In 2007, the foundation established the Football Club Social Alliance. Ever since, it has developed concepts for professional football clubs to play a vital and sustainable role in the field of international development co-operation. I am known for being passionate about football and social engagement and this is why I support the foundation’s work wholeheartedly.

However, I am often confronted with the question whether it is talent scouting or developing talents abroad that motivates the clubs’ international engagements. This is certainly not true. A delegate from one of our partner clubs once made it very clear during one of our project modules: “If this would be about scouting talents, I wouldn’t team up with my competitor of the same league! We do have a different section with different experts being responsible for scouting. They follow their own approach and would not share their strategies with any competitor.”

In fact, our Football Club Social Alliance is a partnership between European professional football clubs, who team up to engage globally on a social level – philanthropically driven and focusing on credibility. They want to give back to their fans worldwide. They want to support young people in underdeveloped and post-conflict regions by offering them capacity-building opportunities.

Many young women and men are already putting a lot of effort into building a safe environment for underprivileged children. They use sport and play, football in most cases, to reach out to children. Very often, however, these young role models lack opportunities to enhance their own capacities and knowledge. Now, this is exactly where the foundation is willing to provide support and guidance.

We build sustainable co-operations with aid organisations in different project locations. For our one-year Young Coach-programmes these local partner organisations select young women and men, who already work for or set up prevention and education programmes for underprivileged children.

Subsequently, they are being further educated and learn how to use fun-based and child-friendly football activities as a motivating and pedagogical tool during their work. While conducting these coaching education programmes, the experts from the different football clubs closely co-operate by working in mixed teams.

Through the teaching of essential life and soft skills, we ensure a holistic approach for the yearlong education of our participants, our so-called Young Coaches. These skills empower them as role models and their pro-active personalities - inspired by the direct involvement and acknowledgement of our partner clubs - positively influence the lives of thousands of underprivileged children.

I want to thank all partners, donors and friends of the Scort Foundation, who have again significantly contributed to our success in 2014. The number of educated Young Coaches and through them the vast number of benefiting children in the various crisis-affected regions is continuously rising. I am happy to share this Annual Report and the impact of our partnership with all of you and look forward to next year’s challenges and success-stories.

Gigi Oeri
President

GIGI OERI

Gigi Oeri
President
The biggest reward of our work in the past seven years has always been the passion and the infinite thrive for knowledge of our Young Coaches. It is amazing to see how these young people perform while working in difficult living conditions – may it be to foster inclusion of people with special abilities, the re-integration of former child soldiers into society or by taking over a pro-active role during a reconciliation process. In other community programmes, they support children cope with the harsh conditions of living in slums; they educate the children on the importance of water, sanitation & hygiene and do their utmost to provide access to clean drinking water.

Aiming for positive development effects in a difficult environment – this is what drives our Young Coaches, nominated for our programmes by well-established local partner organisations. This is what defines their passion. Our partner clubs see their main task as empowering these young women and man and encouraging their passion for social change. In my opinion, this cannot be valued highly enough.

Our Young Coaches are teachers, aid workers and some even run their own organisations as young entrepreneurs. Others are football coaches who run activities for the youngest in their communities and some simply volunteer in addition to their regular jobs in order to help change the lives of children. The commitment of these young people is not necessarily self-evident. Hence, the mandate of the Scort Foundation and its Alliance of professional football clubs is to support these young committed people on their journey as social change makers.

By now, more than 1,600 young women and men have profited from the Alliance’s programmes (certified and peer Young Coaches) – adding up to more than 21,000 children directly benefiting from the Young Coaches’ activities.

These activities, however, are not just single football events but in reality long-term programmes run by the Young Coaches and their peers in the direct environment of vulnerable children using football as a tool for any relevant social topic. This ensures that the youngest and most disadvantaged get access to a safe and healthy environment.

All this could only be achieved because we, the Scort Foundation as well as the Football Club Social Alliance, can count on committed and reliable partners and donors contributing funds as well as their specific field of expertise to our programmes. The fundamentals for any engagement are the mutual trust of our partner clubs in the operative work of the foundation and the confidence of the board of directors in the professionalism of the foundation’s staff. This evolves into partnerships offering all parties the opportunity to contribute their core strengths to the projects. The main goal of this joint engagement is and will remain to be, to have the most positive and effective impact on the Young Coaches’ education programmes.

I thank all our partners, our board of directors and the Scort-team for an excellent year and look forward to an inspiring 2015.

Marc-André Buchwalder
CEO
The Scort Foundation is an operating organisation committed to the idea of a world where children can play sports despite difficult conditions, and have role models that inspire them.

The main task of the Scort Foundation is the development and administration of the Football Club Social Alliance (FCSA). The foundation initiated this partnership of professional football clubs in 2007 and hereby created as “first mover” an innovative concept of how professional football clubs can get sustainably engaged in international development work on a long-term basis.

Together with its partners, the foundation develops education programmes focusing on young adults already working with underprivileged children in different social programmes. When educating them as Young Coaches they teach them how play can be used as a tool in their work on social challenges such as inclusion, conflict resolution or health protection. To meet these goals, the foundation is active in the following areas:

- Scort builds networks and co-operations in the field of international development co-operation through sports/football.
- Scort develops training programmes for young people who implement sports activities for underprivileged children and who support their development by acting as social role models.
- Scort coordinates the collaboration of the professional football clubs of the FCSA and builds partnerships to support the projects.
- Scort sensitisises and consults different stakeholders on Corporate Social Responsibility in the field of professional football.

A team of experts in sports science, international relations, economic and social sciences, politics and communications, staffs Scort’s team and works out all project and training concepts of the Football Club Social Alliance. In addition, the foundation also raises awareness and encourages the exchange of ideas in the field of sports/football for development.

Professional and self-critical work, as much as exchange and co-operation with external experts, guarantees best possible outcomes when working in the complex field of development co-operation through sport.

Besides working alongside with the professional football clubs, Scort also co-operates closely with both governmental and non-governmental organisations.
NORTHERN IRELAND 2015
SWITZERLAND / GERMANY 2007-14
48 Young Coaches (disability football)
> 500 children

KOSOVO 2008/09
41 Young Coaches
> 1,200 children

SUDAN 2009/10
25 Young Coaches
> 1,250 children

ISRAEL & PALESTINE 2007 & 2010/11
16 Young Coaches
> 1,050 children

SRI LANKA 2011/12 & 2013
56 Young Coaches
> 3,500 children

UGANDA 2012/13
30 Young Coaches
> 1,600 children

INDIA 2013/14
29 Young Coaches
> 6,300 children

SRI LANKA 2011/12 & 2013
56 Young Coaches
> 3,500 children

INDONESIA 2014/15
34 Young Coaches
> 5,900 children

ISRAEL & PALESTINE
2007 & 2010/11
16 Young Coaches
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56 Young Coaches
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INDONESIA 2014/15
34 Young Coaches
> 5,900 children
WHAT IS THE ALLIANCE?

The Football Club Social Alliance is a network of professional European football clubs that team up for social change on global level.

The partner clubs FC Basel 1893, SV Werder Bremen, Bayer 04 Leverkusen, FK Austria Wien and Queens Park Rangers F.C. use the unifying power and values of football to offer young people, who work with disadvantaged children through sports, high quality education programmes. Experts of the football clubs educate these “Young Coaches” together with staff of local aid organisations. They teach how to use fun and play as an effective tool to address and work with children in a difficult environment.

FOCUS ON GRASSROOTS FOOTBALL

The education programmes focus on delivering expert knowledge and competences in the field of children and grassroots football. This implies that the football activities should allow all children between 6 to 12 years of age - regardless of their gender, physical condition, skin colour, religion or ethnic background - to participate in the game. All activities focus on joy and learning through play.

Due to its typically non-performance related focus, grassroots football offers an ideal framework to teach children social skills. The engagement of the clubs has no reference whatsoever to talent promotion in elite football. Instead, it clearly focuses on the holistic development of children through social programmes.
LEARNING FROM ROLE MODELS

Role models influence any human’s development. Professional European football clubs are highly respected and much valued all around the world and their staffs symbolically stand for high quality and worldwide-accepted expertise. During the education programmes, they serve as instructors and persons of trust and they inspire as role models.

The majority of the participating club instructors work either as academy coaches or as project leaders at the clubs’ community departments or foundations/trusts.

For the Young Coaches they are important instructors, mentors and persons of trust who teach them football specific knowledge as well as comprehensive skills in the social field.

Many Young Coaches already work with underprivileged children. The international instructors offer important pedagogical inputs and teach them how to use sports to positively influence children’s lives on and off the pitch.

MUTUAL BENEFIT

It is always the Young Coaches as well as the instructors who profit from the programmes.

The instructors from Europe pass on their manifold expertise to the Young Coaches. In return, they learn about the respective country’s history and culture, traditional games or even about different understandings of childhood and family. The instructors’ travels to the various project regions are always unique experiences of which they benefit from for a long time. Back home in Europe, they share their experiences with colleagues and young elite players and incorporate these experiences into their daily working routine.

The switch from elite training to grassroots football during the project sessions offers many instructors the opportunity to rediscover the core values of the game. New impressions and views of life significantly influence their work when returning to their clubs.

Among each other, the instructors from the different clubs use their joint missions to share best practice on different approaches and projects within their clubs. This way, they also start developing new ideas.

“Such a project grounds oneself: here in Europe we are often complaining on a very high level. It’s great to see how much the Young Coaches are able to achieve with limited means.”
BJÖRN SCHIERENBECK, INSTRUCTOR SV WERDER BREMEN

“Through my engagement with the Alliance, I especially learned about the very natural interaction with children.”
PATRICK HAIDBAUER, INSTRUCTOR FK AUSTRIA WIEN

“When we conduct trainings in a project country, it’s always two-way learning. It’s not just about us teaching them. They are teaching us a lot as well!”
MARTINO CHEVANNES, INSTRUCTOR QUEENS PARK RANGERS F.C.

VIDEO LINK
FCSA Instructors talk about their experiences
WHAT IS THE AIM OF THE PROGRAMMES?

The overall aim is the encouragement of young women and men who already significantly stand up for children and their rights. A fundamental element is to create opportunities for vulnerable and underprivileged children to participate in play and sport. Attractive sport activities shall foster their self-esteem and offer them vital new perspectives by teaching social topics through sport.

The following sub goals support the participation of underprivileged children in grassroots sport:

• Education of young women and men as Young Coaches who already work with disadvantaged children
• Empowering Young Coaches to implement sustainable sport for development programmes
• Set up of local and international cooperation to foster social engagement through sport

Depending on the respective project location further specific objectives are implemented, e.g. the particular promotion of the rights of women and girls or, as another example, the promotion of young people with special abilities.

At the end of each project, every Young Coach should be able to use play and grassroots football as an adequate and target-oriented tool when implementing social programmes for children.

WHERE ARE THE PROGRAMMES TAKING PLACE?

In general, the Scort Foundation and its partner clubs pursue the approach of running the programmes in the respective home countries of the participants. By this, they get prepared for their work with children in their own environment and under similar conditions in the most authentic and sustainable way. Scort examines whether the new project location fulfills the following criteria:

• Is it a post-conflict or generally underdeveloped region where basic humanitarian needs are provided but access to education in the field of sport and development is severely limited for young people?
• The key question: Would an engagement in this region create added value?
• Are safety and security for the international delegation guaranteed at any time?
• Is Scort able to find a reliable and accountable main local project partner which is ready to co-operate with Scort during one year and to take over organisational responsibilities on site?
• Are there further local project partners in a position to select participants and to contribute locally relevant course content?
• Are local project sponsors willing to bear at least 15% of the budgeted local project costs as part of an essential local ownership?

OUR CONCEPT
WHAT IS THE CONTENT OF THE PROGRAMMES?

Our education programmes follow a predetermined curriculum consisting of three pillars (see figure above). A workbook clearly outlines all educational content, translated into the participants’ local language.

1st PILLAR FOOTBALL SKILLS
Convey technical and organisational skills in the field of grassroots/children’s football
- e.g. basic football techniques, organisation of football festivals/tournaments/training sessions...

2nd PILLAR COACHING SKILLS
Convey pedagogical and social skills to help Young Coaches work with children on and off the pitch
- e.g. teambuilding, coaching methods, communication, acting as role model, code of conduct...

3rd PILLAR LIFE & SOFT SKILLS
Convey local relevant topics as well as non-football related skills for further personal development
- e.g. health promotion (first aid, WASH, malaria prevention), conflict management, problem solving, seeking external support, PR, strategic planning...

WHAT IS THE CHRONOLOGICAL DESIGN OF THE PROGRAMMES?

Three phases define the Alliance projects: project development (6-9 months), project implementation (9-12 months) and monitoring/evaluation (during and after the project). The project implementation phase is divided into three to four training modules.

WHO SUPPORTS THE PROGRAMMES?

The programmes’ success depends on the stable co-operation of various partners contributing according to their core expertise and resources. Successful through partnership – “Together we inspire”:

SCORT is responsible for project management, acquisition and coordination of partners, fundraising, reporting, accounting, monitoring and evaluation and makes a financial contribution to the project.

PROFESSIONAL CLUBS provide instructors and make financial contributions to the project.

LOCAL PARTNERS select participants from their own environment and teach locally relevant topics. They also provide staff for local project co-ordination, their infrastructure and further in-kind support.

EMBASSIES establish contact with local partner organisations and provide advice and guidance on cultural, political and security issues specific to the project regions.

SPONSORS cover further local and international project costs, complementing to the own share of Scort, clubs and local partners.

WHO CONDUCTS THE PROGRAMMES?

Experts of the Alliance as well as staff of Scort and local partner organisations conduct the sessions of the yearlong programmes (3-4 modules: in total 12 education days, approx. 80 hours). Therefore, Scort and club representatives travel several times a year to the respective project locations.

ATTRIBUTION OF EDUCATION CONTENT IN THE EXAMPLE OF PROJECT INDIA 2013/14

- practical sessions with kids: 33%
- football and coaching skills: 34%
- life and soft skills: 33%
WHAT MAKES THE PROGRAMMES SUSTAINABLE?

Sustainability is realised through the following programme framework:

Sustainable Project Development:
• Analysis of local situation (security, social aspects, added value)
• Co-operation with a network of pre-evaluated local partners
• Distinct selection criteria for participants
• Shared-Funding-Principle (Scort, clubs, international and local sponsors)

Sustainable Education Process:
• 3-4 education modules with the same group of participants
• Specialised and highly qualified instructors on behalf of the Alliance, local partners and Scort
• Regular practical assessments to monitor and review the learning process
• Independent practical work between modules
• Focus on individual personality development as well as leadership and problem solving skills
• Continuous feedback and monitoring by Alliance instructors
• Curriculum and workbook, adaptation of content according to local situation and needs (feedback talks)

Sustainable Project Results:
• Projects end when participants are able to apply newly learned skills and to develop and lead sport and development activities independently
• Monitoring of success

HOW DO WE EVALUATE THE PROGRAMMES?

An internal monitoring is carried out by Alliance instructors, Scort staff and local project partners. Skills-based assessments at the end of every module provide the instructors with information about the Young Coaches’ skills and overall development.

Scort prepares an interim report after each module and a detailed final report after the completion of the project. These documents are shared with all partner organisations, sponsors and the Alliance clubs. Furthermore, the local partners send reports regarding the activities carried out independently by the Young Coaches between modules to Scort. In close conjunction with all involved partners, Scort is then able to adjust course content if necessary.

Individual projects are evaluated externally with a varying focus of the evaluation depending on the specialisation of the evaluating party. We use the results in order to generally develop the projects and to design potential follow-up initiatives.

HOW ARE THE PROGRAMMES FINANCED?

Scort is responsible for the funding of all projects, which are organised by the foundation and conducted by the Football Club Social Alliance.

The project financing is based on Scort’s Shared-Funding-Principle, which means that different project partners and sponsors contribute their share according to their core strategies and capabilities. Sponsorship can be provided monetary or in-kind.

Private donations and corporate partnerships cover Scort’s administrative costs relating to personnel and infrastructure expenses. Thus, all monetary and in-kind funds generated through fundraising are exclusively used for direct project expenses.

Experienced data shows that the Scort Foundation and the Football Club Social Alliance (both accumulating 50%), local sponsors (15%) and international sponsors (35%) respectively share the overall expenses of each project (see figure).

How are the programmes financed?

<table>
<thead>
<tr>
<th>Scort Foundation / The Football Club Social Alliance</th>
<th>Local Ownership</th>
<th>(Corporate) Social Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scott Foundation and participating football clubs</td>
<td>Local Supporters</td>
<td>International Supporters</td>
</tr>
<tr>
<td>ca. 50%</td>
<td>ca. 15%</td>
<td>ca. 35%</td>
</tr>
<tr>
<td>Covering the cost of:</td>
<td>Covering the local cost of:</td>
<td>Financial means and company specific contributions in-kind to cover:</td>
</tr>
<tr>
<td>• project development</td>
<td>• infrastructure for coaching education programme</td>
<td>• travel expenses (flights, accommodation, meals)</td>
</tr>
<tr>
<td>• project related personal costs of Scort (project management)</td>
<td>• accommodation and meals for project participants</td>
<td>• local project costs (in case not yet locally covered)</td>
</tr>
<tr>
<td>• travel expenses of instructors (flights, accommodation, meals)</td>
<td>• materials</td>
<td>• monitoring and evaluation</td>
</tr>
<tr>
<td>• material and donations in-kind</td>
<td>• local transportation costs</td>
<td>• pro-rata overhead costs</td>
</tr>
</tbody>
</table>

Own Share | Fundraising
---|---

Principle of „Shared Funding“
Target group of the Alliance projects are young women and men who already conduct social programmes (e.g. conflict resolution/prevention, WASH, inclusion, HIV prevention) for underprivileged children in their communities. Through the Young Coach-programme, they gain the capacity to apply sport/football even more effectively during their own activities. By offering attractive programmes to children and using their enthusiasm for sport, the Young Coaches will be able to convey any important social topic to the kids.

Local partner organisations select the Young Coaches for the programmes according to the following defined criteria:

• Women and men 18 to 28 years of age (quota of female participants is defined according to different project regions)
• Great enthusiasm for sport and interest in football
• Participants already work with children on a voluntary or professional basis (e.g. staff of local aid organisations, schools, clubs)
• Commitment to participate in the whole yearlong programme and to implement sport activities with a strong social focus for underprivileged children

During and after the education programme, the Young Coaches are more than just football coaches for children. Besides learning about typical grassroots football topics such as games, training sessions, festivals or tournaments, the instructors also teach them how to become role models for the children and how to convey certain core values to them.

The aim is that children start trusting their coaches on and off the pitch and can thus be sensitised to different social topics. In order to realise this, the Young Coaches also go through a life and soft skill training besides the above-mentioned football related topics. This includes topics such as children’s rights, child adequate methodology, inclusion, communication, fundraising, conflict resolution or health topics (hygiene, water etc.).

Existing topics are adapted and further topics added in accordance to the respective project regions and expertise of the involved local partner organisations. While the project in India, for example, focused on topics like child labour and women’s rights, the main topics in Indonesia were HIV, drug prevention and environmental awareness.

The Young Coaches implement their newly acquired skills when working for their organisations and some of them even develop their own new programmes for disadvantaged children.

The Alliance’s projects focus on the optimal and holistic promotion of the Young Coaches and their self-esteem. During this process, the instructors also motivate them to forward their new expertise to further interested persons and to act as multipliers among peers and in their own community. The evaluation of all projects between 2007 and 2014 shows that the average multiplier effect is 1:5, meaning that on average every Young Coach forwards his/her new knowledge to 5 peer Young Coaches.
The project took place in Mumbai, India’s most populous city with 12 million inhabitants. In the end, 29 Young Coaches from three different Indian states graduated. Thanks to the support of Don Bosco Mumbai hosting the project and providing its infrastructure (football pitch and seminar room), the programme could be implemented in the densely populated city and urban surrounding.

Six local partner organisations nominated the participants. Local coordination was taken over by the main partner, OSCAR Foundation. Experts from these partner organisations also covered locally relevant topics during the training programme, such as women rights, "Water, Sanitation and Hygiene" (WASH), high school dropout rates or early (forced) marriage. Attending a first aid course was also mandatory for all Young Coaches.

The Young Coaches received their graduation certificates on 21 October 2014. They continue their work for various aid organisations and implement their newly acquired skills when conducting different prevention programmes for disadvantaged children.

Scort will stay in touch with all local partner organisations to track the activities of the graduated Young Coaches.
Each Young Coach represents a unique story. In India, for example, the remarkable one of Parvati Pujari (24):

“I was born in Mumbai and grew up in a family with six girls. My parents don’t have formal education. My oldest sister had to get married when she was only 13 years old. I was afraid that this could happen to me as well, and that I would not have the chance to decide things on my own. When I was about eight years old, I wanted to do sports. My parents couldn’t understand this, since I was a girl and a girl has to stay at home and shouldn’t run around – especially not with boys.

The moment my parents understood that sport is important to me, things started to change. I was allowed to take part in the “Magic Bus” programme and later on, I started to work with children as well. These kids have a similar background like myself and I wanted to support them. I was involved in establishing the Leher Foundation. As a woman, I could support a friend who founded this NGO and who wanted to support girls. I have coached the girls, because the parents trusted rather me than any man.

At first, many of the parents were suspicious and didn’t know why a girl should do sports. Soon, I found out how to explain the benefits of exercise to the parents – every kid needs to move and run around, through sports girls and boys can learn a lot. Telling my very own story helped winning the parents’ confidence.

Thanks to my engagement, I could even get into university. Therefore, I became a role model for the children and youth around me. To learn more skills and to widen my knowledge I decided to join the Young Coach-programme.

Thanks to this training programme and my following nomination by Scort, I could even travel abroad and participate in the UN Youth Leadership Camp. In Korea, I could exchange with young people from all over the world, which was very valuable for my work and me.”
The first two coaching education modules in Indonesia took place in Jakarta (Java) and Makassar (Sulawesi) in August and November 2014.

Three Indonesian aid organisations nominated the 34 participants who represent different Indonesian provinces during the training programme (e.g. Java, Sulawesi, Molucca Islands and Papua).

The beneficiaries of the programme are young women and men from urban as well as remote areas from across Indonesia who conduct social initiatives focusing on inclusion, drug/HIV prevention, anti-stigma, conflict resolution, health & nutrition and literacy.

Indonesia is the fourth most-populous country in the world with a total of 251 million people. The country’s vast dimension causes logistical challenges to the implementation of the programme. Thus, for example, some of the participants from Papua have to manage journeys by boat, bus and a 6-hour domestic flight to attend the modules on Java.

For the majority of the Young Coaches this marked the first time ever meeting participants from other far-out remote provinces, which fostered intensive exchange and the setup of a new network among them.

Due to the remoteness of many regions and a lack of educational opportunities in the field of sport and development, many Young Coaches immediately started to forward their newly acquired skills to peers, colleagues and friends (multipliers). By doing this, they have initiated an education process of peer coaches for their own programmes.
The Indonesian NGO Rumah Cemara nominated Rizki Kurniawan (26) for the education programme. He knows the living conditions of those children who are attending Rumah Cemara’s programmes very well from his own experiences. Read here his moving story:

“I am from Bandung on Java. My mum passed away when I was 12 years old. Since this moment, I lived with my older brother, because my father worked in another city. I grew up as a slum-kid fully depending on myself.

We didn’t have lots of money. I even had to stop school once. But thanks to the support of my older sister, I could study at university although I couldn’t buy any books during the first four semesters. After university, I started to work as a volunteer for the NGO Rumah Cemara. Now I am full-time staff and work there as assistant grants manager. I learned a lot and want to support the NGO by implementing many sport and development programmes.

I have loved football since I was a kid. I want to use football to increase the quality of life of those who use drugs. Thanks to the education of Scort and the Football Club Social Alliance, I could realise this idea. Besides me, seven other women and men from Rumah Cemara are educated as Young Coaches.

We developed a new social football project. The target group are drug addicted youths who are all sniffing glue. And some of them are addicted to anti-depressives and alcohol. This programme is very useful and helps us so much during our work. Some of us Young Coaches also work with street children who face strong stigma and discrimination.

Through football, we can build a connection, a relation of trust to these children. They feel that we are not only coaches, but more than that. At first, the children didn’t want to tell us about anything. But now they tell us about their activities and problems in life. There are wonderful moments when we can motivate them to change their habits, e.g. to wash their stinking clothes, to take a shower or to clean their hands before they eat.

It’s the little things we try to change. We achieve a lot by getting together during football training or other activities. We are happy that we can change so much through football.”
Twelve youths and young adults from Switzerland and Germany, six of them with a physical or learning disability, were educated in Tandems as Young Coaches in disability football in 2014.

Disability football experts, special education teachers and qualified social education workers conducted the coaching education programme.

After a one-week seminar in Bremen, the Young Coach Tandems attended the Special Youth Camp in Basel in the summer. They supported the camp as carers and coaches and led particular training sessions.

The following clubs took part in the Special Youth Camp – a weeklong football and leisure time camp: FC Basel 1893, SV Werder Bremen, Bayer 04 Leverkusen and Queens Park Rangers F.C. As second representative of the Premier League, Sunderland AFC joined the camp as a guest club.

By setting up the Tandem Young Coach Education Programme, the Scort Foundation developed an innovative pedagogical concept, which offers interested youths and young adults, irrespective of their abilities, the chance to pass a coaching education programme in disability football.

Both, the Tandem Education Programme and the Special Youth Camp focus on the individual encouragement and development of young people with special abilities. After their education, the Young Coach Tandems return to their clubs and work as coaches of the clubs’ disability football teams.
Currently Sarah is in her vocational training as a nurse and George is doing an internship in retail business. Both of them used to play in the soccer team “Dream Team”, which is based in Basel and they report about their experiences before, during and after their education.

Sarah (without a disability): Somebody once told me about the Dream Team. Then I went along and was immediately able to join in. Although, I do not have a disability it has become routine for me to play with them every Friday. And then last year the club offered me the chance to participate in the Tandem Young Coach-Education.

George (with a disability): I actually can’t remember how I got involved with the Dream Team. I have been playing here for a long time. In 2013, Mica and Benni did the education. I watched them a little bit and started to be interested. Somehow I wanted to be a coach.

Sarah: I never thought about being a coach before. But when I got asked to become a coach, I thought: Go for it.

George: In my opinion the coolest part of the education was preparing everything, the trainings and so on. The most difficult thing was to read my own handwriting. (smiles)

Sarah: Out of the whole education, I liked the Camp the most. This is where I was able to implement everything that I had learned for the kids with different abilities. That was pretty cool.

George: In the beginning it was really hard for me to stand in front of a group and speak up. But now, I am used to it.

Sarah: At first it took me a while to feel comfortable acting like a coach. In general, to stand in front of a group and explain something. But as I continued, I became better and better. In those situations it was good to be in pairs. There is somebody by your side and you help each other. Everybody is individual, thus everybody does things in his own way.

George: I would recommend this education to other youths, but it depends on whom. It’s not good to recommend it to just anybody. It is important that the person loves football and likes kids and youths.

Sarah: Well, I would recommend it to everybody to participate in the education as a Tandem Partner, because it is a great experience. Plus, it is fun and you learn a lot.
COLOMBIA

Colombia is one of the priority countries of the Swiss Agency of Development and Cooperation (SDC)/Federal Department of Foreign Affairs (FDFA). In 2013, the Colombian Ambassador to Switzerland approached Scort during an exchange programme for Colombian youths in Switzerland in order to develop a sustainable education programme in Colombia. The target group are young adults from remote, conflict affected regions who are working for local aid organisations and conducting conflict resolution and prevention programmes for vulnerable children in areas with a specifically high crime rate.

The new project in Colombia in 2015 will mark the first engagement of the Alliance in a Latin American country. Scort conducted a first assessment trip to the Valle del Cauca region in the country’s southwest where the coaching education programme is supposed to be staged from June 2015. The advanced peace building process forms the perfect momentum to start such an initiative and to support the existing positive spirit of optimism among young people in former conflict regions.

The planned education programme indirectly helps to facilitate the existing initiatives “Fútbol 10”; FDFA Action Plan on the Protection of Child Soldiers as well as various other social programmes of local partner NGOs.

NORTHERN IRELAND

Europe comes back to the fore with the Alliance’s engagement in Northern Ireland in 2015.

The Scort Foundation developed this initiative in close co-operation with the Irish Football Association. The target groups are young women and men who are already working as coaches for various Irish FA community programmes.

Regular visits of the Alliance clubs in Northern Ireland shall offer them the necessary attention for their work in a conflict-affected environment as well as opportunities for further education.

From March until December 2015, the Alliance instructors will run different 2-day workshops covering topics such as club and volunteer development, girls’ and women’s football, disability football and youths at risk. At the same time, the visits offer a great opportunity for the club instructors to learn about the professional programmes run by the Irish FA and to gain valuable inputs for the social programmes of their own clubs.
IMPACT
2007-2014

204
Instructor Missions

1,435
Days Absence of Instructors from Clubs

25,792h
Educational Value

279
Certified Young Coaches

1,400
Peer Young Coaches

>21,300
Benefiting Children

1:5
Multiplier Effect

29%
Females
WE WOULD LIKE TO SAY A VERY BIG THANK YOU TO ALL OUR PARTNERS AND SUPPORTERS FOR THEIR CONSIDERATE SUPPORT IN 2014:

MEMBERS OF THE FOOTBALL CLUB SOCIAL ALLIANCE

ASA Foundation, Indonesia
Boehringer Ingelheim Indonesia, Indonesia
British Council, England
Canton Basel-City, Switzerland
Cisco Systems, Switzerland
City Broker Basel, Switzerland
Colaba Municipal Secondary School, India
Colombian Embassy in Bern, Switzerland
deepblue networks, Germany
Don Bosco Mumbai, India
Erlebniskletterwald Lörrach, Germany
Europa-Park GmbH & Co Mack KG, Germany
Fritz-Gerber-Foundation, Switzerland
Graf Ferdinand von Thun-Hohenstein, Switzerland
Irish Football Association, Northern Ireland
IVB Behindertenselbsthilfe beider Basel, Switzerland
Jeet Foundation, India
Job Factory, Switzerland
Joel Sames, Switzerland
Kiwanis Club Wartenberg, Switzerland

AFFILIATE PARTNERS

Leher Foundation, India
Lörrach Youth Hostel, Germany
Magic Bus, India
Migros Kulturprozent, Switzerland
Novartis International AG, Switzerland
OSCAR Foundation, India
Pontificia Javeriana University, Colombia
Premier League, England
Rahel Foundation, India
Rumah Cemara, Indonesia
SOS Children’s Villages Alibaug/Bhopal, India
Sport Department Canton Basel-City, Switzerland
Sunderland AFC – Foundation of Light, England
Swiss Federal Office of Sports (FOSPO), Switzerland
Swisscom, Switzerland
Swisslos-Fonds Canton Basel-City, Switzerland
Uni Papua, Indonesia
UN Office on Sport for Development and Peace (UNOSDP), Switzerland
Youth Department SV Weil 1910 R.A., Germany
"The Football Club Social Alliance focuses on the education of youth as coaches and role models strengthening local communities and consciously fostering social development in an exceptional way. Linking football clubs, governmental and non-governmental organisations the initiative is a great example of multi-stakeholder partnership providing for concrete action towards development and peace."

WILFRIED LEMKE, SPECIAL ADVISER TO THE UNITED NATIONS SECRETARY-GENERAL ON SPORT FOR DEVELOPMENT AND PEACE

"The Premier League has worked with the Scort Foundation and its Football Club Social Alliance for a number of years, with a number of our clubs working with them in Sri Lanka, India and Sudan. Their knowledge, experience and professionalism really sets them apart as they plan, execute and report on each project, and as they continually strive for new ways to improve and adapt what they deliver. The proof of all of this is in the success of each of their initiatives."

TIM VINE, HEAD OF PUBLIC AFFAIRS PREMIER LEAGUE

"The work of the Scort Foundation and the Football Club Social Alliance clearly proves how experts of professional football clubs can pass on the principles of fair play to young people."

PROF. DR. NORBERT MULLER, VICE-PRESIDENT OF THE INTERNATIONAL FAIR PLAY COMMITTEE

"The Football Club Social Alliance focuses on the education of youth as coaches and role models strengthening local communities and consciously fostering social development in an exceptional way. Linking football clubs, governmental and non-governmental organisations the initiative is a great example of multi-stakeholder partnership providing for concrete action towards development and peace."

WILFRIED LEMKE, SPECIAL ADVISER TO THE UNITED NATIONS SECRETARY-GENERAL ON SPORT FOR DEVELOPMENT AND PEACE
“Football is more than just a ‘sport’, it is about great art, passion, respect and tolerance! Everybody should have the chance to learn these values, no matter where they live and irrespective of past experiences. The Football Club Social Alliance offers children and youths all over the world the possibility to learn and live through sport. Sport and team spirit can further tolerance at least as much as music!”

JAN DELAY, SV WERDER BREMEN

“Supporting young people with the help of football is dear to my heart. My teammates and I originate from children’s and youth football. We all have learned from exemplary and inspiring coaches. Supporting these values in regions where the necessary infrastructure is missing is a valuable contribution. That’s why I am supporting the Alliance.”

FABIAN FREI, FC BASEL 1893

“Creating something sustainable is a pillar of our philosophy, which we have been building for a number of years. As a club we set an example and carry a lot of social responsibility, from which we do not shy. Additionally, we see ourselves as bridge-builders within this project, we get to offer a perspective to people who have been underprivileged in life.”

FELIX GASSELICH, FK AUSTRIA WIEN

“Bayer 04 Leverkusen’s social responsibility is as important as the daily business of the Bundesliga. The development of young people through a sustainable collaboration with the Football Club Social Alliance is a heartfelt task, which brings great engagement and joy. The experience of participating in team sports makes us stronger as we work for and rely on others. This sense of belonging should be fostered in all social classes and regions of the world. The Football Club Social Alliance is such a team, supporting one another in its social engagement.”

RUDI VÖLLER, BAYER 04 LEVERKUSEN

“AMBASSADORS”

“Football is more than just a ‘sport’, it is about great art, passion, respect and tolerance! Everybody should have the chance to learn these values, no matter where they live and irrespective of past experiences. The Football Club Social Alliance offers children and youths all over the world the possibility to learn and live through sport. Sport and team spirit can further tolerance at least as much as music!”

JAN DELAY, SV WERDER BREMEN
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Cash equivalents</td>
<td>308,370</td>
<td>295,665</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>26,327</td>
<td>13,253</td>
</tr>
<tr>
<td>Inventories, supplies, intangible assets</td>
<td>0</td>
<td>4,790</td>
</tr>
<tr>
<td>Prepayments and accruals</td>
<td>72,720</td>
<td>7,006</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>407,417</td>
<td>320,714</td>
</tr>
<tr>
<td><strong>NON-CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible assets</td>
<td>25,260</td>
<td>25,700</td>
</tr>
<tr>
<td><strong>Total non-current assets</strong></td>
<td>25,260</td>
<td>25,700</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>432,677</td>
<td>346,414</td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project overall (not directly allocated)</td>
<td>172,755</td>
<td>154,201</td>
</tr>
<tr>
<td>Project Disability Football</td>
<td>60,924</td>
<td>39,878</td>
</tr>
<tr>
<td>Project Indonesia</td>
<td>1,907</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total short-term provisions</strong></td>
<td>235,586</td>
<td>194,079</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>6,687</td>
<td>16,996</td>
</tr>
<tr>
<td>Deferrals</td>
<td>5,600</td>
<td>8,255</td>
</tr>
<tr>
<td><strong>TOTAL SHORT-TERM LIABILITIES</strong></td>
<td>247,853</td>
<td>219,330</td>
</tr>
<tr>
<td><strong>FOUNDATION CAPITAL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Initial foundation capital</td>
<td>30,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>97,084</td>
<td>89,007</td>
</tr>
<tr>
<td>Annual profit</td>
<td>57,741</td>
<td>8,077</td>
</tr>
<tr>
<td><strong>Total foundation capital</strong></td>
<td>184,824</td>
<td>127,084</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>432,677</td>
<td>346,414</td>
</tr>
</tbody>
</table>
## INCOME STATEMENT

<table>
<thead>
<tr>
<th></th>
<th>01.01.-31.12.2014</th>
<th>01.01-31.12.2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants and donations</td>
<td>890,000</td>
<td>870,000</td>
</tr>
<tr>
<td>Personnel expenses</td>
<td>-254,341</td>
<td>-254,468</td>
</tr>
<tr>
<td><strong>GROSS PROFIT</strong></td>
<td><strong>635,659</strong></td>
<td><strong>615,532</strong></td>
</tr>
<tr>
<td>Premises</td>
<td>-75,744</td>
<td>-74,762</td>
</tr>
<tr>
<td>Maintenance, repair, replacements</td>
<td>-3,923</td>
<td>-3,971</td>
</tr>
<tr>
<td>Company car and other transportation expenses</td>
<td>-11,213</td>
<td>-20,120</td>
</tr>
<tr>
<td>Insurances, claims, fees and charges</td>
<td>-667</td>
<td>-7,758</td>
</tr>
<tr>
<td>Energy expenses</td>
<td>-5,679</td>
<td>-5,822</td>
</tr>
<tr>
<td>Management expenses</td>
<td>-60,022</td>
<td>-58,824</td>
</tr>
<tr>
<td>Advertising expenses</td>
<td>-39,555</td>
<td>-36,018</td>
</tr>
<tr>
<td>Travel expenses, customer care</td>
<td>-5,470</td>
<td>-9,985</td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>-1,231</td>
<td>-517</td>
</tr>
<tr>
<td>Financial result</td>
<td>245</td>
<td>1,056</td>
</tr>
<tr>
<td>Depreciation of tangible assets</td>
<td>-16,617</td>
<td>-13,840</td>
</tr>
<tr>
<td>Other operating expenses</td>
<td>-219,876</td>
<td>-232,673</td>
</tr>
<tr>
<td><strong>OPERATING RESULTS 1 (BEFORE PROJECT RESULTS)</strong></td>
<td><strong>415,783</strong></td>
<td><strong>382,859</strong></td>
</tr>
</tbody>
</table>

## PROJECT NON-SELF-SUSTAINING (OVERHEAD)

### PROJECT FOOTBALL CLUB SOCIAL ALLIANCE (FCSA)

- **Income**: 0
- **Expenses**: -360,903
- **TOTAL PROJECT NON-SELF-SUSTAINING**: -360,903

## TOTAL PROJECT NON-SELF-SUSTAINING

### PROJECTS SELF-SUSTAINING

- Donations, income, reversed provisions: 200,712, 199,504
- Project expenses: -14,659, -3,694
- Provisions: -172,755, -154,201
- Allocation: -13,318, -41,609

### PROJECTS SELF-SUSTAINING

<table>
<thead>
<tr>
<th></th>
<th>01.01.-31.12.2014</th>
<th>01.01-31.12.2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations, income</td>
<td>92,378</td>
<td>83,607</td>
</tr>
<tr>
<td>Project expenses, reversed capitalisation</td>
<td>-31,454</td>
<td>-43,729</td>
</tr>
<tr>
<td>Provisions</td>
<td>-60,924</td>
<td>-39,878</td>
</tr>
</tbody>
</table>

## PROJECT DISABILITY FOOTBALL

### PROJECT SRI LANKA

- Income: 0
- Expenses: -31,454
- Provisions: -60,924
- Allocation: -172,755

### PROJECT UGANDA

- Income: 0
- Expenses: -38,665
- Allocation: 13,318

### PROJECT INDIAN

- Income: 0
- Expenses: -16,267
- Allocation: 13,318

### PROJECT INDONESIAN

- Income: 0
- Expenses: -14,868
- Allocation: 13,318

## TOTAL PROJECTS SELF-SUSTAINING

- **Total**: 0

## OPERATING RESULT 2 (AFTER PROJECT RESULTS)

- **TOTAL INCOME STATEMENT**: 57,741, 8,077

Extraordinary income: 2,861, 0

## TOTAL INCOME STATEMENT
APPENDIX TO
FINANCIAL STATEMENT 2014

1. GROUNDWORK AND ORGANISATION

The foundation was established on 12 January 2007 in Schaan (Principality of Liechtenstein) and relocated to Basel (Switzerland) on 1 October 2010 based on the decision made by the Board of Directors on 27 January 2010.

PURPOSE OF THE FOUNDATION

The foundation’s purpose is the support and organisation of sporting activities in service of education and training as well as towards the development of peace.

LOCATION

The foundation is located at Gartenstrasse 56 c/o Scobag Privatbank AG, Basel, Switzerland.

FOUNDATION ASSETS

The starting capital of the foundation amounted to CHF 30,000. The foundation’s assets can be increased through proceeds as well as through other gifts, legacies and other contributions from third parties. The foundation is dependent solely upon its assets to carry out its purpose and cover its liabilities.

BOARD OF DIRECTORS

According to the statutes the Board of Directors is made up of a minimum of three members. The Board determines the actual number of Directors.

- Gigi Oeri, President of the Board of Directors
- Pierino Lardi, Member of the Board of Directors, Vice-President
- Pierre Jaccoud, Member of the Board of Directors
- Dr. Michael Kessler, Member of the Board of Directors
- Peter Knäbel, Member of the Board of Directors

All members of the Board of Directors operate with a joint signature of two.

The Board of Directors decides the term of office of each Director of the Board, although re-election is permitted. The President can be elected for life. In the case of a by-election, the newly elected Director will take over the term of office of his/her predecessor. The Board of Directors supplements itself through means of co-optation.

STATUTORY AUDITORS

PricewaterhouseCoopers AG, St. Jakobs-Strasse 25, 4002 Basel

SUPERVISORY AUTHORITY

Swiss Supervisory Board for Foundations, Schwangasse 2, 3003 Bern

TAX EXEMPTION

The foundation fulfils the criteria for tax exemption according to Swiss Law (§ 66 lit.f StG & Art. 56 lit.g DBG).

2. ACCOUNTING AND EVALUATION FUNDAMENTALS

The annual financial statement was created according to the regulations of the Swiss Obligation Law. The evaluation of current assets as well as liabilities occurs at the market value of the balance sheet reference date.

The fixed assets are balanced at no more than the acquisition values less the necessary write-offs. The write-offs occur at book value at the rate of 20% for mobile assets and 40% for IT and office machines as well as for intangible value. By the end of 2014, the logo rights of Scort were written off to zero.

Contributions for current projects not yet spent are accounted within the provisions. Project costs not yet covered by project related contributions are being activated for multi-year projects respectively covered at the completion of a project by non-specifically earmarked donations.

3. UNRECORDED LIABILITIES UNDER LEASE COMMITMENTS (ART. 633B ZIFF. 3 OR)

A lease contract exists with Mercedes-Benz Financial Services Schweiz AG until September 2017 with a residual debt of CHF 23,807.85.

4. EXPLANATION OF THE MAIN POSITION OF THE FINANCIAL STATEMENT

CONTRIBUTIONS

In 2014 Gigi Oeri donated CHF 890,000 on behalf of the foundation.

5. RISK ASSESSMENT

As per its purpose, the foundation does not operate as a for-profit business and is therefore not required to complete a risk assessment according to Art. 633b Ziff. 12 OR.
PRESIDENT
Gigi Oeri
Honorary President FC Basel 1893

VICE-PRESIDENT
Pierino Lardi
FIFA Commissioner and UEFA Delegate
Partner and Member of the Board of Banque Cramer & Cie SA

BOARD OF DIRECTORS
Pierre Jaccoud
Independent Management Consultant
Co-Founder and Chairman of the Software Company ii4sm

Dr. Michael Kessler
Director of the Pharmacy Museum Basel
Lecturer at the Faculty of Philosophy and Natural Sciences, Basel University

Peter Knäbel
Technical Director Swiss Football Federation
(until 10/2014)
Technical Director Hamburger SV (since 10/2014)

HONORARY MEMBER OF THE SCORT FOUNDATION
Adolf Ogi
Former President of Switzerland
Former Special Adviser to the UN Secretary General on Sport for Development and Peace
TOGETHER WE INSPIRE