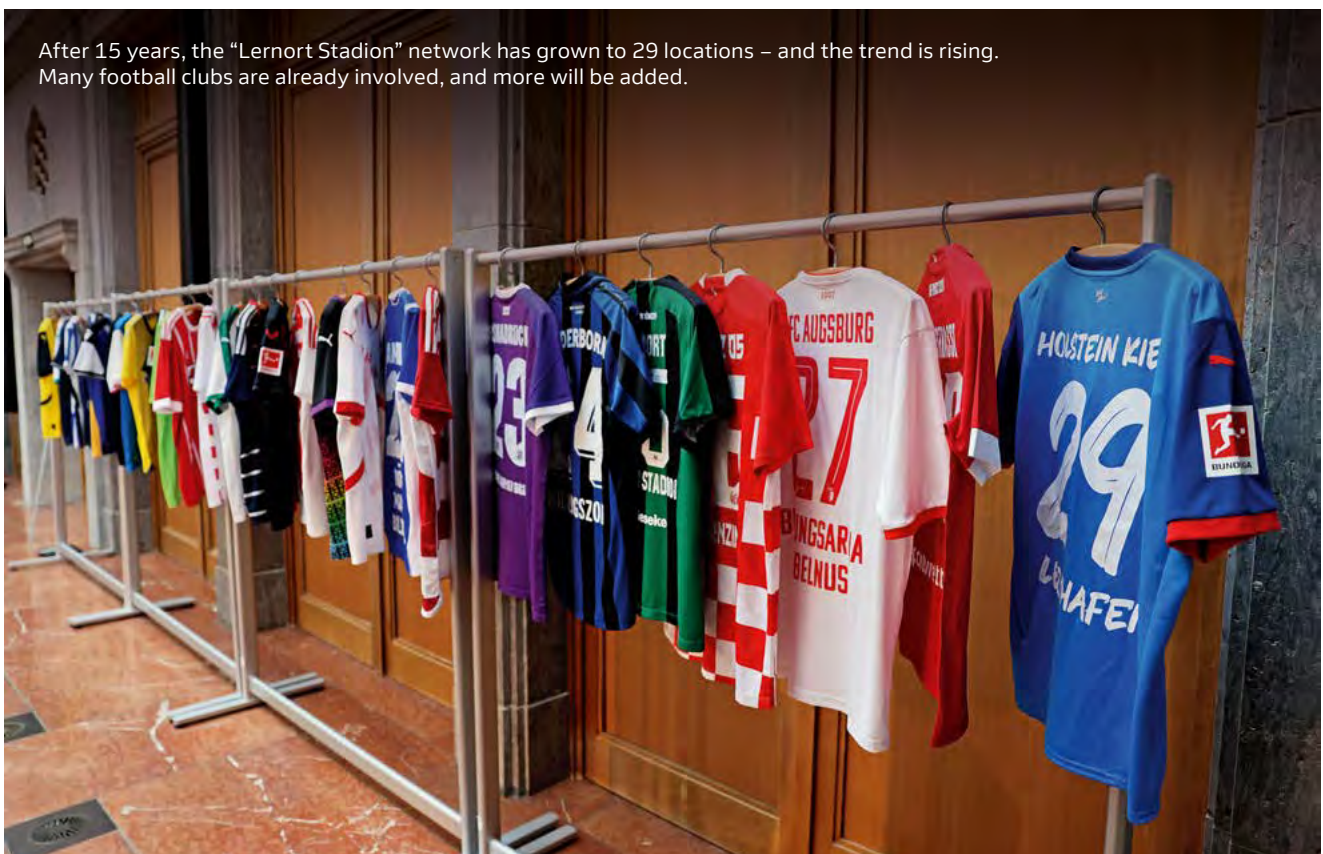
# 15 years of political education in the stadium

**“Lernort Stadion” (“Classroom stadium”) uses the fascination of football to encourage young people to engage with social discourse and develop their own attitudes. School classes and youth groups come to stadiums and deal with diversity, gender equality, anti-discrimination and fair play.**

In September 2024, Lernort Stadion e. V. celebrated the 15th anniversary of the political education programme together with supporters, partner organisations and guests from politics, sport, business, culture and civil society. On the premises of the Robert Bosch Foundation in Berlin, they looked back on what has been achieved and exchanged views on the future.

In addition to a keynote speech by Thomas Krüger, President of the Federal Agency for Civic Education, on political education in tense times, a stage discussion between Birger Schmidt, Managing Director of Lernort Stadion e. V., Melanie Dense, member of the board of Lernort Stadion e. V., and Franziska Fey was one of the programme items at the event. Video contributions and short discussions gave

After 15 years, the “Lernort Stadion” network has grown to 29 locations – and the trend is rising. Many football clubs are already involved, and more will be added.



companions – including those responsible at the learning centres and young people – a chance to have their say.

### **DFL Foundation has been main sponsor since 2017**

The programme was initiated in 2009 by the Robert Bosch Foundation with four model locations in Dortmund, Bremen, Berlin and Bochum. Then as now, the aim was and is to create low-threshold educational programmes for young people in a special learning environment. In addition to social issues, youth participation is one of the key focal points of all learning centres. In the football stadium, young people can experience that their opinions are heard and that it is worth getting involved in society.

The DFL Foundation began funding the programme in 2010. Since 2017, it has been the main sponsor of the programme – together with the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth since 2018. The extracurricular programme has reached more than 200,000 young people in 15 years.

### **New learning centres in Mainz, Augsburg, Münster and Kiel**

Two new locations were added in the 2023-24 reporting year: Mainz and Augsburg, and Münster and Kiel have also been involved since autumn 2024. This means that "Lernort Stadion" is currently active at 29 locations. New learning centres are planned in Chemnitz, Jena and Babelsberg, among others, to strengthen the commitment in eastern Germany.



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

**"'Lernort Stadion' is political education work in very special places – the big football stadiums. This unique combination is the key to reaching young people, engaging in dialogue with them and conveying democratic values."**

Lisa Paus

German Federal Minister for Family Affairs

**"There is a great need for low-threshold, real-life educational programmes that emphasise participation and co-determination. In view of current political developments, it is all the more important to continue to campaign for a democratic, diverse and liberal society in the coming years."**

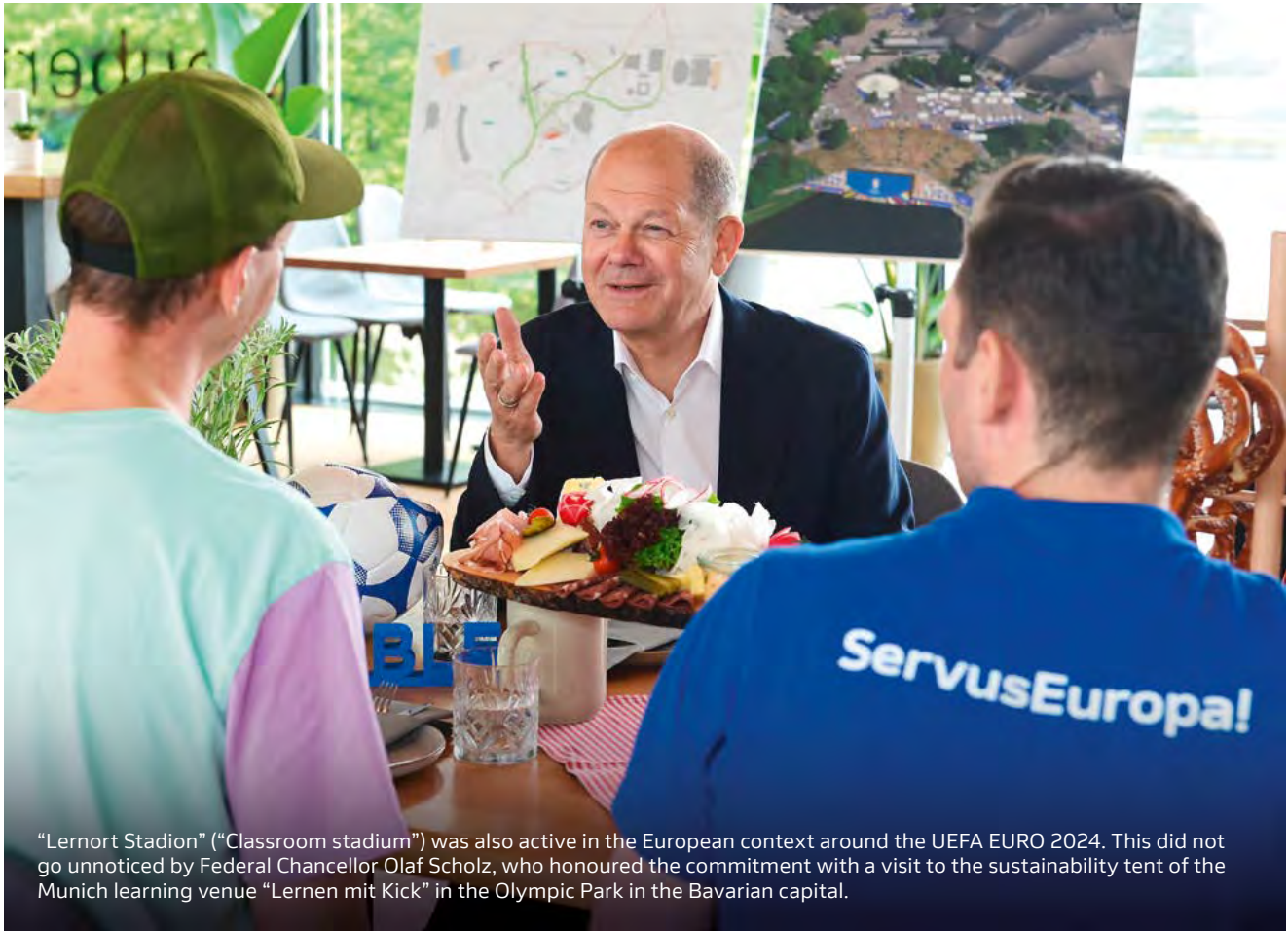
Birger Schmidt

CEO of Lernort Stadion e. V.

**"Especially in these turbulent times, it is important to focus on our fundamental democratic and social values through joint projects."**

Stefan Hofmann

Chairman of the Club and the Executive Board,  
1. FSV Mainz 05 e. V.



"Lernort Stadion" ("Classroom stadium") was also active in the European context around the UEFA EURO 2024. This did not go unnoticed by Federal Chancellor Olaf Scholz, who honoured the commitment with a visit to the sustainability tent of the Munich learning venue "Lernen mit Kick" in the Olympic Park in the Bavarian capital.

# Your Europe of the future?

**The European elections were not only one of the biggest political events of 2024, but also the first time that young people aged 16 and over were allowed to vote in Germany. The DFL Foundation took these milestones as an opportunity to focus on democracy and Europe in the "Lernort Stadion" ("Classroom stadium") programme.**

Under the title "European elections in the stadium", young people were sensitised to European values and political participation at 16 locations. Workshops for young people were organised in cooperation with Lernort Stadion e. V. and the project locations. There they talked about the European community, opportunities for political participation and were encouraged to get involved.

Trustees from the DFL Foundation also took part in a workshop at the Munich learning centre "Lernen mit Kick". They met pupils from a Munich secondary school at the FC Bayern Campus in June 2024. Together, they explored questions such as "How do you imagine your Europe of the future?" and "How can we help shape a positive future?".

A get-to-know-you bingo provided a relaxed introduction. Challenges such as "Find someone who speaks more than two languages" or "Find someone who has the same shoe size" led to a good atmosphere and interaction at eye level.

### Lively discussions

The group then focussed on Europe. Young people and members of the Board of Trustees discussed European values and personal connections to the European community in depth. The European elections on 9 June were also discussed. There was a lively discussion about the opportunities and risks of the right to vote from the age of 16 with a view to the 2025 Bundestag elections.

The participants contributed their wishes and ideas for "Eutopia", the dreamed-of Europe of the future. Everyone designed a star with wishes for the future. The result was a colourful and creative map with positive visions.



Project of Lernort Stadion e. V. and the BMFSFJ for UEFA EURO 2024.

## Youth participation in the focus of the Board of Trustees

The workshop was rounded off with an open question and answer session in which young people and members of the Board of Trustees were able to talk about personal matters. The subsequent meeting of the Board of Trustees also focussed on youth participation and the promotion of democracy.



**Supported since** 2010

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

**Target group** Young people aged 14 to 18 – with and without disabilities, with and without a history of migration, mainly from secondary schools, secondary modern schools, comprehensive schools and special schools.

**Number of people supported** approx. 20,000

**Locations** 29 Learning locations

**Funding commitment** €784,000

**Project content** "Lernort Stadion" offers political education programmes in football stadiums. In extracurricular workshops and project weeks, participants engage with diversity, fair play, tolerance and democracy in a low-threshold and methodologically varied way.

**Role of the DFL Foundation** Strategic partner of Lernort Stadion e. V. and main sponsor of the programme.

### IMPACT TARGET

**Young people in socially difficult situations have an awareness of democratic values and shape their social environment. They see the sports environment as a place for diverse encounters and the acquisition of skills.**

# Transfer window



**Dr Maximilian Oehl**  
Co-Initiator &  
Executive Director  
Brand New  
Bundestag



**Nicole Kumpis**  
President  
Eintracht  
Braunschweig



**Robin Rosenwanger**  
Board of Lernort  
Stadion e. V.



**Ben Querling**  
Member of the  
Youth Advisory  
Board of the  
DFL Foundation



**Najima El Moussaoui**  
Presenter &  
Journalist

## Defending democratic values

“Europe 2024: Football, democracy and Gen Z in focus” was the title of a transfer window organised by the DFL Foundation in the run-up to the major sporting events in 2024. In the digital talk, the protagonists discussed how society and sport can be linked in order to inspire young people to shape Europe.

Also present were:

- Dr Maximilian Oehl, Co-Initiator & Executive Director of Brand New Bundestag
- Nicole Kumpis, President of Eintracht Braunschweig and Foundation Board member, DFL Foundation
- Robin Rosenwanger, board member of Lernort Stadion e. V.
- Ben Querling, member of the DFL Foundation’s Youth Advisory Board
- The talk was moderated by presenter and journalist Najima El Moussaoui

With the digital talk series “Transferfenster” (“Transfer window”), the DFL Foundation provides a platform for experts to discuss socially relevant topics. The aim is to share knowledge, promote dialogue and shed light on selected issues from different perspectives.

**“Democracy is not easy. You have to work for democracy every day anew.”**

Nicole Kumpis

## The key findings were:

### **Strengthening young people's interest in politics**

Studies show that many young people are worried about the future. War, crisis and climate take centre stage. In these times, it is important that young people are capable of democracy, believe in democratic values and defend them. To achieve this, we need to strengthen their interest in political issues. We need structures in which they can participate in political processes and experience self-efficacy.

### **Using football as a medium for political education**

Football is the most popular sport in Germany and reaches people regardless of social background, political preference or other characteristics. It can therefore bring people together not only in terms of sport, but also socio-politically and act as a medium for pro-democracy content. The atmosphere of a football stadium, for example, can offer young people access to political issues as an extracurricular place of learning. Here, young people can find creative ways to organise themselves and learn without the pressure of performance and grades.

### **Understanding the opportunities and risks of social media**

Social media is also playing an increasingly important role in political communication. This harbours

both dangers and opportunities for our democracy. Extremist actors and their communication skills should be taken seriously. Democratic actors should communicate in social networks in a clever, creative and target group-orientated way. This is the only way to make democratic content heard in the flood of information.

### **Raising awareness of Europe and democracy**

In the 2024 European elections, young people in Germany aged 16 and over were allowed to vote for the first time and represent their interests at European level. It is important to sensitise them to democratic values and issues such as freedom, diversity and peace. Cultural exchange can help to bring these values to life. ■

**“Football is particularly important when it comes to reaching people who may have already turned their backs on our political system.”**

Max Oehl



Padlet with links and thoughts on young people and democracy.

# TOO DIFFERENT? TOGETHER!

**The 26th matchday of the 2023-24 Bundesliga and Bundesliga 2 season was held under the motto: “TOGETHER! STOP HATE. BE A TEAM.” The DFL, DFL Foundation and the 36 clubs took a stand against discrimination and in favour of social cohesion. The action match day took place as part of the International Weeks against Racism in March 2024.**

In the stadiums of the Bundesliga and Bundesliga 2, the message “TOGETHER! STOP HATE. BE A TEAM.” was visible in numerous places during the matchday weekend. Among other things, the campaign logo was prominently displayed on ball steles, match balls, substitution boards, banners, LED boards, captain’s armbands and the jerseys of the run-in children.

The match day was accompanied by an extensive digital campaign. Various facts, graphics, clips and articles on the topic were published via the channels of the players involved. The central video clip was broadcast both online and on linear television. The message was also present in the broadcasts of the national and international DFL media partners. For example, the campaign logo was displayed on the microcubes held by presenters, experts and interview guests.

Numerous clubs took a clear stance against all forms of hate on social networks and on their websites and, in keeping with the occasion, placed

their own existing commitments at the centre of their reporting. One particular focus was on discrimination across all dimensions of diversity. These include age, ethnic origin and nationality, gender and gender identity, physical and mental abilities, religion and ideology, sexual orientation and social background. ■

**76 per cent** 

OF RESPONDENTS IN GERMANY STATED THAT THEY HAD BEEN DISCRIMINATED AGAINST IN THE PAST FIVE YEARS BECAUSE OF THEIR SKIN COLOUR, ORIGIN OR RELIGION. THE FIGURE IS BASED ON THE STUDY “BEING BLACK IN THE EU” BY THE EUROPEAN UNION (EU) AGENCY FOR FUNDAMENTAL RIGHTS.




The  
Together  
video clip.



# Stopping hate, living diversity

**Various forms of discrimination, prejudice and the role of sport in anti-discrimination were the topics of the Transferfenster (“Transfer window”) “Stop hate, live diversity: Tips for everyday life in sport and society” in March 2024.**

More than half of people in Germany experience discrimination in their everyday lives. Whether on the basis of ethnic origin, religion, disability, age or sexual identity – experiences of discrimination relate to very different characteristics.

After presenter Johanna Mühlbeyer, coach and founder of EQUALATE, had introduced the Transferfenster with a game of “privilege roulette”, a round table discussion took place. The panellists were: Nina Reip, “Sport & Politics” network officer at the German Sports Youth (dsj), Burak Yilmaz, educator and author, Deborah Levi, Olympic champion in two-woman bobsleigh and Reyk Sonnenschein, diversity officer at FC St. Pauli. ■

**“Resolving conflicts is important. Arguing respectfully with each other is also important [...] not with the approach of wanting to change people, but to ask ourselves: what do we all gain from the situation together? This benefit-orientated approach often gets lost.”**



Recording of the  
transfer window.

Burak Yilmaz

# Central results

## Reflection

We have different starting and framework conditions in our lives – for example due to social background, gender or nationality. In order to understand what it means to be confronted with different forms of discrimination, we need to become aware of our privileges and understand what privileges others do not have.

## Communication

Relationship work is a fundamental part of the work against discrimination. We need to talk about these issues, listen to others and try to understand different perspectives. It is crucial that we communicate at eye level – empathetically, respectfully and open to the reality of our counterpart's life.

## Understanding of values

In social spaces, associations and other groups, a clear commitment to shared values is important – e.g. in the form of mission statements and statutes. This also includes defining boundaries that must not be crossed. This makes the organisation's own stance clear and transparent.

## Measures

Measures for everyday private, professional or club-internal life can be derived from shared values. Whether it is visible signs to the outside world, workshops, knowledge building or the creation of contact points for those affected – the decisive factor is that your own values are filled with life.

## Participation

In order to create a society with more equal opportunities and justice, everyone is needed. This requires programmes and approaches based on existing resources that involve many people, enable encounters and have a lasting effect.

**“What are our values and what do we associate them with? It is important that we write this into our statutes and [...] really live it.”**

Nina Reip

## Privilege roulette: self-test

**“I can be sure that my surname is not a criterion for obtaining a rental flat.”**

**“I get the seat I want in the stadium or at the concert.”**

**“I can go home alone at night after a party with a good feeling.”**

# #DEMOKRATEAM

## Everything else is offside.

**THE  
BEAUTIFUL  
GAME**

**The DFL Foundation is now on TikTok! Exciting and entertaining content is now regularly published on the popular social media platform to appeal to young people in their digital world. The aim is to generate enthusiasm for social cohesion, growing up healthy and active and top-class sport.**

The first campaign “#DEMOKRATEAM – Everything else is offside.” communicates the democratic values of sport through clear messages and entertaining formats.

### **Why TikTok of all things?**

Social media platforms are not just a place for entertainment – they play a central role in the exchange of social and political topics. In addition to lifestyle and entertainment topics, TikTok is also increasingly used to share information and knowledge. TikTok is a very important source of information, especially for young people between the ages of 14 and 29. The platform therefore has a major influence on the opinions of children and young people. Studies show that extremist actors have

also long recognised this potential and are increasingly using the platform to spread anti-democratic content. The aim is to counteract this development.

### **The Beautiful Game – the DFL Foundation’s TikTok channel**

“Football is the most beautiful minor matter in the world.” This sentence is often heard around football. For many fans, it is literally true. For many, it is more than just a hobby: football stands for passion, emotion and community. It unites people regardless of age, origin or other characteristics and conveys values such as team spirit, solidarity and fairness. It quickly turns a minor matter into a major one. That’s why the DFL Foundation’s TikTok channel is called “The Beautiful Game”.

## The #DEMOKRATEAM campaign – Everything else is offside.

There are many winners in football. Teams, individual players, fans, personalities behind the scenes. They all have one thing in common: they love football. Just like in the world of sport, different people come together every day in our society. There are consensus, compromises, differences of opinion, discussions and arguments. For this to succeed, we need a playing field with clear rules: democracy. This is how the campaign claim came about: #DEMOKRATEAM – Everything else is offside.

Based on this, various formats have been developed, each of which conveys pro-democratic content in its own low-threshold way. Sometimes it is just a short and concise message, but the sender makes the decisive impact. Sometimes it is the parallels between football and society that emphasise how important it is to move closer together. And sometimes it is information that is conveyed to children and young people in a way that is appropriate for the target group and thus sticks in their minds. ■■



The TikTok channel of the DFL Foundation.



Together with the DFL Foundation, well-known figures from sport and the media in particular are campaigning for more social interaction and good interpersonal relationships.



# Acquiring skills through play

**The integrative educational programme “Fußball trifft Kultur” (“Football meets culture”) improves opportunities for children in third to sixth grade from challenging neighbourhoods. With the combination of football, language and culture, it promotes their language and social skills, trains their learning behaviour and boosts their self-confidence. Ben Schneider has been a programme teacher at “Fußball trifft Kultur” in Darmstadt since 2021. In the language training programme, Ben works with the participants on vocabulary, expression, reading and writing.**

**Ben, what is your role at “Fußball trifft Kultur”, and what does a week in the life of a child in the programme look like?**

As a programme teacher for “Fußball trifft Kultur”, my job is to strengthen the children’s reading, writing, language and social skills. The children’s enthusiasm for football serves as an incentive to improve their own learning skills through play. In recent weeks, for example, the children have used the book “Fussball-Stars” (“Football



**Our path** – the “Football meets culture” documentary 2023-24.

Stars") by Sven Voss to look at stories about their idols and practise reading fluency and text comprehension.

The stories also provide valuable language opportunities to discuss topics such as fair play, dealing with success and failure and team spirit. The children come to our programme twice a week for 90 minutes each time. They spend 45 minutes working with me on skills lessons and 45 minutes training their football technique with our coach Nils Buhr.

### Some time ago, you organised a network meeting in Frankfurt. What insights did you take away with you?

The network meeting brings together coaches and teachers from "Fußball trifft Kultur", locations across Germany to discuss a wide range of topics relating to the programme. Workshops are held and there is a great sense of togetherness. The exchange on how to deal with the heterogeneity of the children and how we can address UEFA EURO 2024 in the classroom was particularly valuable for me. In the "Conflict management" workshop, I was also able to learn how to create clear rules and behavioural agreements and how to deal with my pupils' emotions and feelings.

### The meeting also focussed on the topic of child protection. How did you deal with this topic and what role does it play in the project?

At "Fußball trifft Kultur", we want to create a safe and caring learning environment for the children. This requires a common code of conduct, which we have developed together. In addition, we used



**Supported since** 2012

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

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

**Number of people supported** approx. 800

**Locations** 23 locations with 34 programme groups

**Funding commitment** €297 thousand

**Project content** Children receive skills lessons and football training twice a week. They can regularly take part in cultural events and once a year in a football tournament involving all project groups from all over Germany.

**Role of the DFL Foundation** Financial supporter and nationwide cooperation partner of the programme. Consultancy for LitCam gGmbH.

### IMPACT TARGET

**The participants have improved their German language skills, communication skills and social behaviour. These personal skills help them to realise their potential in a self-determined way.**

various case studies to discuss what we need as coaches and teachers to feel confident in implementing child protection. Finally, we learnt about the "body mapping" method, which promotes the participation of pupils in the topic of child protection. The children are allowed to draw or write signs of violence on a poster depicting a body. This sensitises us programme leaders to signs of violence in the children and gives us important insights for our child protection project. ■



600 children from all over Germany travelled to Duisburg for the final FtK tournament in June 2024. Groups from Grundschule an der Glinder Au (U10) and Herbert-Grillo-Gesamtschule (U14) secured victory on behalf of FC St. Pauli and MSV Duisburg.

# “Fußball trifft Kultur”: impact analysis

**“Fußball trifft Kultur” (FtK; “Football meets culture”) has a positive impact on the lives of the participating children. This is shown by the impact analysis of the 2023-24 programme year. In particular, social skills such as teamwork, empathy and conflict resolution skills were strengthened. Children were encouraged to join clubs and form new friendships, thus expanding social networks and promoting integration. Writing, reading and language skills have also improved.**

## Participant survey

508 children from 31 programme groups and 23 locations were surveyed at the end of the 2023-24 school year.

This corresponds to

**74%**

of the participants.

## Output

In the programme year, **3,149 programme units** took place: **1,639 teaching and 1,510 training sequences** as well as **54 cultural activities**. A total of **682 children** took part in the programme in groups of **23 people** on average.



**541**

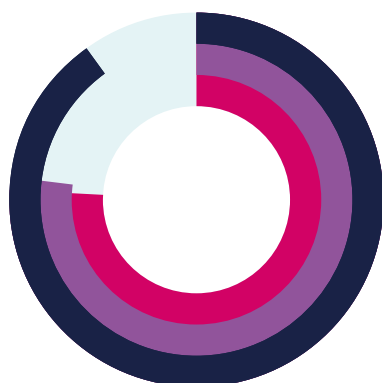
children attended the final tournament in Darmstadt.

## Utilisation of the FtK programme

Goal  
**90%**

Actual take-up of the sessions  
**77%**

Actual take-up of the cultural activities  
**76%**



## Acceptance of the programme

**97%**  
had fun

**93%**

are looking forward to the cultural activities



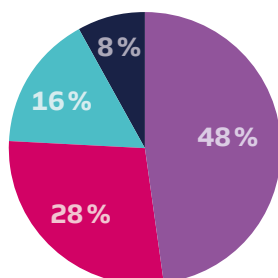
## 1 2 3 4 Awareness and skills have changed \*



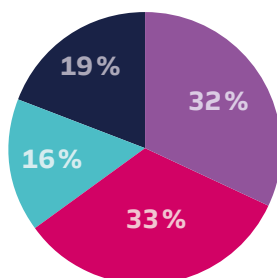
## 1 2 3 4 The children act differently \*

● applies ● tends to apply ● rather not applicable ● does not apply

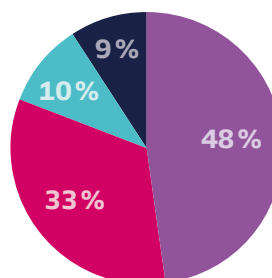
"I feel good about speaking in front of others."



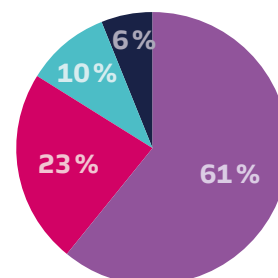
"I try harder at school."



"I have improved at school."



"I enjoy working in a group."



## 1 2 3 4 Living situation of the target group improves \*

**"The children's lives have developed positively in many respects. Some of them have significantly improved their school performance. They show better behaviour in the schoolyard, in line with the motto 'fair play'."**

Programme teacher



The complete  
FtK impact  
analysis 2023-24.

# Living inclusion

**Children and young people with and without disabilities play football together in the inclusive football tournament series “FußballFreunde-Cups” (“Football friend cup”). In this reporting year, the “FußballFreunde-Cups” were embedded in the Football Inclusion Days organised by the DFB Sepp Herberger Foundation in connection with UEFA EURO 2024. Organised by the DFB Foundation Sepp Herberger and the DFL Foundation, they were held at nine locations in Germany: in Gelsenkirchen and the fan zones of the EURO host cities Cologne, Leipzig, Hamburg, Dortmund, Munich, Frankfurt, Düsseldorf and Berlin.**

Inclusion in front of the Reichstag: the “FußballFreunde-Cups” (“Football friend cup”) as guests in Berlin



The football inclusion days were all about fun and ambition.

The DFB Sepp Herberger Foundation and the DFL Foundation have been organising the "FußballFreunde-Cups" together with the DFB regional associations since 2017, with professional clubs from all over Germany hosting the events.

This gives children and young people with and without disabilities the opportunity to actively play football under conditions suitable for the Bundesliga and to set an example for inclusion in football. The focus of the tournaments is not on performance, but on the shared joy and enthusiasm of playing football, teamwork and fair play. Children with and without disabilities come together in a playful way through sport and are encouraged to develop their social skills.

## Final in Berlin

Like the UEFA EURO 2024 final, the final of the tournament series took place in Berlin. In the fan zone in front of the Reichstag on Platz der Republik, two demonstration matches between Tennis Borussia Berlin (amputee football) and Hertha BSC (football for the blind) were on the programme before the FußballFreunde-Cups kicked off for the last time in 2024 and inclusion teams from football clubs, schools and other institutions played against and with each other.

At the award ceremony, DFB Vice President and European Championship ambassador Célia Šašić, professional footballer Robin Gosens (then of 1. FC Union Berlin) and the assistant coach of 1. FC Union Berlin, Marie-Louise Eta, presented the children and youngsters with medals and trophies.



Everywhere, the FußballFreunde-Cups were embedded in the Football Inclusion Days organised by the DFB Foundation Sepp Herberger. In cooperation with the Football and Athletics Association of Westphalia (FLVW), the Hamburg Football Association and other partners, a diverse programme was offered that celebrated inclusion and community togetherness. The aim of the Football Inclusion Days is to contribute to the development of a more inclusive culture in cities and the local club landscape and to promote the social integration of people with disabilities.

## Prominent supporters

Prominent guests from the worlds of sport, politics and society attended the events. In Hamburg, visitors included Christoph Holstein, State Councillor for the Interior and Sport, Ulrike Kloiber, Senate Coordinator for Equality for People with Disabilities, and DFB Honorary Member Eugen Gehlenborg. Monica Lierhaus, trustee of the DFB Foundation Sepp Herberger, was also present and praised the high level of participation and interest in disability football. In Gelsenkirchen, former professional footballer Ingo Anderbrügge and FLVW President Manfred Schnieders attended the Football Inclusion Day; football world champion Annike Krahn and FLVW Vice President Marianne Finke-Holtz were guests at the event in Dortmund. ■



More about the  
"FußballFreunde-Cups"  
("Football friend cup").



# ACTION AREA GROWING UP HEALTHY AND ACTIVE

**Children and young people do not get enough exercise. Only 16 per cent of 4 to 17-year-olds get 60 minutes of physical activity a day.<sup>1</sup> Too little according to the World Health Organisation (WHO), which recommends that young people get at least one hour of exercise a day. The mental health of children in Germany is also in a poor state. One in three children suffers from mental health problems.<sup>2</sup> Regular exercise and a sense of well-being are fundamental prerequisites for good development. A balanced diet is also important for this.**

Our programmes are geared towards the lives of children and young people. We promote high-quality programmes for young people in their immediate environment. The relevant stakeholders in the lives of children and young people – institutions such as daycare centres or schools, families, leisure activities – are actively involved in order to help children lead healthy lives in their everyday lives. We also help to sensitise society to the importance of young people's physical and mental health and strengthen structures that enable children and young people to develop.

<sup>1</sup> Schmidt, S. C.E, Burchartz, A., Kolb, S., Niessner, C., Oriwol, D., Hanssen-Doose, A., Worth, A. & Woll, A. (2021). Zur Situation der körperlich-sportlichen Aktivität von Kindern und Jugendlichen während der COVID-19-Pandemie in Deutschland: Die Motorik-Modul Studie (MoMo) (On the situation of physical-sporting activity of children and adolescents during the COVID-19 pandemic in Germany: The Motorik-Modul study (MoMo)). KIT Scientific Working Papers, 165

<sup>2</sup> Universitätsklinikum Hamburg-Eppendorf (2021). COPS study

## This is how it should be

All children and young people in Germany have the opportunity to grow up healthy and active. They receive sufficient stimuli and support to develop to their full potential.

To ensure that our services make the greatest possible contribution to realising this vision, we have set ourselves corresponding goals in line with our impact logic (which you can find on page 3).



In order to get children and young people moving, different approaches are needed for different age groups. It is also important to involve young people's environment. Parents, teachers and other carers are important points of reference for children and young people. We try to take these and other aspects into account more and more in our programmes because these people are key influencing factors in the development of children and young people.

## Who we support

We focus in particular on children and young people from nursery age to the end of secondary school who are disadvantaged – due to their gender, access to education, fitness level or migration background, disability, origin or financial situation. It is also important to us to involve parents and teachers, i.e. important reference persons of the children and young people.



### Impact goals

We want to introduce children and young people to a healthy and active lifestyle so that they get enough exercise and eat a balanced diet. Through exercise, play and sport, they acquire important skills that they use regularly. They treat themselves and others with respect, develop a healthy sense of self-worth and a firm set of values.

# “Bundesliga bewegt”: In the network for an active childhood

**In a world in which children are finding less and less time for exercise, the “Bundesliga bewegt” (“Bundesliga moves”) programme is making a powerful statement. Launched by SC Freiburg, SV Werder Bremen and the DFL Foundation, the initiative aims to get children from socially disadvantaged neighbourhoods in moving.**



The clubs involved in “Bundesliga bewegt” (“Bundesliga moves”) came together at the network meeting in Dortmund in March 2024. They presented their approaches and progress to each other, exchanged ideas and received and developed new impetus for their commitment.

Not only physical health, but also the social and emotional development of young people are at the centre of “Bundesliga bewegt”. In line with the UN Convention on the Rights of the Child, the programme contributes to more equal opportunities.

Launched in 2022, when the health consequences of the coronavirus pandemic were particularly noticeable, “Bundesliga bewegt” has already reached over 16,000 children in 94 daycare centres and 115 primary schools. The special thing about “Bundesliga bewegt” is that it is a social space-oriented sports programme that uses the appeal of

professional football to anchor exercise as an integral part of children’s everyday lives. Supported by Prof Dr Tim Bindel, an expert in sports didactics at Johannes Gutenberg University Mainz, the programme develops innovative models for the sustainable promotion of physical activity.

A central element of “Bundesliga bewegt” is the introduction of physical activity coordinators. These specialists work directly in daycare centres and schools to create high-quality, needs-based exercise programmes. The children’s motor skills are developed, and social skills are strengthened through

regular cross-sport activities. The children not only benefit from the programmes, but also experience a positive sense of community.

Twenty professional clubs from the Bundesliga, Bundesliga 2 and 3. Liga have already joined the initiative and are actively involved in their respective social areas. The clubs have developed various focal points such as inclusion, early childhood education, rural areas and all-day schools and work closely with schools, sports clubs and local authorities to strengthen the promotion of physical activity for children. These collaborations are essential in order to develop an integrated concept that brings physical activity into children's living environments.

"Bundesliga bewegt" uses the reach of football to raise awareness of the importance of exercise. From social media and a central website to print brochures, the programme reaches children as well as parents, educators and sports enthusiasts. The measures are evaluated through comprehensive impact analyses that show how exercise promotes the cognitive and social development of children. This data is crucial in order to continuously improve the programme.

The programme will be further strengthened through close cooperation with partners such as ALBA Berlin's SPORT VERNETZT ("Sport connects") initiative. Specialist conferences and political positioning are



At the end of the network meeting, Life Kinetics© trainer Horst Lutz opened up new perspectives on movement and cognitive performance for the clubs' movement coordinators. This also went down well with Dr Nadine Seddig from the DFL Foundation and Tobias Rauber from SC Freiburg (pictured in front).

also planned to emphasise the relevance of physical activity in education policy.

"Bundesliga bewegt" is more than just an exercise programme; it is a strong network that supports children on their way to an active and healthy future. By combining the fascination of sport with the reality of children's lives, the initiative makes a valuable contribution to a healthier generation, as exercise is a cornerstone of children's development and education. ■



**Implemented since** 2021-22

**Programme partners** SC Freiburg, SV Werder Bremen, ALBA Berlin (SPORT VERNETZT) ("Sport connects"), Deutsche Postcode Lotterie, 20 Bundesliga, Bundesliga 2 and 3. Liga clubs

#### Target group

- Directly through the programme: children of nursery and primary school age
- Indirectly through the programme: people in the children's environment and those involved in the movement landscape
- Directly by the DFL Foundation: Bundesliga, Bundesliga 2 and 3. Liga clubs

**Number of people supported** approx. 16,000

**Locations** 20

**Funding commitment** €219 thousand

**Project content** Professional clubs appoint a person who initiates and coordinates physical activity programmes in nurseries and primary schools together with stakeholders from local authorities, sports organisations, etc. in a social area and provides networking and qualification opportunities for training, childcare and teaching staff.

**Role of the DFL Foundation** Part of the steering group with SC Freiburg and SV Werder Bremen. Identifying potential, partners and approaches and bringing these to the attention of the participating clubs and partners. Promoting the exchange between sports organisations, foundations and working groups.

#### IMPACT TARGET

**Children have everyday access to needs-based, high-quality and cross-sport physical activity programmes in their environment. Their environment recognises the importance of physical activity for a healthy life and there are networks to promote healthy and active social spaces.**

# Every step counts

**1,500 pupils from 73 third and fourth grades in Germany took part in the “step kickt!” step championship from February to May 2024. Together they collected 861,671,573 steps. This corresponds to around 577,320 kilometres and thus 14,4 circumnavigations of the earth.**



step kickt! offers playful exercise incentives and rewards children who move a lot. This drives up the number of steps on their digital fitness wristbands and benefits the results of their class, school and club, strengthening team spirit and a sense of community.

With a total of 36,215,496 steps, the “3b Flitzkids” from Bühlsschule Giengen, who competed under the patronage of 1. FC Heidenheim 1846, secured the title of “step kickt!” champion 2024. Together with eight other classes from Bühlsschule Giengen, Ostschule Heidenheim and Niederstotzingen primary school, the pupils made their club, 1. FC Heidenheim 1846, this year’s “step kickt!” club champion.

## 60 minutes!

THAT'S HOW MUCH CHILDREN  
AND YOUTH BETWEEN THE AGES  
OF 5 AND 17 SHOULD EXERCISE  
PER DAY – AT LEAST.

**“step kickt! not only motivates children to move more, but also raises their awareness of a healthy lifestyle and promotes their sense of community.”**

Malte Heinemann  
Managing Director fit4future foundation

The aim of the DFL Foundation and fit4future foundation exercise project, which has been running since 2019, is to motivate children to exercise more, educate them about healthy eating and thus counteract the increasing lack of exercise among the younger generation in Germany. Equipped with digital fitness wristbands, the school classes competed against each other for ten weeks in three different exercise challenges, among other things. They diligently collected steps and were able to view their current step counts and rankings in the “step” app as well as access information on exercise and nutrition on the project website.

### Professionals spur you on

The children were motivated by professional footballers from the participating clubs, who acted as patrons with video messages and many tasks to encourage more exercise. The clubs also organised activity days. Teachers were offered a digital workshop on the topic of “moving lessons”. This was accompanied by information brochures. ■



WHO  
recommendations.



**Supported since** 2018-19

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

#### Target group

- Direct: Children in 3rd and 4th grade
- Indirectly: Teachers and legal guardians

**Number of people supported** 1,500

**Locations** 10

**Funding commitment** €408 thousand

**Project content** Children are playfully motivated to exercise through a step challenge in class and thus experience themselves as part of a team. They are sensitised to a healthy and balanced diet.

**Role of the DFL Foundation** Financial support and further development of the programme. Recruitment of professional clubs and professional players.

### IMPACT TARGET

**Supported by their carers, primary school children grow up healthy and active, feel good and are strengthened in their development.**

In 2024, ten professional clubs from the Bundesliga, Bundesliga 2 and 3. Liga took part in the programme:

- VfL Bochum 1848
- Borussia Dortmund
- SpVgg Greuther Fürth
- Hannover 96
- FC Heidenheim 1846
- TSG 1899 Hoffenheim
- FC Magdeburg
- SSV Jahn Regensburg
- SV Sandhausen
- FC Schalke 04

# A question of quality

**Exercise, play and sport are crucial for the development of children and young people. In addition to physical abilities, they also strengthen social, emotional and cognitive skills. How this potential can best be utilised was the topic of the two-day specialist event “Exercise, Play and Sport in Daycare and All-Day Care – a Question of Quality” held in Mannheim in April 2024.**

Around 130 representatives from educational institutions and organised sports, including professional clubs from the Bundesliga, Bundesliga 2 and 3rd Liga, came together there. The German Sports Youth (dsj) and the DFL Foundation, both long-standing supporters of an active everyday life for children and young people, had initiated the conference. One of the key outcomes of the conference was that exercise programmes should not be limited to leisure time, but must also be structurally anchored in day-care centres and all-day schools, among other places, and be of high quality.

“Exercise is not a minor matter and education with and through exercise, play and sport is not a foregone conclusion,” said Julian Lagemann, board member of the German Sports Youth (dsj): “From decades of experience as an exercise companion in daycare, school and all-day care, we know that clear recommendations for action and good structures are needed.” ■

## The key findings of the conference:

**Quality over quantity:** Embed as much movement time as possible in day care and all-day schools. In order to enable young people to grow up healthily and holistically, the quality of movement, play and sports programmes is also crucial.

**Quality frameworks provide orientation.** Concepts, standards and concrete measures are needed to sustainably support the promotion of movement and the associated child development.

**High-quality programmes require qualified personnel.** There is a need for specific training and continuing education programmes for the staff who implement exercise, play and sports programmes (see right page).

**It's only possible together!** In order to disseminate quality criteria and standards across the board, it is necessary to coordinate various levels: educational institutions, sports organisations, politics and society should work together to promote the qualitative development of children's movement.

Dr Rolf Schwarz, professor of (early) childhood movement and play development at the Karlsruhe University of Education, is the author of the quality catalogue for movement-oriented daycare centres. The catalogue was developed over several years in a participatory process with experts from science and practice, organised and financed by the dsj and the DFL Foundation.



# Quality catalogue for movement-based daycare

**The “Quality Catalogue for Movement-Based Daycare” published at the end of 2023 makes it possible to analyse daycare centres and derive recommendations on how more movement can be introduced in various areas. With around 70 criteria in four quality areas, it provides a practical guide for advice centres, daycare centres and sports clubs, for example.**

## What is high-quality exercise?

High-quality exercise takes into account the basic needs as well as the motor and cognitive state of the individual child's development. Well-framed and holistic concepts for exercise, play and sports activities can initiate a transformation for more exercise and be optimally implemented in individual units.



**Quality Catalogue**  
for Movement-  
Based daycare  
centres.



Podcast: “The first  
years are crucial:  
**movement in the  
daycare centre**”.



# ACTION AREA ELITE SPORT

**Around half of all competitive athletes in Germany have thought about ending their careers prematurely, despite good sporting prospects.<sup>1</sup> Reasons for this include the often poor financial basis and a lack of public appreciation. At the same time, most people in Germany see top athletes as role models – for example in terms of motivation (71%), togetherness (63%), diversity (62%) and fair play (61%).<sup>2</sup>**

To help turn talented individuals into role models, we provide them with financial support, assist them in their personal development and help ensure that their achievements and contributions to society are recognised and appreciated. We give talented individuals and top athletes from more than 50 sports a platform for their messages, making them visible, involving them and giving them a voice.

<sup>1</sup>Bundesinstitut für Sportwissenschaft ("Federal Institute for Sports Science") (2017). Akzeptanz des Spitzensports in Deutschland – Zum Wandel der Wahrnehmung durch Bevölkerung und Athleten ("Acceptance of elite sports in Germany – on the change in perception by the population and athletes")

<sup>2</sup>Stiftung Deutsche Sporthilfe ("German Sports Aid Foundation") & ONEBY (2023). Stellenwert des Spitzensports ("The importance of elite sports")

## This is how it should be

Sports talents are financially independent role models for children and young people in Germany. They enjoy public recognition and are ambassadors for a diverse society based on solidarity.

To ensure that our offers make the greatest possible contribution to realising this vision, we have set ourselves corresponding goals in line with our impact logic (see page 3).



Competitive athletes face major challenges, especially at the beginning of their careers. For example, they have to balance school, training or studies with training sessions and competitions, family and friends, and sometimes a job. We support talented individuals in a range of sports, not only by enabling them to focus more effectively on their sport, but also by helping them to develop their personality so that they can overcome obstacles and fulfil their potential to the greatest extent possible. Pictured: #ZukunftBewegen campaigner and judo bronze medallist at the Tokyo 2020 Olympics, Anna-Maria Wagner.

## Who we support

We particularly focus on ambitious teenagers and young adults who participate in Olympic, Paralympic or Deaflympic sports at a high level. Through their achievements and personalities, they can reach many children and teenagers as well as the general public.



### Impact goals

We want to help talented athletes to focus on their sporting goals free from economic constraints and to develop into strong and value-oriented personalities. In this way, they become role models for performance and values, particularly for children and young people. The company values them for their achievements and their role model status.

# Of spectacle wearers and pilots

**Around the Supercup 2024, the DFL Foundation and Sporthilfe put the spotlight on sport for people with disabilities, as 55 per cent of them are not active in sport. The occasion was the imminent Paralympics in Paris.**

The weather is better, much better than it was a month ago. Instead of pouring rain and a frosty 20 degrees Celsius for July in Paris, Jackie Chan is enjoying the warm sun on his skin. He looks up into the blue. Nobody is getting wet on the Place de la Concorde and the Champs-Élysées today. It is 5.17 pm. The actor and film producer from Hong Kong takes over the Paralympic flame. It was lit four days earlier, on 24 August, in Stoke Mandeville in England - the birthplace of the Paralympic movement. It was there that the doctor Ludwig Guttmann once dreamed of a sporting event for disabled World War II veterans. The rest, as they say, is history.

This now also applies to the 2024 Paralympics in France. Some things went as planned: DFL Foundation trustee Markus Rehm lit the Paralympic fire and won his fourth gold in the long jump, his fifth overall. Other things happened just that – differently. Shot putter Niko Kappel, curator of the DFL Foundation, also won precious metal, but not the gold he had been longing for. It was silver – another huge success that completed his set of medals, which already included bronze and gold. That's the way it is in sport, not everything always goes as hoped.

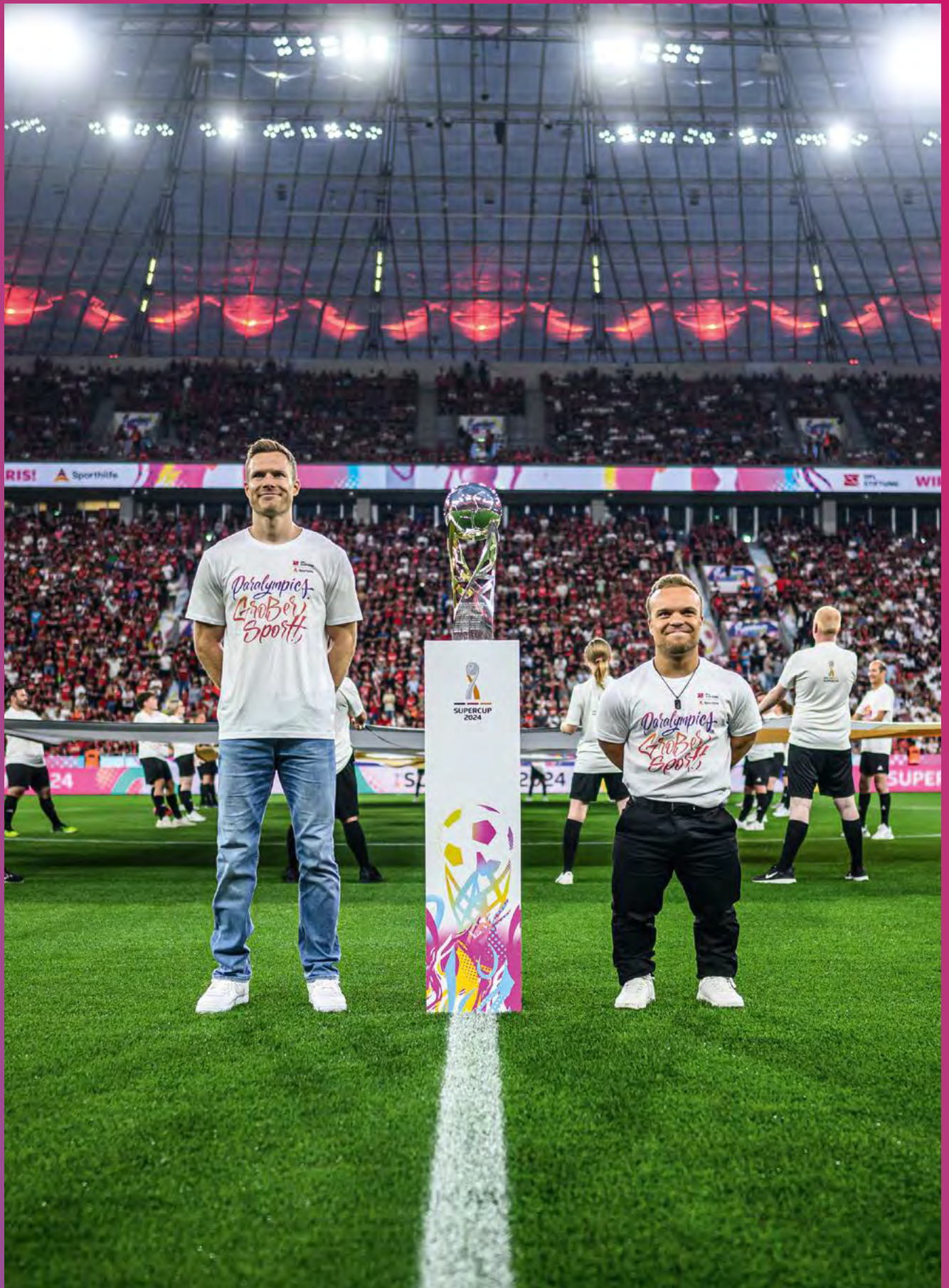
And that's how it is in life too, says Niko Kappel, who doesn't struggle with being short: "I'm not going to be a basketball player anymore, but someone who wears glasses isn't going to be a pilot either," he once said – a positive, life-affirming attitude. Many other athletes like Niko Kappel and Markus Rehm share this attitude. But there are also things that separate the two. For example, the clubs for which they compete in athletics. This became clear at the 2024 Supercup, where Markus Rehm's Bayer 04 Leverkusen beat VfB Stuttgart,

for whom Niko Kappel competes, on penalties in their own stadium.

A few days before the start of the Paralympics, both athletics stars joined forces with the DFL Foundation and Sporthilfe (German Sports Aid) to draw attention to Paralympic sport: they presented the Supercup trophy to the audience immediately before the teams entered the stadium. Their shirts and the LED boards in the stadium read "Paralympics. Great sport!" could be read. In interviews with the broadcasters Sky and Sat.1, they also whetted the appetite for the upcoming performances of Paralympic athletes in Paris and perhaps gave one or two people with disabilities the idea of trying out a Paralympic sport. The same was true for Friedhelm Julius Beucher, President of the German Disabled Sports Association, and Rouven Ackermann, an up-and-coming Para-ski alpine talent, on stadium TV.

The aim of the campaign organised by the DFL Foundation and Sporthilfe was to get people interested in Paralympic sport. Around 55 per cent of people with disabilities are not active in sport. It is therefore important not only to present them with role models such as Niko Kappel, Markus Rehm and Rouven Ackermann, but also to offer them specific exercise programmes. As is the case with the "Arena of Skills", with which the DFL Foundation, DFL and Sporthilfe are travelling through Germany.

On site, children and young people in particular can discover their enthusiasm for sport and try out various sports – including blind football, wheelchair table tennis and basketball. Perhaps they will not become fighter pilots, but Paralympic shot-putters and long jumpers. Niko Kappel and Markus Rehm would certainly like that. ■



More than three million people watched the Supercup and the message "Paralympics. Great sport!" It could be read on the shirts of the trophy carriers, the volunteers and the athletes invited to the Supercup by the DFL Foundation and Sporthilfe (German Sports Aid). The back of the shirts and the LED boards in the stadium were adorned with adjectives that athletes had contributed and associate with the Paralympics: inspiring, strong, rousing, together and natural.

# Skills from Hamburg to Munich

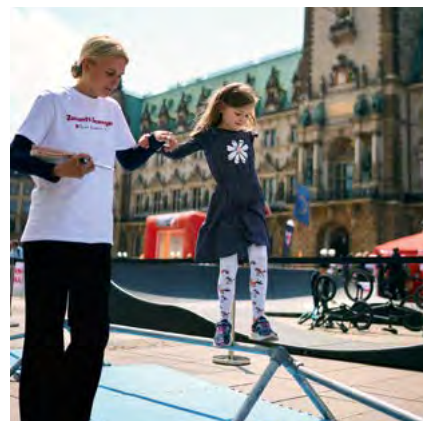
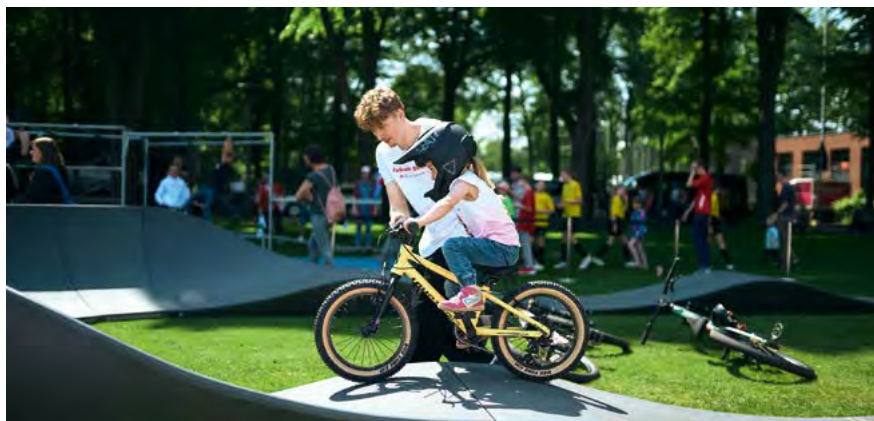
**Getting children and young people interested in sport is the aim of the “Arena of Skills”, an event organised by the DFL, DFL Foundation and Sporthilfe (German Sports Aid). Professional football personalities and mascots, athletes from various sports and creators are also regularly on site. They provide unforgettable experiences and extra motivation.**

Bad Hersfeld’s Linggplatz has something in common with Leipzig’s market, Cologne’s stadium forecourt and Hamburg’s Rathausmarkt: all of these locations were visited by the “Arena of Skills”. Munich’s Olympiapark and the skate plaza at the western end of Cologne’s Südbrücke bridge also join this list. The sports programme, which consists of several modules, gets around a lot and aims to reach as many children and young people in Germany as possible and get them interested in sport.

From bouldering, blind football, parkour and pump track for BMX and scooters to wheelchair basketball, ski jumping and wheelchair table tennis, young people are offered a wide variety of sports. Olympic and Paralympic champions such as Britta Heidemann, Eric Frenzel and Niko Kappel will be on hand to play table tennis, supported by creators such as Selma, Jannik Freestyle, Aminho000 and Silke Sollfrank. They provide the children and young people with impressive moments and convey a love of sport in all its facets on site and on

social media. This also applies to Bundesliga legends such as Pavel Pardo, Claudio Pizarro, Paolo Sérgio and Roman Weidenfeller, fencer Léa Krüger and canoeist Sideris Tasiadis. All of the Olympic and Paralympic athletes listed, as well as parkour runner Silke Sollfrank, were or are sponsored by Sporthilfe, in some cases with the involvement of the DFL Foundation.

At each station, the children and young people receive stamps for their stamp cards, which they can use to take part in a competition. The aim of the stamp cards is for participants to try out different sports and experience a sense of achievement. The “Arena of Skills” can be linked to local sports clubs. For example, if a child has taken a liking to basketball, they can get information about local basketball clubs and training opportunities directly on site. The sports quiz wall is popular with parents and children alike. Physically and mentally challenged and strengthened, young people often go home with fond memories and a little more self-confidence. ■



# An idea becomes reality: the Arena of Participation

**As part of the “Arena of Skills” programme organised by the DFL Foundation, Sporthilfe (German Sports Aid) and DFL, which is touring Germany, the Next Gen Youth Advisory Board and the foundation team have developed a new exercise module as their first joint project, which teaches children and young people the importance of participation in a playful way. A report by Pauline Bullinger from the Next Gen Youth Advisory Board.**

## An idea ...



At the end of September 2024, children and young people with and without disabilities got moving through the “Arena of Participation” at the Jugend Länder Cup (“Junior Nations Cup”) in Bad Hersfeld. Supported by Bdur Agab, member of the Next Gen Youth Advisory Board, they learn why youth participation is important and can take various forms.



**... becomes reality.**



Felix Moskalev and Ben Querling (both from the Next Gen Youth Advisory Board) demonstrated in Cologne that their smart module can also be used as a regular table tennis table. In addition to many young people, the South and North American Bundesliga legends Paolo Sérgio, Pável Pardo and Claudio Pizarro also dropped by.

We wanted co-determination and participation and we got it. Our dream was to be part of the “Arena of Skills” with an “Arena of Participation”. But how do we combine sport and participation in a new module?

A phone call with some Next Gen members brought up ideas ranging from large Jenga pieces to a basketball course, vision walls and table tennis tables – in the end, it was a mix of everything to bring our favourite topic of participation closer to others. The result was a table tennis table with small basketball hoops at different heights for the various hierarchical levels of participation. The motto: “Which level will you reach?” A stele provides information about the levels of participation and the Next Gen Youth Advisory Board.

The process was mainly organised by Felix Moskalev and Pauline Bullinger from the Next Gen Youth Advisory Board, accompanied by Maximilian Türck from the DFL Foundation. Max was presented with initial ideas and texts, concepts and prototypes were created on his own initiative. It was an incredibly inspiring feeling to discuss our ideas in a video conference with the realising agency Tailormade. From the first idea to the last punctuation mark on the info stele (text of the stele below), we gave ideas and made decisions ourselves.

You can read more about the Next Gen Youth Advisory Board in the chapter on the focus topic of participation from page 6 onwards. ■

## Text of the information panel for the “Arena of Participation”:

Children have the right to participate. This is regulated by Articles 12 and 13 of the UN Convention on the Rights of the Child, which came into force in 1990. As a result, young people can experience democracy and the appreciation of their opinions at an early age. Participation is also referred to as involvement and can take various forms. Researchers Hart and Gernert have categorised these forms into nine stages, four of which are shown as examples.

If children and young people are only “involved” as a pretence and without a real say, this can be referred to as token participation. For Hart and Gernert, participation only begins with the level of involvement at which young people are allowed to express isolated criticism and suggestions.

There is a right of participation at the co-determination level. Project ideas come from adults, but decisions are made jointly and democratically with children and young people. In the case of self-administration as the highest level of participation, e.g. in a youth association, children and young people have the freedom to make decisions and organise themselves.

# Role models of the future

**The DFL Foundation and Sporthilfe (German Sports Aid) are intensifying their personal development programmes for young athletes. The aim is to provide support so that talented youngsters become role models – for children and young people as well as for society as a whole.**

Higher, faster, further – that's what athletes strive for. Getting a little bit better every day: That is something to be admired and emulated. Behind this are expectations of themselves and their own environment. Coping with this is not always easy. The DFL Foundation and Sporthilfe have selected experts from academia, the media, sport, business and civil society to teach you how to deal with this constructively and also how to cope with the media attention in face-to-face workshops and mental-kick webinars.

The workshops take place as part of the Nachwuchselite-Förderungstreffen ("Young elite funding meetings") (NEF meetings) organised by the DFL Foundation and Sporthilfe – most recently at the Sporthilfe premises in Frankfurt in June 2024 and at the German Sport & Olympic Museum in Cologne in August 2024. They start with a get-together the evening before and also include an activity programme and a visit to a sporting event. In June, this was the Finals 2024, the German Gymnastics Championships in Frankfurt. In August, the meeting of Germany's best Olympic, Paralympic and Deaflympic young athletes ended at the Supercup in Leverkusen.

## Young elite funding

**Supported since** 2009

**Programme partner** German Sports Aid Foundation

**Target group** Olympic, para- and deaflympic talents from over 50 sports

**Number of people supported** 456 athletes (407 Olympic, 31 Paralympic, 18 Deaflympic)

**Locations** Location-independent, nationwide promotion

**Funding commitment** €1,173 thousand

**Project content** Germany's best Olympic, Paralympic and Deaflympic talents are supported financially and in their personal development.

**Role of the DFL Foundation** as a sponsor, mouthpiece and platform for athletes, their values and issues.

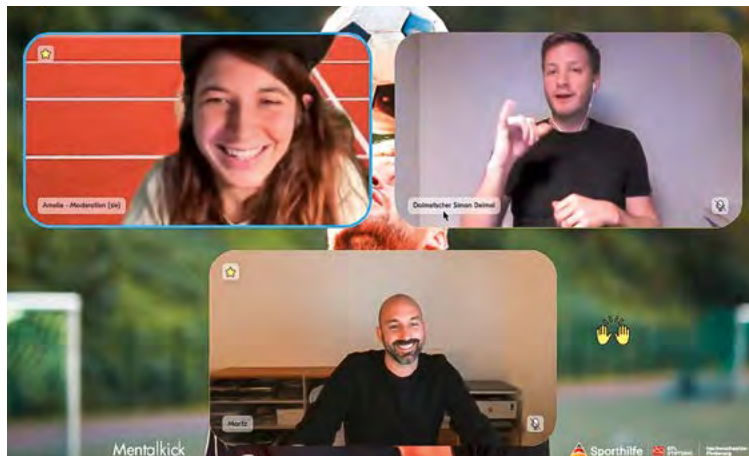
## IMPACT TARGET

**Talented sportspeople are financially independent role models for young people in terms of performance and values and are recognised by society.**

The Mentalkick webinars are an offer for those who are unable to attend the NEF meetings, want to deepen the knowledge they have acquired or want to educate themselves even more comprehensively. These opportunities for personal development range from topics such as mental strength and health to media coaching and the athlete-friendly use of social media. In addition, the DFL Foundation and DFL also regularly offer media platforms for athletes – for example through interviews around the Supercup or Bundesliga and Bundesliga 2 matches.

The programme is constantly being revised and developed. It helps young athletes to grow into

the complex world that already surrounds them and to deal well with themselves and their challenges. In this way, talented young people develop into the performance and value role models of tomorrow, as ambassadors of a diverse, ambitious and united society. ■



# Overview of programmes

| Programme                                                                                | Programme description                                                                                                                                                                                 | Funding commitment<br>(in € thousand) | Programme partner                                                         |
|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------------------------------------------|
| <b>Lernort Stadion<br/>("Classroom stadium")</b>                                         | Young people receive extracurricular political education programmes at the special learning venue of the football stadium                                                                             | 929                                   | DFL Foundation                                                            |
| <b>Fußball trifft Kultur<br/>("Football meets culture")</b>                              | The educational triad of language lessons, football training and cultural activities increases the educational opportunities of the participating children                                            | 277                                   | LitCam gGmbH                                                              |
| <b>MitternachtsSport<br/>("Midnight Sports")</b>                                         | Low-threshold football programme in a socially deprived area at conflict-prone evening/night times                                                                                                    | 58                                    | MitternachtsSport e. V. - Association for intercultural youth social work |
| <b>Safe-Hub Berlin</b>                                                                   | The Safe-Hub Berlin is the first youth education centre to be established in Germany based on the model of South African safe hubs (= safe, personal development education centres)                   | 47                                    | AMANDLA gGmbH                                                             |
| <b>United on Ice</b>                                                                     | Low-threshold (ice) sports programmes for disadvantaged target groups, expansion especially for girls and young women as well as young refugees                                                       | 22                                    | Berlin Youth Empowerment e. V.                                            |
| <b>Girls for Boxing</b>                                                                  | Boxing training for girls and young women from migrant or refugee backgrounds, providing access to sport and exercise and the accompanying positive effects on a physical, mental and emotional level | 22                                    | Sports for More e. V.                                                     |
| <b>Tandem Young<br/>Coach training</b>                                                   | Inclusive qualification programme that enables teenagers and young adults with and without disabilities to take on responsibility as coaches for people with disabilities in football                 | 19                                    | Scort Foundation                                                          |
| <b>Democracy promotion for<br/>the European elections &amp;<br/>EURO 24</b>              | Digital democracy promotion campaign in the context of the European elections, EURO 2024 and the 2025 federal elections to strengthen democratic positions, fair play, respect and team spirit        | 18                                    | DFL Foundation                                                            |
| <b>International Weeks<br/>for the Elimination of<br/>Racial Discrimination</b>          | Weeks of solidarity with opponents and victims of racism, which take place annually around the International Day against Racism                                                                       | 12                                    | Foundation for the International Weeks against Racism                     |
| <b>FußballFreunde-Cup<br/>("Football friend cup")</b>                                    | Inclusive football tournament series for people with and without disabilities in cooperation with Bundesliga and Bundesliga 2 clubs                                                                   | 7                                     | DFB Foundation Sepp Herberger                                             |
| <b>Other projects<br/>&lt; €20 thousand</b>                                              |                                                                                                                                                                                                       | 21                                    |                                                                           |
| <b>Total funding commitment for "Social cohesion"*</b>                                   |                                                                                                                                                                                                       | <b>1,430</b>                          |                                                                           |
| <b>step kickt!</b>                                                                       | Interactive competition in which children in grades 3 and 4 collect steps as a class. The project gets the children excited about exercise and sensitises them to a balanced diet                     | 383                                   | fit4future foundation Germany                                             |
| <b>Bundesliga bewegt<br/>("Bundesliga moves")</b>                                        | Networking and qualification of stakeholders in social spaces to give children and young people access to sport at any time through low-threshold exercise programmes                                 | 219                                   | DFL Foundation with third-party funding from the German Postcode Lottery  |
| <b>Meine Stadt. Mein Sport.<br/>Meine Zukunft. ("My Sport.<br/>My Town. My Future.")</b> | Promotion of programmes for the development of exercise and nutrition programmes in the SOS Kinderdorf                                                                                                | 103                                   | SOS-Kinderdorf e. V.                                                      |
| <b>Bewegungskita<br/>("active nurseries")</b>                                            | In cooperation with the German Sports Youth, a quality catalogue "Kitas in Bewegung" ("active nurseries") is being developed to strengthen cross-sport movement in the elementary sector              | 50                                    | DFL Foundation                                                            |

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

| Programme                                                                  | Programme description                                                                                                                                                                                                                                                            | Funding commitment<br>(in € thousand) | Programme partner                                                 |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-------------------------------------------------------------------|
| <b>MANUS bewegt<br/>("MANUS moves")</b>                                    | The weekly exercise programme MANUS bewegt offers children and young people a wide range of opportunities to exercise, improve their motor skills and work on their social skills                                                                                                | 41                                    | Manuel Neuer Kids Foundation gGmbH                                |
| <b>re:START</b>                                                            | Integrative and inclusive street football tournaments, supplemented by workshops and youth cultural contributions (e.g. breakdancing or rap) for young people at various locations in Brandenburg                                                                                | 14                                    | Brandenburgische Sportjugend im Landessportbund Brandenburg e. V. |
| <b>Deutsches Down-Sportlerfestival ("German Down's syndrome festival")</b> | Games and sports festival for young people with Down's syndrome with presentations and opportunities for dialogue                                                                                                                                                                | 14                                    | T21 Gesundes Leben mit Down-Syndrom e. V.                         |
| <b>Other projects<br/>&lt; € 20 thousand</b>                               |                                                                                                                                                                                                                                                                                  | 18                                    |                                                                   |
| <b>Total funding commitment for "Growing up healthy and active"*</b>       |                                                                                                                                                                                                                                                                                  | <b>843</b>                            |                                                                   |
| <b>Nachwuchselite-Förderung<br/>("Youth elite funding")</b>                | Financial and non-material support for talented young Olympic, Paralympic and Deaflympic athletes so that they can develop into role models for children and young people                                                                                                        | 1,174                                 | 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                                                                                                                                                | 68                                    | Stiftung Deutsche Sporthilfe ("German Sports Aid Foundation")     |
| <b>Funding of para-sport</b>                                               | Donation to support the Deutsche Behindertensportverband ("German Disabled Sports Association") in attracting more children and young people to competitive, popular, preventive and rehabilitation sports for people with disabilities                                          | 55                                    | Deutscher Behindertensportverband e. V.                           |
| <b>ZukunftBewegen<br/>(Moving forwards) initiative</b>                     | Activations – especially as part of events – that bring children and young people into contact with athletes so that they are encouraged to do more sport and exercise and are won over to the values of sport                                                                   | 34                                    | DFL GmbH, German Sports Aid Foundation                            |
| <b>Integrity Governance Review</b>                                         | Analysis of integrity systems in sport and development of recommendations for action to optimise the integrity of sport in Germany – in particular with regard to the protection of athletes from psychological, physical and sexualised violence                                | 18                                    | Athleten Deutschland e. V.                                        |
| <b>Total funding commitment for "Elite sport"*</b>                         |                                                                                                                                                                                                                                                                                  | <b>1,348</b>                          |                                                                   |
| <b>Themed funding pot</b>                                                  | Annually changing funding programme to support associations, initiatives and NGOs. In 2023-24, funding was provided for participatory projects that use sport and exercise to make political education and learning about democracy more accessible to children and young people | 305                                   | DFL Foundation                                                    |
| <b>#Mitbewegen<br/>("Making moves")</b>                                    | Together with young people, a youth participation approach was developed for the DFL Foundation as part of several workshops and subsequently trialled                                                                                                                           | 66                                    | DFL Foundation                                                    |
| <b>"WEEKLY" Newsletter</b>                                                 | Funding and expansion of the newsletter in the sport for good field                                                                                                                                                                                                              | 23                                    | SUPR SPORTS gGmbH                                                 |
| <b>Other projects<br/>&lt; €20 thousand</b>                                |                                                                                                                                                                                                                                                                                  | 68                                    |                                                                   |
| <b>Total funding commitment for "Networks and cooperation"*</b>            |                                                                                                                                                                                                                                                                                  | <b>462</b>                            |                                                                   |
| <b>Total funding commitment</b>                                            |                                                                                                                                                                                                                                                                                  | <b>4,083</b>                          |                                                                   |

# Sport for Development Network Germany founded

**Shortly before the UEFA EURO 2024 final in Berlin, the “Sport for Development (S4D) Netzwerk Deutschland e. V.” (“Sport for Development Network Germany”) was founded on 10 July. 28 primarily non-profit organisations that use sport, play and exercise specifically as instruments to bring about positive change in society have joined forces. Their goal: to promote the visibility, networking and impact of the sector.**



The proud founders of the Sport for Development (S4D) Netzwerk Deutschland e. V.

A historic moment for the S4D sector in Germany: On 10 July 2024, the “Sport for Development (S4D) Netzwerk Deutschland e. V.” is founded in Berlin.

An initial comprehensive mapping (see QR code) by the Deutsche Sporthochschule Köln (“German Sport University Cologne”) in collaboration with the network initiators covers around 200 stakeholders in the S4D sector in Germany that address a wide range of target groups. The activities of the mostly local, but in some cases also nationally and internationally active players are primarily aimed at children under 14 and young people between 14 and 27. The topics covered range from democratic values, inclusion and integration to education, exercise and health. Football is most frequently used as an access point and lever for engagement.

In future, the aim is to strengthen the sector’s impact potential, systematic networking, knowledge exchange, synergies and international connectivity. The idea of establishing a network was born back in 2020 and is already being implemented in a similar form in Sweden and England. The fact that there is also a need for joint further development in Germany was confirmed by various regional meetings, which were organised as a roadshow with over 60 organisations. Finally, a position paper describing the network’s mission and fields of action was produced in April 2024.

“Sport for Development is an internationally recognised approach that is used in many countries around the world in the context of the United Nations’ global Sustainable Development Goals (SDGs) and is also highly relevant in Germany,” says Dr Karen Petry, German Sport University Cologne and board member of the S4D Network Germany.

In addition to Karen Petry, Johannes Axster from Common Goal, Julia Schilling from Laureus Sport for Good, Lena Pawelke from Bike Bridge and Jens Dreesen from SUPR Sports were elected to the first S4D board for a period of two years. Jens Dreesen, Managing Director of S4D, is calling on organisations that are not yet involved to get involved: “Sport and exercise have the potential to drive



positive social change. We invite all organisations that feel part of the sector to join us.” After Paris 2024 and the EURO 2024 in Germany, the 2024 sports year will thus have another legacy.

The DFL Foundation is a co-initiator and founding member of the network. Anyone interested in the S4D network can contact the Executive Board at [info@s4d-netzwerk.de](mailto:info@s4d-netzwerk.de). ■

#### Initiators of S4D Deutschland e. V.

Bike Bridge, Common Goal, German Sport University Cologne, DFL Foundation, Laureus Sport for Good, step foundation and SUPR SPORTS.

#### Other members of the S4D network

- AMANDLA gGmbH
- beneFit e. V.
- Citizen2b gUG
- DK Competence Park UG
- FC INTERNATIONALE BERLIN 1980 e. V.
- Grünhof e. V.
- Integration durch Sport und Bildung e. V. (“Integration through Sport and Education”)
- International Table Tennis Federation Foundation
- Verein für Fraueninteressen e. V. (“Association for Women’s Interests”) (JUNO)
- Lernort Stadion e. V. (“Classroom stadium”)
- LitCam gGmbH
- Martial Arts for Peace gGmbH
- Right To Play Deutschland gGmbH
- Special Olympics Baden-Württemberg e. V.
- Special Olympics Germany e. V.
- Spirit of Football e. V.
- Sport 4 Development e.V.
- Wir bewegen Kids GmbH (“We move kids”)
- World Wide Unity e. V.
- YouMo! GUG
- Zweikampfverhalten e. V.



Further information  
on the **stakeholder/  
mapping study**.

# “Football, Europe and the voice of youth”

**Transformation is omnipresent. Climate change, digitalisation and demographic changes are affecting every aspect of life – they are leading to uncertainty and presenting our society with a variety of challenges. What roles can foundations play in this situation? Representatives of the foundation sector discussed this key question at the German Foundation Day in Hanover in May 2024. “In the thick of it: How foundations shape transformation” was the motto.**

In view of the “Super Sport Year 2024”, sport took centre stage at the Foundation Day. Among others, prominent athletes such as Felix Neureuther and Philipp Lahm, who have each established their own foundations, emphasised the enormous potential of sport for social change.

The DFL Foundation hosted its own panel at the German Foundation Day, which included Pauline Bullinger from the Next Gen Youth Advisory Board and Marius Künzel, Bildungspark MG and Kompetenzpark. The panel was moderated by Matondo Castlo, member of the Board of Trustees of the DFL Foundation.





The DFL Foundation hosted a panel on the topic “The EURO 2024 year as a transformation boost? Football, Europe and the voice of youth”. Pauline Bullinger, student and member of the DFL Foundation’s Youth Advisory Board, Marius Künzel, Head of Education, Bildungspark, De Kull e. V., Anne Geisler, Project Coordinator, Soziale Bildung e. V., and Franziska Fey took part in the discussion.

### “EURO 2024 as a transformation boost?”

The panel was moderated by Matondo Castlo, rapper, street worker and member of the DFL Foundation’s Board of Trustees. He began by presenting his song “Chancen” (“Opportunities”), in which he raises awareness of injustice in society and encourages young people not to give up and to help shape their opportunities. The rest of the discussion centred on the involvement and commitment of young people and the role that (professional) football can play in this and as a driver of social change.

Franziska Fey reported on the youth participation process of the DFL Foundation, which has now set up an active Youth Advisory Board and offers it the opportunity to participate in its work. Pauline Bullinger shared her experiences from the committee. Among other things, she and twelve other young people were able to decide on the allocation of funding totalling €250,000.

Marius Künzel and Anne Geisler also confirmed that it pays to engage in dialogue with young people. Both work with young people as part of the “Lernort Stadion” (“Classroom stadium”) programme and focus on socially relevant topics such as “gender equality”, “anti-discrimination” and the European elections. ■

## Key theses from the discussion



- Children and young people are our future. It is only fair to include them in current discussions and ask: “What kind of society do you want to live in?”
- There are many young people who want to get involved – but they also need to be given the opportunity to do so
- In order to involve young people, you have to listen to them, enable your own structures and processes and explain who you are and what makes you tick. FAQs about yourself can help
- Football can use its appeal to convey important values, but also supposedly complex social issues, and inspire young people to get involved
- Sporting events in your own country are opportunities for more community and unforgettable moments. Fun fact from the discussion: For young people in Germany, this is their first “summer fairytale”, they didn’t (consciously) experience the World Cup in 2006



More about the  
**Foundation Day**  
organised by the  
**Association of**  
**German Foundations.**



# Sport as a “drug against stress” – what makes young people tick

**The new SINUS Youth Study 2024 “What makes teenagers tick?” provides fascinating insights into the lives of 14 to 17-year-olds in Germany. In times of crisis and uncertainty, the study reveals that teenagers are concerned, but not pessimistic. They are concerned with challenges such as climate change, energy shortages and social inequalities, but are remarkably optimistic about the future.**

The qualitative study, which is conducted every four years, sheds light on the state of young people from a variety of perspectives and is available as a book or free of charge as an ePub from the Bundeszentrale für politische Bildung ("Federal Agency for Civic Education").

It shows: Young people are alarmed by global crises and show a growing awareness of environmental issues. Nevertheless, their optimism remains intact – many have learnt to deal with the challenges and are basically satisfied with their everyday lives. The pressure triggered by social changes is leading to a realistic world view that contrasts with clichés about "spoilt youth".

A key finding of the study is the desire for a normal middle-class biography. Many young people want stability, security and family values. Their desire for belonging and a place in society is very pronounced. This includes the dream of a happy partnership, a home of their own and financial security. At the same time, there is an increasing acceptance of diversity and gender equality.

Sensitivity to discrimination is high; many young people have experienced or observed discrimination themselves, especially in the school environment. School is often perceived as inadequate to meet these challenges. In political terms, young people's engagement is limited despite a basic awareness of social inequality. Many feel they have no influence and are alienated from political issues.

The role of social media in young people's lives is ambivalent. It is their main source of information but is also viewed critically. The danger of fake news and excessive use leads to growing unease, and many try to actively control their social media use.



More about the  
**SINUS Youth  
Study.**

## Study partner "What makes teenagers tick?"

- **Arbeitsstelle für Jugendseelsorge der Deutschen Bischofskonferenz** ("Centre for Youth Pastoral Care of the German Bishops' Conference")
- **Bund der Deutschen Katholischen Jugend** ("Federation of German Catholic Youth")
- **Bundeszentrale für politische Bildung** ("Federal Agency for Civic Education")
- **Deutsche Kinder- und Jugendstiftung** ("German Children and Youth Foundation")
- **DFL Foundation**

in alphabetical order

The study has been published as a printed book in the publication series (volume no. 11133, flat rate €4.50) of the Federal Agency for Civic Education (bpb) and is available to download free of charge as an ePub.

Sport and exercise are important ways for young people to find a balance. They experience sport as a kind of "anti-stress drug" that helps them to cope with everyday problems and socialise. Nevertheless, many complain about a lack of public sports facilities.

The SINUS Youth Study 2024 is a comprehensive survey of current youth culture and is based on 72 qualitative case studies conducted from June to September 2023. It offers an authentic look at the thoughts and realities of young people's lives and invites them to rediscover their world and take their views seriously. ■■■



# Future Award 2024

**The foundation alliance “Fußball stiftet Zukunft e. V.” (FsZ; “Football creates a future”) has honoured five clubs with the Future Award 2024 for their outstanding commitment to grassroots football. More than 70 initiatives from all over Germany applied with their projects in the categories of equal opportunities, social cohesion and environmental and nature conservation.**

A jury consisting of former national team players Renate Lingor (member of the board of trustees of the DFB Foundation Sepp Herberger) and Marcell Jansen (President of Hamburger SV) as well as Klaus Herrmann (board member of TuSpo Nassau Beilstein, Future Award Winner 2023), Nicolas Berthold and Patrick Gorzelanczyk (both Deutsche Postcode Lotterie) selected the five most convincing applications based on various criteria such as concept, implementation or impact.

The award ceremony took place in mid-November at the German Football Museum in Dortmund. In addition to prize money totalling €5,000, the winners receive content and communication support from the FsZ network. “Fußball stiftet Zukunft” is an association of 30 non-profit foundations from German

football. The association has been awarding the Future Award annually since 2022, with the support of the Deutsche Postcode Lotterie since 2023. ■■■

## The 2024 award winners

- SV Sandhofen:  
“Mannheim in Bewegung”  
(“Mannheim on the move”)
- FC Blau-Weiß Leipzig:  
“Klimaneutral 2030”  
(“Climate neutral 2030”)
- FC Eintracht Rheine:  
“Sport meets young professionals”
- SV Blau-Weiß Grana:  
“Integration durch Sport”  
(“Integration through sport”)
- Stadtpark Barrio 1996:  
“ANSTOSS – das Futsalcamp”  
(“ANSTOSS – the futsal camp”)

**Fußball**  
stiftet Zukunft.



More information  
on the **Football**  
creates a **Future**  
alliance.

# Further training: Managing impact

**During the certified online training course “Impact Management Sport”, 19 participants learnt the basic principles of impact-oriented management to ensure the long-term success of sports projects. In concrete terms, this means that they learnt how to measure the impact of projects, monitor and evaluate them and ensure that the desired results are achieved.**

The general practice-oriented training course “Impact Management” is offered by the learning platform “SKala-Campus” of the non-profit analysis and consulting company PHINEO gAG. In the 2023-24 reporting year, the DFL Foundation, together with the Niedersächsische Lotto-Sport-Stiftung, supported a training course with a special focus on sport: the course was aimed at representatives of clubs, foundations, gGmbHs, public institutions or associations with a connection to exercise or sport.

## **Theoretical and practical phases**

The participants also dealt with the communication of impact data in order to be able to present it to

various target groups such as cooperation partners and donors. They also benefited from dialogue within their peer group and with experts. The programme comprised four two-day workshops and a six-month practical phase with an optional work shadowing day including a network meeting and feedback session.

In future, the “impact managers in sport” will be able to achieve more impact with existing resources, conduct even more convincing fundraising and ultimately motivate their own colleagues through clearer processes and structures. ■



# Foundation Board

**The Foundation Board monitors the activities of the Executive Board. It also advises and supports it. The five members of the Foundation Board are:**



**Dr Marc Lenz**  
Chairman

- CEO of DFL GmbH
- Member of the Executive Committee of the 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

- Member of the DFL Management Board
- DFL Director of Match Operations & Fans
- Member of the DFB Executive Board
- Member of the shareholders' meeting of DFB Schiri GmbH



**Axel Hellmann**

- CEO and Member of the Board Eintracht Frankfurt Fußball AG
- 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



**Nicole Kumpis**

- President of BTSV Eintracht von 1895 e. V.
- Deputy Chairwoman 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
- Member of the FIFA Council
- Chair of the Annual General Meeting of the DFB-Stiftung Deutsches Fußballmuseum gGmbH (alternating with the Mayor of Dortmund)

# Executive Board

**The Executive Board manages the business and administers the foundation and its assets. It is responsible for strategy, funding guidelines and budgets. Its members are appointed by the Executive Committee of DFL e.V. and the management of DFL GmbH for a term of three years.**

**Jörg Degenhart**  
Deputy Chairman

- Member of the DFL Management Board
- DFL Director of Finance, IT and Organisation
- Member of the Supervisory Board of DFL Digital Sports
- Chairman of the Supervisory Board Liga Travel GmbH
- Deputy Chairman of the DFB Examination Committee



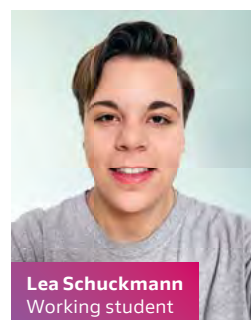
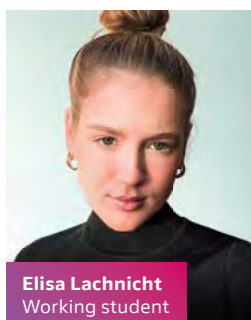
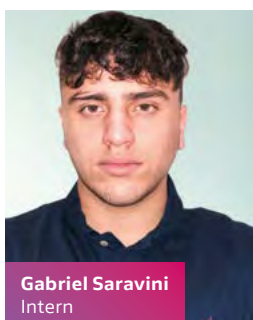
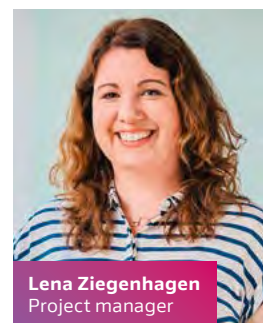
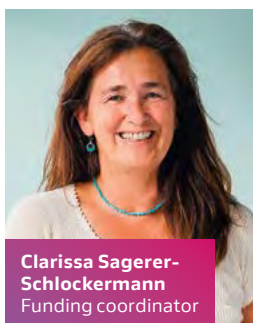
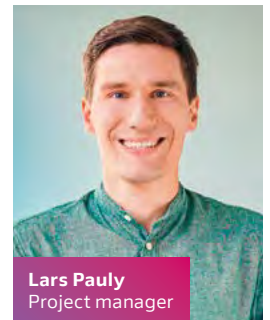
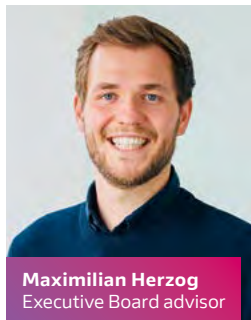
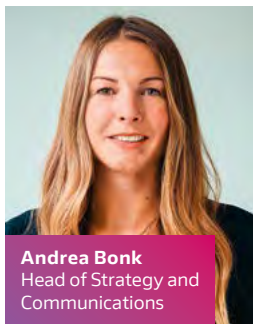
**Franziska Fey**  
Chairwoman

- Member of the DFB's Social Responsibility Commission
- Member of the Board of the Initiative Frankfurter Stiftungen e. V.

# Team

**The DFL Foundation team organises operational project management and supports the Executive Board in strategic planning. It is characterised by thematic expertise and good cooperation with project partners.**

The DFL Foundation team (as at November 2024)



# Trustees

The DFL Foundation is supported by personalities from politics, sport, business and society. The trustees advise the foundation's Executive Board and the Foundation Board. As public figures, they or their network help to advance the principles, ideas and commitment of the foundation.

Trustees of the DFL Foundation (as at November 2024)



Marcel Reif

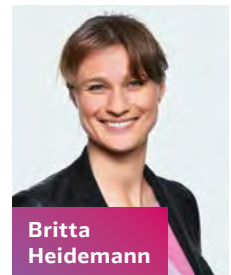
• Chairman of the Board of Trustees



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



### In dialogue

The Trustees were involved in various events during the reporting year. The trustees often engaged in dialogue with young people, in line with youth participation, the DFL Foundation's theme for the year. The Trustees were also involved in the "Arena of Skills", which gets children and young people in various cities moving and doing sport, and in digital campaigns relating to the European elections and the promotion of democracy.

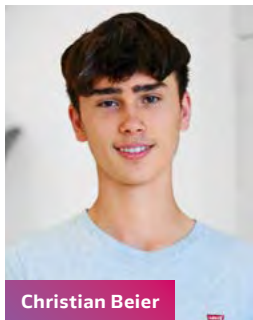
# Next Gen Youth Advisory Board

**On 7 August 2024, the Executive Board of the DFL Foundation decided to establish the Next Gen Youth Advisory Board. The Youth Advisory Board currently consists of 13 young people and supports the DFL Foundation in an advisory and active capacity. It brings the perspective of young people into communication, project funding and events, among other things.**

The Next Gen Youth Advisory Board team (as at November 2024)



Bdur Agab



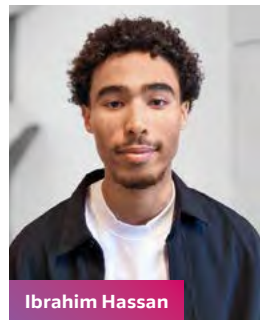
Christian Beier



Pauline Bullinger



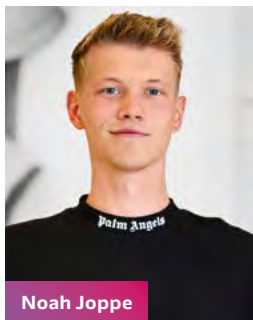
Jannis Diehl



Ibrahim Hassan



Roman Horbal



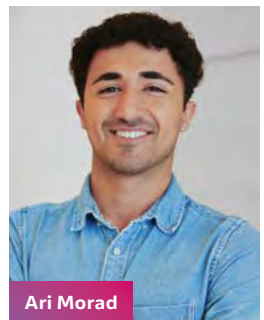
Noah Joppe



Marvin Komo



Madiha Malik



Ari Morad



Felix Moskalev



Mery Nguyen



Ben Querling

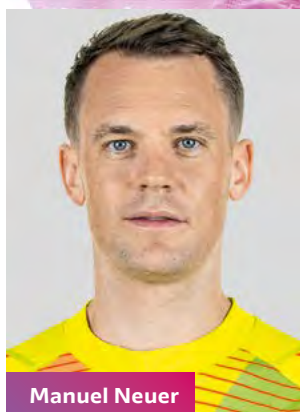
# Ambassadors

**Prominent sportspeople support the DFL Foundation through their high profile and role model function. As celebrity ambassadors, they apply their public influence, experience and networks to address key social issues.**

The ambassadors of the DFL Foundation (as at November 2024)

## Manuel Neuer

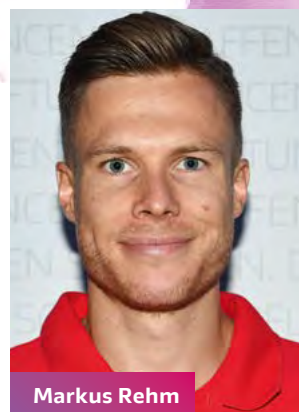
Manuel Neuer (FC Bayern München) has been an ambassador of the DFL Foundation since 2014. The World Champion, European U21 Championship winner and five-time World Goalkeeper of the Year has been supporting children and young people since 2010 with his Manuel Neuer Kids Foundation. In 2010 and 2014, Manuel 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

Track and field athlete Markus Rehm (TSV Bayer 04 Leverkusen) has been the DFL Foundation's inclusion ambassador since 2015. At the age of 14, he lost his right leg when it got caught in a propeller during wakeboard training. Since then, he has won five gold medals in the long jump and sprint at the Paralympics. He holds the world record in the para long jump at 8.72 metres. In 2024, he was named "Sportsman with a Heart" and has been awarded the Silver Laurel Leaf once again. Markus Rehm is committed to a more inclusive society. ■



Markus Rehm

# Financial performance

**Once again, the DFL Foundation's funding commitment exceeded the €4 million mark. A total of 64 programmes were funded in the 2023-24 reporting year in order to provide young people with even better support in developing their potential. Among our own measures, the establishment of the Next Gen Youth Advisory Board and the accompanying process for involving young people in the DFL Foundation's activities stand out (see page 6 et seq.). New structures were also created externally. These include the "Sport for Development Network Germany" (S4D), which sees sport and physical activity as a lever for positive social development and is committed to increasing visibility and improving the framework conditions for the S4D sector (see pages 58 and 59).**

More than eleven per cent of the funding went to the area of "Networks & Cooperations". In the 2023-24 reporting year, around one third of the funding was allocated to the "Social cohesion" and "Elite sport" action areas, and around one fifth to the "Growing up healthy and active" action area. The annual funding includes financial and material resources for the organisation's own projects and for funding third parties, as well as personnel and administrative costs. Since it was established in 2008, the DFL Foundation has already invested a total of around €46 million, particularly for young people.

In 2023-24, these funds were once again provided primarily by DFL Deutsche Fußball Liga e.V. and Deutscher Fußball-Bund e. V. The "Bundesliga bewegt" ("Bundesliga moves") programme also

received third-party funding of around €79,000 from Deutsche Postcode Lotterie. The DFL Foundation used more than 73% of the funding to strengthen its 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 operate in many locations throughout Germany. Multi-year sponsorship partnerships can create good structures that have a lasting impact.

2024 was the year of the European elections and the year before the Bundestag elections. The DFL Foundation took this as an opportunity for a "Sport & Democracy" themed funding pot. It contained €200,000, which were awarded to non-profit organisations and initiatives by a jury. The prerequisite was that the applicants used sport and exercise to bring young people closer to democratic values and education. Participatory approaches that involve children and young people in the design and implementation were expressly desired. Consequently, young people also had a say in the allocation of funds. You can read more about this on pages 14 and 15.

As part of its business operations, which are shown in the income statement on page 75, the DFL Foundation implemented projects on behalf of the DFL Group. These include, in particular, the #ZukunftBewegen ("Moving forwards") campaign with the Arena of Skills (see p. 50 et seq.) and the Together action weeks (see p. 26 et seq.). ■

# Business figures

## Conceptual sphere

### Donations access (in € thousand)

|                     | 2021-22      | 2022-23      | 2023/24        | in %           |
|---------------------|--------------|--------------|----------------|----------------|
| DFB donation        | 1,000        | 875          | 2,100          | 34.34%         |
| DFL e.V. donation   | 3,383        | 3,731        | 4,007          | 65.50%         |
| Donations (general) | 6            | 19           | 10             | 0.16%          |
| Other               | 100          | 426          | 0              | 0.00%          |
| <b>TOTAL</b>        | <b>4,489</b> | <b>5,051</b> | <b>6,117 *</b> | <b>100.00%</b> |

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

|                               | 2021-22      | 2022-23      | 2023-24      | in %           |
|-------------------------------|--------------|--------------|--------------|----------------|
| Social cohesion               | 1,870        | 1,527        | 1,430        | 35.02%         |
| Growing up healthy and active | 975          | 1,091        | 843          | 20.65%         |
| Elite sport                   | 1,117        | 1,228        | 1,348        | 33.02%         |
| Networks and cooperations     | 196          | 498          | 462          | 11.31%         |
| <b>TOTAL</b>                  | <b>4,158</b> | <b>4,344</b> | <b>4,083</b> | <b>100.00%</b> |

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

|                        | 2021-22      | 2022-23      | 2023-24      | in %           |
|------------------------|--------------|--------------|--------------|----------------|
| Flagship programmes    | 2,992        | 2,945        | 2,982        | 73.04%         |
| Funding programmes     | 777          | 891          | 938          | 22.98%         |
| Small-scale programmes | 389          | 507          | 163          | 3.98%          |
| <b>TOTAL</b>           | <b>4,158</b> | <b>4,344</b> | <b>4,083</b> | <b>100.00%</b> |

Due to the presentation of totals in full thousands of euros, rounding differences may occur during addition.

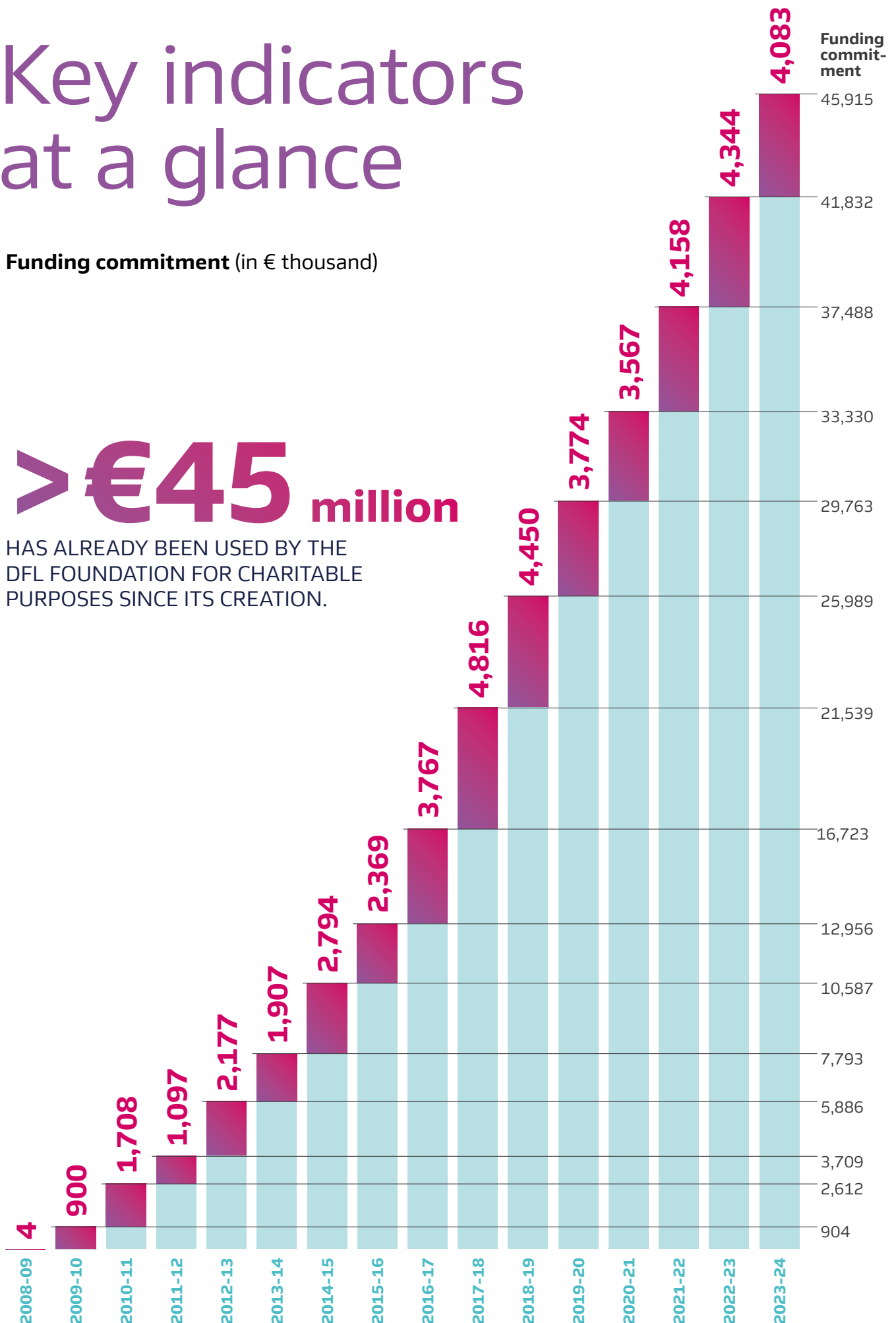
\* The donations not yet utilised as at the reporting date result from unplanned donations and will be available to support projects in the following year.

# Key indicators at a glance

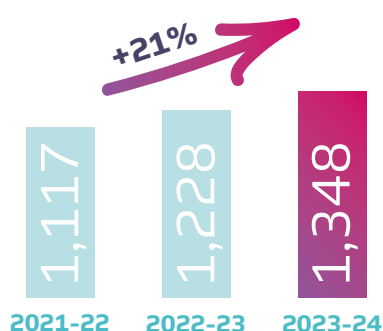
**Funding commitment** (in € thousand)

**> €45 million**

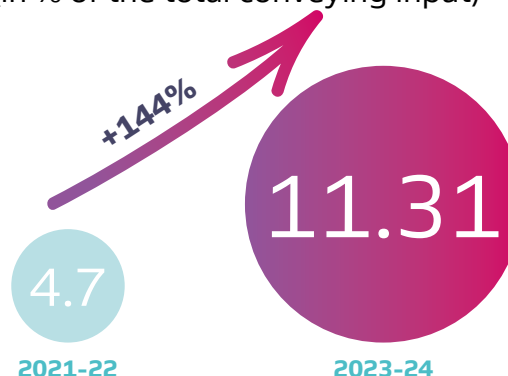
HAS ALREADY BEEN USED BY THE DFL FOUNDATION FOR CHARITABLE PURPOSES SINCE ITS CREATION.



**“Elite sport” funding programme expanded**  
(in € thousand)



**Increased funding in the area of “Networks and cooperations”**  
(in % of the total conveying input)



**Income statement** (in € thousand)

|                                                              | Total            | Conceptual sphere | Commercial operations | Asset management |
|--------------------------------------------------------------|------------------|-------------------|-----------------------|------------------|
| <b>1. Income from use of donations in the financial year</b> | <b>4,982.65</b>  | <b>4,982.65</b>   | <b>0.00</b>           | <b>0.00</b>      |
| a) Donations received in the financial year                  | 6,116.50         | 6,116.50          | 0.00                  | 0.00             |
| b) Consumption in previous years donations received          | 78.71            | 78.71             | 0.00                  | 0.00             |
| c) Donations not yet utilised in the financial year *        | -1,212.56        | -1,212.56         | 0.00                  | 0.00             |
| <b>2. Other income</b>                                       | <b>150.42</b>    | <b>1.64</b>       | <b>28.78</b>          | <b>120.00</b>    |
| <b>3. Expenses for statute-related purposes</b>              | <b>-4,083.07</b> | <b>-4,083.07</b>  | <b>0.00</b>           | <b>0.00</b>      |
| a) Project funding                                           | -2,823.64        | -2,823.64         | 0.00                  | 0.00             |
| b) Incidental expenses (project-related)                     | -233.46          | -233.46           | 0.00                  | 0.00             |
| c) Payroll costs (project-related)                           | -588.51          | -588.51           | 0.00                  | 0.00             |
| d) Administrative expenses (project-related)                 | -437.46          | -437.46           | 0.00                  | 0.00             |
| <b>4. General administrative costs</b>                       | <b>-928.36</b>   | <b>-901.22</b>    | <b>-27.13</b>         | <b>0.00</b>      |
| a) Payroll costs                                             | -526.93          | -509.95           | -16.99                | 0.00             |
| b) Depreciation and amortisation                             | -4.18            | -4.05             | -0.13                 | 0.00             |
| c) Committee work                                            | -4.03            | -4.03             | 0.00                  | 0.00             |
| d) Travel expenses                                           | -10.32           | -9.79             | -0.53                 | 0.00             |
| e) Marketing expenses                                        | -59.46           | -59.07            | -0.39                 | 0.00             |
| f) Building expenses                                         | -95.39           | -92.39            | -2.99                 | 0.00             |
| g) General office expenses                                   | -31.45           | -30.79            | -0.66                 | 0.00             |
| h) Other operating expenses                                  | -196.60          | -191.16           | -5.45                 | 0.00             |
| <b>5. Other interest and similar income</b>                  | <b>16.30</b>     | <b>0.00</b>       | <b>0.00</b>           | <b>16.30</b>     |
| <b>6. Taxes on income and earnings</b>                       | <b>-0.03</b>     | <b>0.00</b>       | <b>-0.03</b>          | <b>0.00</b>      |
| <b>Net income for the year</b>                               | <b>137.92</b>    | <b>0.00</b>       | <b>1.62</b>           | <b>136.30</b>    |

Administrative costs in %

11%

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

\* The donations not yet utilised as at the reporting date result from unplanned donations and will be available to support projects in the following year.

# Balance sheet to 30 June 2024

## Assets

|                                                                                                                                     | 30 June 2024<br>in € thousand | 30 June 2023<br>in € thousand |
|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------|
| <b>A. Fixed assets</b>                                                                                                              |                               |                               |
| <b>I. Intangible assets</b>                                                                                                         |                               |                               |
| Purchased concessions, industrial property rights<br>and similar rights and assets as well as licences to<br>said rights and assets | 0.00                          | 0.00                          |
| <b>Property, plant and equipment</b>                                                                                                |                               |                               |
| Other fixtures and fittings,<br>tools and equipment                                                                                 | 27.31                         | 32.80                         |
|                                                                                                                                     | <b>27.31</b>                  | <b>32.80</b>                  |
| <b>B. Current assets</b>                                                                                                            |                               |                               |
| <b>I. Inventories</b>                                                                                                               |                               |                               |
| Finished goods and merchandise                                                                                                      | 9.61                          | 16.07                         |
| <b>II. Receivables and other assets</b>                                                                                             |                               |                               |
| 1. Trade receivables                                                                                                                | 2.74                          | 20.37                         |
| 2. Other assets                                                                                                                     | 2.89                          | 3.51                          |
|                                                                                                                                     | <b>5.63</b>                   | <b>23.88</b>                  |
| <b>III. Cash in hand, bank balances</b>                                                                                             | <b>3,663.70</b>               | <b>2,317.64</b>               |
| <b>C. Prepaid expenses</b>                                                                                                          | <b>0.00</b>                   | <b>2.38</b>                   |
|                                                                                                                                     | <b>3,706.26</b>               | <b>2,392.77</b>               |

# Equity and liabilities

|                                                                                                  | 30 June 2024<br>in € thousand | 30 June 2023<br>in € thousand |
|--------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------|
| <b>A. Equity</b>                                                                                 |                               |                               |
| I. Base capital, establishment capital                                                           | 1,000.00                      | 1,000.00                      |
| II Revenue reserves                                                                              | 371.92                        | 371.92                        |
| III Retained earnings                                                                            | 264.28                        | 126.35                        |
|                                                                                                  | <b>1,636.20</b>               | <b>1,498.28</b>               |
| <b>B. Donations not yet utilised</b>                                                             | <b>1,212.56</b>               | <b>0.00</b>                   |
| <b>C. Provisions</b>                                                                             |                               |                               |
| 1. Tax provisions                                                                                | 0.00                          | 5.40                          |
| 2. Other provisions                                                                              | 120.54                        | 101.89                        |
|                                                                                                  | <b>120.54</b>                 | <b>107.29</b>                 |
| <b>D. Liabilities</b>                                                                            |                               |                               |
| 1. Liabilities from donations with contingent repayment obligations                              | 33.74                         | 112.45                        |
| • of which with a remaining term of up to one year: €33.74 thousand (2022-23: €112.45 thousand)  |                               |                               |
| 2. Trade payables                                                                                | 91.82                         | 175.67                        |
| • of which with a remaining term of up to one year: €91.82 thousand (2022-23: €175.67 thousand)  |                               |                               |
| 3. Project liabilities                                                                           | 594.77                        | 483.56                        |
| • of which with a remaining term of up to one year: €594.77 thousand (2022-23: €483.56 thousand) |                               |                               |
| 4. Other liabilities                                                                             | 16.63                         | 15.52                         |
| • of which with a remaining term of up to one year: €16.63 thousand (2022-23: €15.52 thousand)   |                               |                               |
| • of which from taxes: €14.74 thousand (2022-23: €13.67 thousand)                                |                               |                               |
| • of which are social security contributions: €0.00 thousand (2022-23: €0.24 thousand)           |                               |                               |
|                                                                                                  | <b>736.96</b>                 | <b>787.20</b>                 |
|                                                                                                  | <b>3,706.26</b>               | <b>2,392.77</b>               |

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

# Publication details

## Published by



DFL FOUNDATION

### DFL Foundation

Eschersheimer Landstrasse 14  
60322 Frankfurt/Main  
Germany

**T** +49 69 3006555-0

**F** +49 69 3006555-55

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

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

**@** @dfistiftung

**@** @DFLStiftung

**in** DFL Stiftung

**@** @beautifulgame\_official

### Editor-in-chief

Franziska Fey (Chairwoman, legally responsible for content)

### Project manager

Maximilian Türck

### Editing and coordination

Julia Lehmann (fidea – Beratung für Kommunikation)

### Visual and brand design

Thomas Markert

### Support team

Lukas Bendix, Andrea Bonk, Lars Pauly,  
Clarissa Sagerer-Schlockermann, Claudia Schaa,  
Julian Scharlau, Lea Schuckmann, Dr Nadine Seddig,  
Frederike Suckert, Lena Ziegenhagen

### Layout

Speedpool GmbH

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**“(Professional)  
football is the  
superpower  
that brings us  
closer to our  
vision.”**

From the vision of the DFL Foundation



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**DFL Foundation**

Eschersheimer Landstraße 14  
60322 Frankfurt/Main  
Germany

**T** +49 69 3006555-0

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

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