



SPORT FOR GOOD

laureus™
SPORT FOR GOOD FOUNDATION



Laureus-supported project
Waves for Change
- South Africa

Laureus is a universal movement that celebrates the power of sport to bring people together as a force for good. Laureus is composed of three core elements - Laureus Sport for Good, the Laureus World Sports Academy and the Laureus World Sports Awards - which collectively celebrate sporting excellence and use sport as the means to promote social change.

The first Patron of Laureus was Nelson Mandela. At the inaugural Laureus World Sports Awards in 2000, he said:

‘SPORT HAS THE POWER TO CHANGE THE WORLD. IT HAS THE POWER TO INSPIRE. IT HAS THE POWER TO UNITE PEOPLE IN A WAY THAT LITTLE ELSE DOES. SPORT CAN CREATE HOPE, WHERE ONCE THERE WAS ONLY DESPAIR.’



Since its inception, Laureus has raised over €100 million, and the projects it supports have helped to improve the lives of millions of young people.



35
countries



150
projects



supported over
3m
young people



over
€100m
raised



1 global,
9 national
foundations

Our impact

The goal of Laureus Sport for Good is to help young people overcome the limitations imposed by challenging social issues. Laureus has supported over 150 community sports projects around the world.

By supporting the global network of projects, facilitating training programmes covering multiple sports and social issues, and developing tools to track social impact, Laureus has unparalleled understanding, knowledge and access to on-the-ground delivery of sport for development.

Laureus-supported project
Moving the Goalposts
- Kenya

...and achievements

Our goals...



Enhance educational and employment opportunities



Reduce conflict, gang involvement and violence



Tackle discrimination and gender inequality



Spread education and awareness around HIV/AIDS and other diseases



Help young people overcome the limitations imposed by challenging social issues

Africa - 90% of youth attending Waves for Change show an increase in school attendance, and 100% of families consulted say their child is calmer and less aggressive.

Asia - 100% of sampled Magic Bus graduates believe that substance abuse (including smoking cigarettes) is harmful and playing sports is crucial to maintaining a healthy mind and body.

Australasia - Football United has engaged more than 6,500 young people (56 different ethnic and cultural backgrounds) in three out of seven states in Australia. It currently engages 33% of all newly arrived refugee youth within its catchment area.

Europe - 81.25% of youth in Street League Academy programmes entered employment, education or training between April 2012 and March 2013.

North America - 100% of kids who have graduated from the basketball programme ELEVATE in New Orleans have gone on to college.

South America - 93% of Bola Pra Frente participants between the ages of 15 and 24 are in school in Brazil compared to 58% of non-participants.

Spreading the message

The Laureus Academy and Ambassadors are a unique collection of over 200 of the greatest sporting stars from the past and present. All believe passionately in the power of sport to make a difference to our world. The Academy and Ambassadors volunteer their time to support the work of Laureus Sport for Good, using sport as a tool for social change and inspiring young people around the world.

'IT'S REALLY ABOUT TRYING TO HELP AND CONVINCe THE KIDS THAT IT IS POSSIBLE TO ACHIEVE YOUR DREAMS. WITH EFFORT AND DISCIPLINE, EVERYTHING IS POSSIBLE.'

RAÚL - LAUREUS ACADEMY MEMBER

Laureus-supported project
Fight Back - USA



The Laureus World Sports Awards is the premier global sports awards honouring the greatest sportsmen and women across all sports each year. The Awards showcase the work of Laureus Sport for Good.



Laureus worldwide

MICHAEL - FIGHT BACK, UNITED STATES:

'When I first came to Fight Back, I didn't like anybody. The one thing I commend Fight Back for is never giving up on me, no matter how bad I was or unrespectful. When I walked in here, it just gave me another family.'

RAQUEL - REAÇÃO, BRAZIL:

'I started practising judo from the first day Reação opened its doors, so did my sister Rafaela, since then we never left. Since I started at Reação my life changed - judo gave me 'life expectancy', the opportunity to see the world, to study at a good school and obtain a college scholarship.'

MARK - BASKETS FOR COLOGNE, GERMANY: 'Sitting in a wheelchair, I found it difficult to find a sport that is fun and which I can practise. At the basketball project Baskets for Cologne, I am finally part of a team.'



Image: Laureus

GULAFSHA - MAGIC BUS, INDIA:

'I'm taking what I learn at Magic Bus, working with others towards gender equality. By building the confidence of women I encourage them to go for education and a better future. Sport is the medium, and through it we can teach many things.'

THALENTE - INDIGO YOUTH MOVEMENT, SOUTH AFRICA:

'Skateboarding made me what I am today. It made everything possible; it helped me meet people who backed me. They made me realise that my life wasn't over and that it could change. They gave me hope and belief.'



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