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FOREWORDS

GIGI OERI

In 2017, the Scort Foundation reached a significant milestone. For 10 years now, our Football Club Social Alliance (FCSA) has united European professional football clubs in order to travel to some of the most crisis-affected regions in this world.

Through our work, they have helped educate committed young women and men to become role models in their communities. The FCSA activities restore hope in communities that have endured unimaginable trauma, provide structure and, above all, help children regain part of their lost childhood. It goes without saying that I feel proud to see how much the Scort Foundation and its affiliated clubs and partners have achieved over the past decade. I want to thank every club and all of their inspiring instructors that we had the honour to lead into projects around the globe.

Throughout the past 10 years, the Scort project management has continuously developed its approach and strategies to ensure the best possible impact. Evaluation and follow-up initiatives show that our Young Coaches have made their decision to be socially engaged against all odds – most of them coming out of difficult living conditions themselves. They independently lead social sport activities for children in their

surroundings; some of them have also successfully founded their own NGOs. Others act as school-experts in planning child-related or social football activities. But most impressively, they have been passing on their knowledge to hundreds of their peers (friends and colleagues), resulting in many thousands of children benefiting from regular grassroots activities. This way, football can create a safe environment for children and, we as the Scort Foundation, can contribute to the sustainable development of the young generation, globally.

My thanks go out to the colleagues of my board of directors, the entire Scort staff, and of course all participating clubs, partners and sponsors for their continued support and trust in our vision and mandate.

6.00

Gigi Oeri President



FOREWORDS

MARC-ANDRÉ BUCHWALDER

Our journey during the past decade has seen us positively impact the lives of thousands of young adults and children around the world. With the support of a diverse range of partners from within and outside the sporting world, we have been able to provide a holistic approach that harnesses the inherent qualities of individuals, by giving them the space and resources to excel as leaders.

In 2016, the Football Club Social Alliance celebrated the 10th anniversary of the Special Youth Camp in Basel. Our work in the field of disability fills me with great pride. The way the programme has developed over the years is testament to the individuals, clubs, and sponsors that continually strive to improve the content.

In addition to our disability programme, the international projects in crisis and developing regions have seen the Alliance travel to Colombia, Jordan and Ukraine in the past 12 months. Following our work with disadvantaged youth in Colombia, attention turned to creating opportunities for refugees and internally displaced persons to take steps to overcome trauma and fulfil their potential. The training of Syrian refugees in the Azraq Camp in Jordan, and internally displaced people in Ukraine, adds value to existing relief efforts and is empowering crisis-affected young women and men to become leaders in their new community.

Through our training, these young adults and their peers gain life-enhancing skills that can be passed onto children through sport. Instilling healthy habits, coping mechanisms, and societal values into children at a young age is vital to promoting cohesion in communities heavily affected by trauma and upheaval.

The formation of a strategic partnership with the DFL Stiftung, and further project-based collaborations with UEFA Foundation for Children, UNHCR and UNICEF enrich our activities, and enable us to work with children directly affected by forced displacement.

Moving forward, we will continue along our mission of being proactive in our response to the imminent danger of societal tension and health concerns in crisis and post-conflict regions.

An

Marc-André Buchwalder CEO



SCORT FOUNDATION

The Scort Foundation is an organisation committed to the idea of a world where children can play sports despite difficult conditions, and have role models who inspire them.

The main role 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.

Together with its partners, the foundation develops education programmes focusing on young adults already working with underprivileged children in different social programmes. Through this initiative, Young Coaches are taught how play can be used as a tool in their work to tackle 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 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 sensitises and consults different stakeholders on Corporate Social Responsibility in the field of professional football.

In addition to working in crisis and developing regions, the foundation has a long-standing programme for persons with disabilities, which takes place on an annual basis in Switzerland and Germany.

Scort comprises a team of experts in sports, economic and social sciences, politics and evaluation, who develop 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 through sport.

Besides working alongside the professional football clubs, Scort also collaborates closely with both governmental and non-governmental organisations.





THE FOOTBALL CLUB SOCIAL ALLIANCE

WHAT IS THE ALLIANCE?

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

The partner clubs, FC Basel 1893, SV Werder Bremen, Bayer 04 Leverkusen, FK Austria Wien and Queens Park Rangers FC, use the unifying power and values of football to empower young people from conflict- and crisis regions in their work with disadvantaged children. Experts of the football clubs train these young dedicated women and men together with local aid organisations to become certified "Young Coaches" – football coaches and social role models.

WHAT DOES THE ALLIANCE ACHIEVE?

Our Young Coaches receive expert knowledge on how to use attractive football activities to improve living conditions for the most vulnerable in their communities – the children.

A fundamental element is to create opportunities for underprivileged children to participate in play and sport. Sport activities foster their self-esteem and offer them vital new perspectives. Through play, trust can be built and problems can be tackled.

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 staff symbolise the high quality and globally-accepted expertise the clubs stand for. During the education programmes, they serve as instructors, persons of trust and 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 benefit from the programmes.

The instructors from Europe pass on their expertise to the Young Coaches. In return, they learn about the respective country's history and culture, traditional games or gain a greater understanding of childhood and family life in another country. The instructors' travels to the various project regions are always unique experiences from which they benefit 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.

The instructors also use their joint missions to share best practice on different approaches and projects within their respective clubs. This way, they also start developing new ideas to take back to their clubs.



"The expectation is that the Young Coaches we train are able to apply their knowledge, and pass it on to others. And through their work, they make the children happy, and also go on to develop themselves further."

PATRICK HAIDBAUER, INSTRUCTOR FK AUSTRIA WIEN





"Being an instructor is wonderful, as it gives me a chance to pass on my expert knowledge and experience to colleagues and Young Coaches. As instructors, we gain immensely from the interactions, and can also contribute to a better world."

WILLY SCHMID, INSTRUCTOR FC BASEL 1893

"The best moment was when the children were running onto the pitch, looking at us as if we were from another planet. It was very interesting to reach these kids and to play football with them – to see them practice while they hadn't had the opportunity to do sports before."

MICHAEL ARENDS, INSTRUCTOR SV WERDER BREMEN





VIDEO LINKFCSA instructors talk about their experiences



CONCEPT

WHAT IS THE PROGRAMME'S AIM?

The main objective of the projects is to empower committed young women and men (Young Coaches) in their role as proactive community leaders – on and off the pitch. Through our education programme they learn how to use football as a tool to positively influence the lives of children and how to become role models in their society.

Our Young Coaches live in post-war, crisis or development regions and already work with children. They might be teachers, NGO staff or social workers. We aim to educate them on...

- 1. ...how to offer attractive, safe and age-appropriate football activities (e.g. fun games, festivals);
- 2. ...how to apply play/football to address locally relevant topics (e.g. conflict management, inclusion, malaria prevention);
- 3. ...life and soft skills, such as children's rights, inclusion, conflict resolution, health.

Training the Young Coaches and inspiring them in their work leads to a wider impact on the lives of many: the Young Coaches learn to pass on their knowledge to peers so that even more children can benefit.

WHERE ARE THE PROJECTS 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 fulfils 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 all times?
- 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 project costs as part of an essential local ownership?

UKRAINE INDIA 2016/17 2013/14 39 Young Coaches 29 Young Coaches > 7.800 children > 9.000 children **JORDAN SRI LANKA** COLOMBIA 2016 2011/12 & 2013 36 Young Coaches 56 Young Coaches > 6,400 children > 1,700 children COLOMBIA UGANDA 2015/16 2012/13 30 Young Coaches 30 Young Coaches > 9,000 children > 2,400 children SWITZERLAND / **ISRAEL & PALESTINE GERMANY** 2007 & 2010/11 2007-16 16 Young Coaches 78 Young Coaches (disability football) > 500 children > 600 children **SUDAN INDONESIA** 2009/10 2014/15 25 Young Coaches > 1,200 children 34 Young Coaches > 9,900 children

YOUNG COACH EDUCATION PROGRAMME



KOSOVO 2008/09

41 Young Coaches > 1,200 children



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 - "Together we inspire":

SCORT is responsible for project management, acquisition and co-ordination of partners, fundraising, reporting, accounting, monitoring and evaluation, as well as making 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, participating 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, across approximately 12 education days, and 80 hours). Therefore, Scort and club representtives travel several times a year to the respective project locations.



Technical and organisational skills in the field of grassroots/children's football

e.g. basic football techniques, organisation of football festivals, tournaments, training sessions

International Instructors of the Clubs



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

International Instructors of the Clubs



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, PR, strategic planning

Experts of Partner
Organisations and Scort Staff

FOOTBALL DEVELOPMENT

DEVELOPMENT THROUGH FOOTBALL

WHAT IS THE PROGRAMME'S CONTENT?

Our education programme follows a predetermined curriculum consisting of three pillars (see figure above), which complement and build on each other during the course of 12 months (as illustrated in the project structure).

The theoretical and practical sessions focus on an interactive and demonstrative learning concept. Newly learned skills are directly applied in practice during each module. While the football clubs' instructors initially take the lead and demonstrate different approaches, responsibility is increasingly shifted to the participants who are asked to develop creative inputs and problem solving strategies on their own.

All Young Coaches are required to pass a skills-based assessment at the end of every module in order to demonstrate their ability to put what they have learned into practice. This also enables the instructors to observe the learning process, to provide relevant feedback and to adapt the content of the programme, if necessary.

Between the modules, the Young Coaches, have to fulfil different tasks independently back home. Discussions will then take place during the following training module, to highlight success stories, and address any challenges that the Young Coaches have faced, on and off the pitch, when implementing training sessions.

PROJECT STRUCTURE



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
- Participants are nominated by local organisations
- 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 translated into local language and available for each participant
- Adaptation of content according to local situation and needs

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?

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 further 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.

Experience of data indicates that the Scort Foundation and the Football Club Social Alliance (50% combined contribution), local sponsors (15%) and international sponsors (35%) respectively share the overall expenses of each project (see figure).

PRINCIPLE OF SHARED FUNDING

SCORT FOUNDATION / THE FOOTBALL CLUB SOCIAL ALLIANCE

Scort Foundation and participating football clubs

ca. 50%

Covering the cost of:

- project development
- project related personnel costs of Scort (project management)
- travel expenses of instructors (flights, accommodation, meals)
- material and donations in-kind
- pro-rata overhead costs

LOCAL OWNERSHIP

Local Supporters

ca. 15%

Covering the local cost of:

- infrastructure for coaching education programme
- accommodation and meals for project participants
- materials
- local transportation costs

(CORPORATE) SOCIAL RESPONSIBILITY

International Supporters

ca. 35%

Financial means and company specific contributions in-kind to cover:

- travel expenses (flights, accommodation, meals)
- local project costs (in case not yet locally covered)
 - monitoring and evaluation
 - pro-rata overhead costs

OWN SHARE FUNDRAISING

 \sim 20



YOUNG COACHES

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 introduce sport and football even more effectively within their own activities. By offering attractive programmes to children and using their enthusiasm for sport, the Young Coaches are able to work with the kids on a variety of social issues.

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

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

After the education programme, the Young Coach is more than just a football coach for children. Besides learning about typical grassroots football topics, the instructors also teach them how to become role models for the children and how to convey life and soft skills. The reasoning behind this strategy is that the children start trusting their coaches on and off the pitch and that they can thus be sensitised to locally relevant social topics, e.g. health, children's rights, inclusion and conflict resolution.

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

The Alliance's projects focus on the holistic and sustainable promotion of the Young Coaches and their self-esteem. During this process, the instructors also motivate them to pass on their acquired knowledge to further interested people and, thus, to act as multipliers in their community. Taking all projects between 2007 and 2016 into account, it can be stated that the average multiplier effect is 1:6. This means that for each Young Coach trained, there are 6 so called "Peer Young Coaches", benefiting from their knowledge.





PROFESSIONAL 18 **FOOTBALL CLUBS (FCSA)**

engaged in our programme



MISSIONS

carried out by instructors of FCSA clubs



DAYS

that have been committed by instructors of FCSA clubs to our programme



HOURS

of education delivered to Young Coaches by instructors of FCSA clubs and partnering NGOs



CERTIFIED YOUNG COACHES



are now able to transform the lives of thousands of children and young people due to our programme



AVERAGE FEMALE REPRESENTATION



on our Young Coach Education Programme



PEER COACHES

on average, are educated by 1 Young Coach



YOUNG LEADERS

(Coaches & Peers) to have benefited from our programmes



DISADVANTAGED CHILDREN



are directly benefiting from regular activities and mentor support





UKRAINE

The armed conflict that erupted in 2014 has heavily shaped the past few years in Ukraine, leading to many fatalities and displacing over 2.5 million people. Given the lack of international support and awareness surrounding the plight of people in Ukraine, and the fact that the majority of the displaced are women and children, the Football Club Social Alliance teamed up with FC Shakhtar Donetsk to deliver its Young Coach Education Programme.

The latest collaboration of the FCSA, supported by the UEFA Foundation for Children, contributes to building greater social cohesion in Ukraine. The first module of the education programme for 39 Young Coaches got underway at the end of October 2016, in Shchaslyve – which means 'Happy' – located near Kiev, the Capital of Ukraine.

The education will equip Young Coaches with the necessary tools to offer grassroots football as a medium to bring internally displaced children, and those from the host communities, together. The creation of a safe and non-discriminatory environment to play provides the basis for offering psychosocial support – an essential component to rebuilding social structures.

In addition to the training in grassroots football, Young Coaches benefited from an interactive workshop on children's rights, delivered by a representative of UNICEF Ukraine.













UKRAINE



MY STORY OLEKSANDR FORMICHOV

Oleksandr runs social activities with local and internally displaced children from low socio-economic backgrounds, orphans, children with single mums, and children who face parental neglect. Here is his story:

I am originally from Donetsk. I have two university degrees – in law and ecology – and now work as a lawyer for a civil rights organisation in Ivano Frankovsk, Western Ukraine.

In Donetsk, I ran my own business, and in my leisure time, I coached a football team for at risk youth. When the war started, I had to leave everything behind. There was about a week between the first and second shelling. It was after the second one that we left, and never returned. My mum and dad remained in Donetsk. In general, it's the young people that leave, and the old ones stay behind. When we left Donetsk in 2014, my wife was pregnant, so my child was born in Western Ukraine.

FC Shakhtar Donetsk invited me to join the Young Coach Education Programme. I have already been working in grassroots football in Donetsk, and wish to improve the way I work with kids. I would like to learn how to offer more structured outdoor activities for children. For me it is important to not only focus on physical health, but also on mental health, education, as well as team spirit and the emotional needs of children. I believe it is crucial that children feel that they are individuals and that they are worthy. And this is why we work holistically, involving parents, and educators. We teach the kids how to be open minded.

When working with the kids, we are not trying to address political issues or remind them of the war, as this is a sensitive and morbid topic. We need to bear in mind that many of the children still have family living in the area of war. No conflict is worth losing your blood for.



JORDAN

Situated in a crisis-torn region, Jordan has for decades maintained an open-door policy to refugees especially from Palestine and Iraq. However, with the recent influx of people fleeing from neighbouring Syria – over half of whom are children and young adults – it is now experiencing significant social and infrastructural pressure.

Foreseeing the impact that these numbers could have on already stretched resources, the Azraq Refugee Camp opened in 2014, providing shelter and assistance to over 35,000 Syrians, many of whom arrive with psychosocial trauma and stress disorders. Despite having access to basic needs and services in the camp, refugees lack activities to keep them occupied and motivated to overcome their traumas and start rebuilding their lives. Although, NGOs constructed sporting infrastructure, it had not been regularly used, due to the lack of trained coaches.

Our Young Coach Education taught 36 Young Coaches how to deliver grassroots football activities on these existing pitches. Building on the football related content, World Vision delivered workshops on psychological development for children and child rights.

Today, the Young Coaches' activities provide children with a fun environment and, most importantly, offer them the social and emotional support they require.





19%Females



Multiplier Effect



93

Peer Young Coaches





JORDAN



MY STORY AHMAD HUSSAIN AL-NIMER

Ahmad was nominated for the Young Coach Education Programme by our main project partner, World Vision. Although his dream of carving a professional career in football has passed, he is happy in his new role as a coach. Here is his story:

I come from Homs in Syria. Growing up we didn't have much money. When I was a child, I played for a football club in Syria where I rose through all the age groups and almost became professional. But I had to leave the club to get a job and help my father earn money.

Two and a half years ago, I had to flee my home country because of the war. I am very lucky I got to Jordan alive; many of the people who fled with me did not survive. After a while in the Azraq Refugee camp, I left to work in a city close to Amman, Madaba. Unfortunately, I got injured on the job and was in a coma for three months. I didn't have any medical insurance, so I had to return to the camp to get basic medical care.

After I woke up from the coma, people told me I might never be able to walk again. But I am back on my feet, and feeling strong. I feel like I came back from the dead, and now I want to do something with my life. I know that with the injury I sustained, I will not be able to play football on a professional level, but I can still be a coach, train kids, and show them how to play – and that is all I want to do now.

Kids have lots of energy, and need to play, but there is nothing here for them to do. This programme helps resolve the problem by providing football and other activities. I will apply everything that I have learned here with enthusiasm and passion, and help the kids fill their time with fun, meaningful and entertaining activities.

Being here, and taking part in the programme, is a huge relief for me. I feel much better now that I have achieved something by completing the Young Coach Education Programme, and of course, I am hoping the certificate will help me to get a job. But I also really enjoyed getting together with the people from the camp and the guys from Scort, and of course, the instructors. It feels like a childhood dream come true, meeting professional football instructors from Switzerland, Germany and Austria.



COLOMBIA

In Colombia, armed conflicts, illegal drug trade, and organised crime have shaped the past five decades – leading to the world's second largest population of internally displaced persons. The lasting implications of prolonged conflict have created a crisis, where increasing numbers of families live in impoverished conditions, lacking access to basic education, health care, and social services. During these conflicts, children and youth have been especially vulnerable to recruitment into non-state armed forces, sexual violence, maiming, and abduction.

The FCSA education programme successfully concluded in March 2016. The programme equipped 30 young people, from across 11 districts of Colombia, with the skills and knowledge to deliver football and educational activities, as a medium to add value to existing peacebuilding efforts

Through sport and play, Young Coaches are able to integrate socially relevant topics that teach children how to deal with conflicts, how to interact with other people, and how to avoid involvement in organised crime and violence. In addition, Colombianitos Foundation and other local partners delivered workshops on topics like peace building, first aid and risk management, which complemented the football-related curriculum. The programme has given Young Coaches the requisite skills to enrich their existing social activities, shape their own futures, and be the role models and persons of trust that vulnerable children need.





33% Females



Multiplier Effect







COLOMBIA



MY STORY ANDY ADRIANA ARROYO

Andy is a natural role model, and from the very beginning of the Young Coach Education Programme demonstrated a very high level of commitment to make a difference to the lives of children in her community. Here is her story:

I was born on the Caribbean coast in the state of Cordoba. I lived there with my family for 4 years. Growing up I played football in the streets almost every day. After moving to another town in Colombia, football was the best means to start interacting with the other kids. It was an easy connection and I understood this straight away. Football is my life. It has given me everything. It motivated me to stay in school, get a good education, and gain a scholarship to attend university.

I got involved in social development through football by volunteering for the foundation Colombianitos. There, I learned a lot and I am so thankful for all the opportunities that I had been given. After finishing my studies, I was offered a position at the foundation, and started working as a coach. Now, I work for a government run organisation, which is also working with kids from difficult backgrounds and conflict-affected communities.

The children touch my heart, and I want to give my all to make their world a better place. It is important to teach them about values in life. So, during training we always combine football with educational workshops. That makes learning easier and more interesting for the kids. It is all about providing value to the free time they have after school.

My mum always taught me to think about the future and to become someone. This drives me to make a difference. The Young Coach Education Programme in Barbosa was another great opportunity and an amazing experience. Following the programme, in recognition of my commitment, Scort invited me to attend the streetfootballworld Festival in France. I had never left my country before. I met people from Palestine, Brazil, Iraq, Arabia, and Australia. Neither religion, nor colour, nor disability mattered – sport always has a way of connecting people. Sport breaks down barriers.

And, none of this would have been possible, if it hadn't been for football and the passion I feel for it. To me, the path I have followed seems like a dream come true.



DISABILITY FOOTBALL

WHAT IS THE DISABILITY FOOTBALL PROGRAMME?

The FCSA has been involved in disability football since 2007. The disability football programme takes place on an annual basis and has two core but distinctive elements – the Tandem Young Coach Education and the Special Youth Camp.

WHAT DO THE TWO PARTS INVOLVE?

The Tandem Young Coach Education is a unique programme that provides persons with disabilities, who are interested in football and wish to become coaches, the requisite skills to do so.

The youth with a disability are selected from their clubs' disability football groups. To ensure that everyone has an equal opportunity to participate, the selection process deliberately refrains from differentiating between level and types of disabilities of participants. The concept of the Tandem therefore enables people with a wide spectrum of ability levels to learn and participate at their own speed without impacting the flow of the education. The non-disabled participants are students, teachers, social pedagogues, or volunteers, either

working or looking to work in the field of disability. These Tandem Partners are also selected from the clubs' local community.

Throughout the duration of the course, Tandems complete tasks and activities that require them to support and learn from each other. The content of the training is delivered by qualified instructors of the FCSA.

The Special Youth Camp is a football and recreational camp for children and youth with mental and/or physical disabilities. During the week-long camp, children from across Europe get together for intercultural exchange and specially tailored trainings and activities. In addition to the football training, activities include, a stadium tour, a rope course, water games, bingo, disco, and karaoke sessions. For many of the participants, it is a unique and life changing opportunity to spend time away from home and encounter new experiences.

The two elements are both very popular, and have a track record of being highly successful. For this reason, the disability football programme is not only made accessible to new clubs each year, but programme content and learning material is continually developed.



SWITZERLAND/ GERMANY

The past 12 months has seen the continued growth of our disability football programme, with more Young Coaches benefiting than any previous year. As in 2015, the Tandem Young Coach Education Programme preceded the Special Youth Camp – the latter of which was celebrating its 10th anniversary.

The Tandem Young Coach Education Programme, held in Bremen, Germany, gave 22 youths with and without disabilities, the practical and theoretical experience they need to start a coaching career in disability football. The course included topics on how to prepare and deliver a training session, ways of adapting training to the needs of participants, and football techniques.

Guest clubs Manchester United FC, Hapoel Tel Aviv/Mifalot, Tottenham Hotspur FC, and NEC Nijmengen, joined FCSA member clubs, FC Basel 1893, SV Werder Bremen, and Bayer 04 Leverkusen, in what was a dynamic, 7-day, multilingual exchange, supported by the European Football for Development Network.

The Special Youth Camp kicked off at the end of July 2016, on what was its 10th anniversary. The one-week football and recreational camp was equally diverse, with representative groups coming from Switzerland, Germany, England, and Northern Ireland.

Our disability football programme builds greater empathy towards persons with disability, Young Coaches gain access to disability football, and clubs have opportunities for practical exchange – leading to all round enhanced Disability Confidence.



Young Coaches



Tandems
(50% with special abilities)

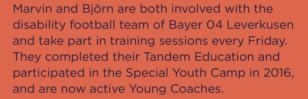


>250
Benefiting Children
(with special abilities)



SWITZERLAND/ GERMANY

OUR STORY MARVIN KRUSE & BJÖRN THILKER



MARVIN: I took part in the Special Youth Camp three times before I became a Young Coach. I got really excited every time my trainer asked me if I wanted to attend the camp, as I always had a lot of fun. Here I could play with other boys and girls, and make new friends.

BJÖRN: I've been doing sports since I can remember, but being on the coaching side is completely different. You don't know the other perspective, and I had to learn a lot.

MARVIN: I have never trained a team before. I wanted to be a trainer too, not just a player. A few years ago, I asked my coach if I could also join the education programme, but he said I was too young. I was really proud when he came and asked me if I wanted to take part in the education this year.

BJÖRN: I liked that during the programme you meet so many people who like the same things. We work in similar professions and love football, and the combination is amazing. Here, we can all meet once a year, which is great.



MARVIN: I love to see the kids when they are happy. When I run a training session and the children smile, I know they really liked it. This also makes me happy.

BJÖRN: I will continue to help with the trainings every Friday, and keep an eye on Marvin. If he needs my support, I will be there. We really grew together as a team. We knew each other before but this was very different – we made an exciting journey together.

MARVIN: I will also continue as a Young Coach, and run the trainings every Friday. If the other Young Coaches, who have done the education before me are there, I will assist them. And if they are not there, I will run the trainings by myself. I'm already looking forward to it. I will continue as a football coach.

BJÖRN: Seeing Marvin's progress was great. This Young Coach Education Programme has shown me what he can achieve, if he really wants to.

MARVIN: I am proud I was able to manage all this, and I'm extremely proud of being a Young Coach. I always thought I couldn't do it. But now I know I can.



PARTNERS



AFFILIATE PARTNERS OF THE ALLIANCE









SELECTED FOOTBALL PARTNERS SINCE 2007



























SELECTED PARTNERS AND SUPPORTERS SINCE 2007

































"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 MÜLLER, VICE PRESIDENT OF THE INTERNATIONAL FAIR PLAY COMMITTEE

"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 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



"Queens Park Rangers FC is a club that has community values as part of its DNA, founded by members of the local community here in London in 1882. We are committed to creating opportunities for people to fulfil their potential. To be part of a wider European Alliance of Football Clubs with common values means, we can work in partnership to improve the quality of life of those individuals who need the most help. We look forward to playing our part."

ANDY SINTON, QUEENS PARK RANGERS FC

"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. Just like music, sport and team spirit can further tolerance!"

JAN DELAY, SV WERDER BREMEN





"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

AMBASSADORS

"It is a core mission of FC Basel to engage socially through football. The Football Club Social Alliance uses the unifying power of football to reach out to young people and to help them in their development. They learn to support vulnerable children and by doing this, sustainably overcome barriers. It is a great honour and joy for me to represent this philosophy as ambassador for FC Basel."







"Bayer O4 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



SUSTAINABLE DEVELOPMENT GOALS

WHAT ARE THE SUSTAINABLE **DEVELOPMENT GOALS?**

The United Nations Sustainable Development Goals (SDGs) are a set of 17 objectives that will shape the next 15 years of the global development agenda. The 17 SDGs, and the 169 associated targets, build upon the achievements of the Millennium Development Goals, which expired at the end of 2015.

The FCSA Young Coach Education Programme harnesses the power of sport to contribute to at least 6 of the SDGs. Each programme of the FCSA brings together a broad spectrum of local and international stakeholders that pool knowledge and resources to ensure a lasting impact.

WHAT SDGS DO WE **CONTRIBUTE TO?**

GOAL 3: Ensure healthy lives and promote well-being for all at all ages

GOAL 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

GOAL 5: Achieve gender equality and empower all women and girls

GOAL 10: Reduce inequality within and among countries

GOAL 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

GOAL 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development

















BALANCE SHEET

	31.12.2016	31.12.2015
ASSETS		
Cash & cash equivalents	572,525	420,871
Other accounts receivable	605	64,348
Accruals	49,411	23,710
TOTAL CURRENT ASSETS	622,542	508,928
Tangible assets	14,090	18,740
TOTAL NON-CURRENT ASSETS	14,090	18,740
TOTAL ASSETS	636,632	527,668

LIABILITIES		
Accounts payable	6,932	22,303
Other current liabilities	8,028	5,134
Deferrals	5,900	5,350
Projects overall	180,037	168,221
Project Disability Football	94,266	73,128
Project Ukraine	70,232	0
Total short-term provisions of uncompleted projects	344,535	241,349
TOTAL SHORT-TERM LIABILITIES	365,394	274,136
Foundation capital	253,532	184,824
Annual profit	17,706	68,707
TOTAL EQUITY	271,238	253,532
TOTAL LIABILITIES	636,632	527,668

INCOME STATEMENT

	01.01.2016 - 31.12.2016	01.01.2015 - 31.12.2015
Contributions	830,000	870,000
Other income	1,704	2,256
CONTRIBUTIONS AND OTHER INCOME	831,704	872,256
Grants Programme FCSA	149,297	76,400
Invoiced services	76,219	38,501
Reversed provisions	0	6,440
Cost coverage projects overall	23,808	38,331
INCOME PROGRAMME FCSA	249,324	159,672
NET PROCEEDS	1,081,028	1,031,928
Personnel cost	-325,500	-319,000
Travel expenses	-100,590	-68,060
Print material	-634	-1,135
Project costs	-35,064	-57,699
Project balancing, formation of provisions	-126,994	-50,534
COSTS PROGRAMME FCSA	-588,783	-496,429
GROSS PROFIT	492,246	535,499
PERSONNEL EXPENSES	-275,983	-257,447
Premises	-87,242	-80,897
Maintenance, repair, replacements	-2,262	-2,027
Company car, other transportation expenses	-11,273	-11,028
Insurances, fees, charges	-5,569	-4,912
Management and IT expenses	-57,825	-57,711
Public relations and marketing expenses	-27,559	-43,175
OTHER OPERATING EXPENSES	-191,729	-199,750
DEPRECIATION OF TANGIBLE ASSETS	-5,699	-7,881
FINANCIAL RESULT	-1,129	-1,714
TOTAL INCOME STATEMENT	17,706	68,707

APPENDIX TO THE FINANCIAL STATEMENT 2016

1. 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's seat is in Basel, Switzerland, and domiciliated at Scobag Privatbank AG, Gartenstrasse 56, 4052 Basel.

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 donations, 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
- Pierino Lardi. Vice President
- Pierre Jaccoud, Member of the Board of Directors
- Dr. Michael Kessler, Member of the Board of Directors
- Claudio Sulser, 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.

All members of the Board work in a voluntary capacity. Reimbursement of expenses generated in the context of their mandate is permitted.

STATUTORY AUDITORS

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

SUPERVISORY AUTHORITY

The supervisory authority in charge is the Swiss Supervisory Board for Foundations, Inselgasse 1, 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. BOOKKEEPING AND ACCOUNTING PRINCIPLES

The principles of bookkeeping and accounting applied in the financial statement are in alignment with the requirements of the Swiss Code of Obligation (Art. 957 ff. OR).

The essential financial positions are reported as below:

CURRENT ASSETS

The valuation of current assets as well as liabilities occurs at market value of the balance sheet reference date.

OTHER ACCOUNTS RECEIVABLE

Other current liabilities are stated at nominal value.

NON-CURRENT ASSETS

The non-current assets are generally balanced at acquisition or production cost minus necessary write-offs. The write-offs occur at book value, at the rate of 20% for mobile assets and 40% for IT and office hardware.

Leased tangible fixed assets as well as the resulting liabilities are not reported in the balance sheet.

LIABILITIES AND PROVISIONS

Liabilities are reported at nominal value.

Donations to current projects not yet spent are accounted within the provisions. Project costs not yet covered by project related contributions are being covered by non-specifically earmarked donations at year end, and/or, at the completion of a project.

After the completion of a project, excess income is used for similar projects or accredited to the general unallocated earnings.

The personnel costs attached to operating expenses are shown in the project costs.

3. EXPLANATION OF THE MAIN POSITIONS OF THE FINANCIAL STATEMENT

	2016 / CHF	2015 / CHF
3.1. Cash & Cash equivalents		
Cash balances	6,221	9,440
Bank balances	566,262	411,371
Paypal	42	60
Total Cash & Cash equivalents	572,525	420,871

3.2. Contributions covering overhead costs

830,000	870,000
030,000	0,000

3.3. Programme Football Club Social Alliance (FCSA) 2016

R PROJECTS SELF-SUSTAINING	DONATIONS, INCOME & EV. PROVISIONS CHF	EXPENSES CHF	PROVISIONS ¹ CHF	ALLOCATED COSTS/ INCOME CHF	OFFSETTING (ALLOCATION) ² CHF	BALANCE CHF
Not earmarked	32,726	-6,928	-11,816	-23,808	9,825	0
Disability Football	52,823	-31,685	-21,138	_	_	0
Northern Ireland (finished end "	15) 412	_	_	_	-412	0
Colombia	20,984	-11,571	_	_	-9.414	0
Jordan	20,849	-44,657	_	23,808	_	0
Ukraine	97,297	-27,065	-70,232	_	_	0
Total Projects self-sustaining	225,092	-121,906	-103,186	0	0	0
 FCSA non-self-sustaining	425	-339,883	-	-		-339,458
Total Programme FCSA	225,517	-461,789	-103,186	0	0	-339,458

¹ Projects not yet finished

In comparison, the costs of the FCSA programme in 2015 amounted to a total of CHF 336,757.

The entire overhead costs of the foundation as well as the FCSA non-self-sustaining (staff and evaluation) are covered by a private, annual contribution. Therefore, all funds generated through fundraising are used exclusively for direct project expenses. In return, all project expenses must be covered by donations.

4. EXPLANATION OF THE AVERAGE ANNUAL NUMBER OF FULL-TIME EMPLOYEES

The number of full-time positions over the year is no more than ten.

5. LIABILITIES UNDER LEASE AGREEMENT

	2016 / CHF	2015 / CHF
Unrecorded liabilities under lease commitments with a remaining term of > 1 year	6,493	15,150

REPORT OF THE STATUTORY AUDITOR



Bericht der Revisionsstelle

zur eingeschränkten Revision an den Stiftungsrat der Scort Foundation

Basel

Als Revisionsstelle haben wir die Jahresrechnung der Scort Foundation, bestehend aus Bilanz, Erfolgsrechnung und Anhang (Seiten 54 bis 58) für das am 31. Dezember 2016 abgeschlossene Geschäftsjahr geprüft.

Für die Jahresrechnung ist der Stiftungsrat verantwortlich, während unsere Aufgabe darin besteht, die Jahresrechnung zu prüfen. Wir bestätigen, dass wir die gesetzlichen Anforderungen hinsichtlich Zulassung und Unabhängigkeit erfüllen.

Unsere Revision erfolgte nach dem Schweizer Standard zur eingeschränkten Revision. Danach ist diese Revision so zu planen und durchzuführen, dass wesentliche Fehlaussagen in der Jahresrechnung erkannt werden. Eine eingeschränkte Revision umfasst hauptsächlich Befragungen und analytische Prüfungshandlungen sowie den Umständen angemessene Detailprüfungen der bei der geprüften Stiftung vorhandenen Unterlagen. Dagegen sind Prüfungen der betrieblichen Abläufe und des internen Kontrollsystems sowie Befragungen und weitere Prüfungshandlungen zur Aufdeckung deliktischer Handlungen oder anderer Gesetzesverstösse nicht Bestandteil dieser Revision.

Bei unserer Revision sind wir nicht auf Sachverhalte gestossen, aus denen wir schliessen müssten, dass die Jahresrechnung nicht dem Gesetz und der Stiftungsurkunde entspricht.

PricewaterhouseCoopers AG

Philippe Bingert Revisionsexperte Leitender Revisor Leonardo Bloise Revisionsexperte

Basel, 28. März 2017

PricewaterhouseCoopers AG, St. Jakobs-Strasse 25, Postfach, 4002 Basel Telefon: +41 58 792 51 00, Telefax: +41 58 792 51 10, www.pwc.ch

PricewaterhouseCoopers AG ist Mitglied eines globalen Netzwerks von rechtlich selbständigen und voneinander unabhängigen Gesellschafter

² Projects finished



BOARD OF DIRECTORS

PRESIDENT

Gigi Oeri

Honorary President FC Basel 1893

VICE PRESIDENT

Pierino Lardi

Partner of Banque Cramer & Cie SA FIFA Commissioner and UEFA Match Delegate

BOARD OF DIRECTORS

Pierre Jaccoud

Independent Management Consultant
Co-Founder and Chairman of the Software Company Clinerion Ltd.

Dr. Michael Kessler

Director of the Pharmacy Museum Basel Lecturer at the Faculty of Philosophy and Natural Sciences, Basel University

Avv. Claudio Sulser

Lawyer at Sulser Jelmini Padlina e Partner Representative of the Swiss National Football Teams (Swiss Football Association) FIFA Disciplinary Committee Chairman Former Swiss National Team Player

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



WE SAY THANK YOU TO ALL OUR PARTNERS AND SUPPORTERS FOR THEIR CONSIDERATE COMMITMENT IN 2016:

COLOMBIA

Diakonie Katastrophenhilfe, Colombia Fundaciòn Colombianitos, Colombia ICRC Medellin, Colombia INDER Barbosa, Colombia Kanton Basel-Stadt, Switzerland Red Fùtbol y Paz, Colombia Schweizerische Botschaft, COSUDE, Colombia Terre des Hommes Suisse, Colombia

JORDAN

World Vision
Asian Football Development
Project (AFDP), Jordan
One Goal Initiative
Embassy of Switzerland in Amman, Jordan

UKRAINE

Child Well-Being Fund, Ukraine
International Organization for Migration
Terre des Hommes
UNHCR Ukraine
UEFA Foundation for Children
UNICEF Ukraine
FK Shakhtar Donetsk

DISABILITY FOOTBALL PROGRAMME

ATS Buntentor Bremen, Germany City Broker, Switzerland Egloff Sportpreise, Switzerland Erlebniskletterwald Lörrach, Germany Europa Park GmbH & Co Mack KG, Germany Förderverein der Jugendarbeit des SV Weil 1910 Graf Ferdinand von Thun-Hohenstein, Switzerland IVB Behindertenselbsthilfe beider Basel, Switzerland Kiwanis Club Basel-Wartenberg, Switzerland Migros Kulturprozent, Switzerland Novartis International AG, Switzerland Prof. Otto Beisheim Stiftung, Switzerland Sportamt Basel-Stadt, Switzerland Stiftung für das behinderte Kind, Switzerland Stiftung Laurenz für das Kind, Switzerland

Swisslos-Sportfonds Basel-Stadt, Switzerland

Wassermann Company, Switzerland



IMPRINT

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PHOTOGRAPHY & TEXTS

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deepblue networks AG

Schützenstrasse 21 22761 Hamburg / Germany www.db-n.com

LAYOUT

Joël Veuve

www.joelveuve.ch

PRINT

Jobfactory

www.jobfactory.ch

Printed on FSC certified paper DNS Indigo (FSC Mix)

















TOGETHER WE INSPIRE