

# WE CONTINUE WHAT JOHAN STARTED

**Johan Cruyff Foundation**  
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CREATING SPACE



[WWW.JOHANCRUYFF.COM](http://WWW.JOHANCRUYFF.COM)

# 2018

RECAP



CREATING SPACE







# FOREWORD

BY OUR DIRECTORS

**CREATING SPACE:** That is what the Johan Cruyff Foundation is about. We not only literally create space through the Schoolyard14 project and by building Cruyff Courts, but we also try to teach children the value of sport, and thereby “creating space” in their minds to find their own sport. To practice sports develops their self-confidence, especially for children with a disability and children in need.

The Cruyff Foundation has offices in the Netherlands and Spain. In 2018, both offices were highly involved in the development of our new communication campaign “Creating Space”. Together we use this phrase to actively explain and spread our work all over the world. Although we still focus our projects on both the Netherlands and Spain, we are also playing an increasingly important role on the international stage. In over 20 years, we have grown into an international organization that is active in over 20 countries.

In this recap, we look back at our year 2018. A year in which both our teams proved highly committed to our mission and worked around the clock to reach an enormous amount of children through sports. We are very proud to be able to show you the highlights of this work, through the visuals and photographs you will find in this document.

Obviously, you will find great pictures of our yearly Open Day in Amsterdam as well as in Barcelona. During the event in Barcelona the new board of directors for our Spanish office was presented. It fills us with pride to see people like Pep Guardiola, Carles Puyol and Xavi Hernández, join our cause. They were once students of Johan and now they are helping us to make sure we can continue his social legacy.

We can only do this thanks to our committed partners and sponsors. And above all the unconditional support of the Cruyff family who are always at our side, safe guarding Johan’s values and passion, in order to keep his spirit alive in all of our projects.

Please enjoy this overview of our work in 2018 and looking ahead to 2019, we are confident that we will grow even further. We will continue to create space for children in need all over the world. Space to grow, to develop their talents and build their confidence. That is the impact of the Cruyff Foundation.

Niels Meijer and Pati Roura

Directors Johan Cruyff Foundation







# ORIGIN

## FOUNDATION

When Johan Cruyff lived in the United States, there was a little boy who lived next door to him. That boy had Down syndrome and he never played outside.

Johan, naturally, started playing football with this child and taught him to kick and head a ball. At that moment, it is when he realized the integrating power that sport has.

In 1995 he decided to create the Foundation with the aim of promoting sports among children and young people with and without disabilities.





# WHAT WE DO

## MISSION

The Johan Cruyff Foundation supports and develops sports activities for children in need all over the world. Through sports projects for children with a disability and projects like the Cruyff Courts and Schoolyard14 we create space for children.

Space to grow. Space to make friends.  
Space to improve physical and mental health.  
Space to become who you are.





# HOW WE DO IT

## PROJECTS

### **DISABLED SPORT**

Children with disabilities learn what they can do through sport; they discover their talents and develop self-confidence.

### **Open Day**

Annual event where our projects come together and close to a thousand children with a disability enjoy a fun filled sports day.

### **CRUYFF COURTS**

They are a safe place to get together and where children get to know the importance of togetherness, making friends, discovering your own talents, and winning and losing.

### **Heroes of the Cruyff Courts**

We turn young people into role models for their neighbourhood and get them involved with the community and the Cruyff Court in the long term. The project trains Cruyff Foundation Coaches, who then coach young people to organise a sports event for children in the community.

### **Cruyff Courts 6vs6**

An annual national school football championship for children between the ages of ten and twelve, which is organised by young people who participated in the Heroes of the Cruyff Courts.

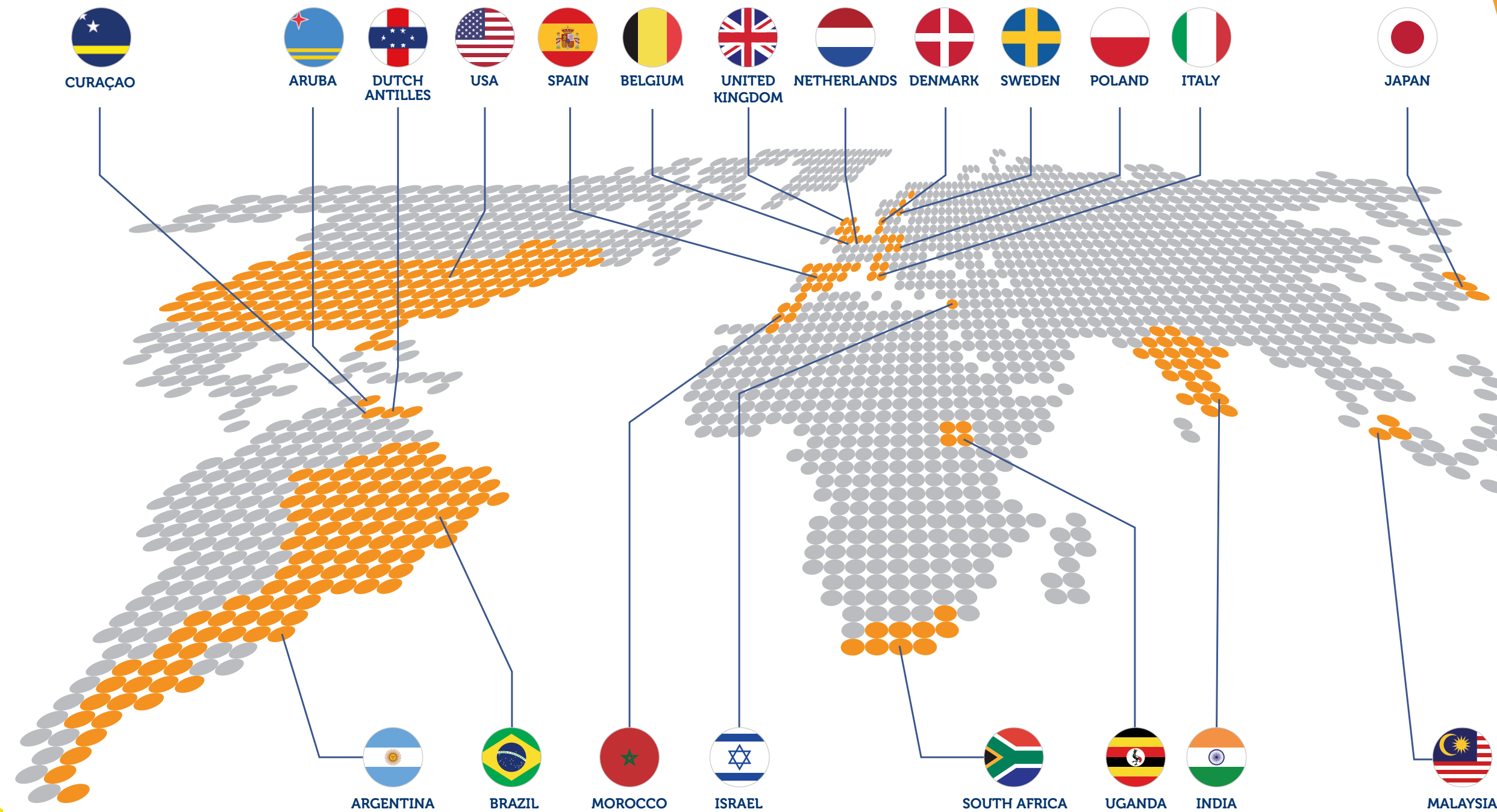
### **SCHOOLYARD14**

Attractive place to play again by giving the school and the schoolchildren the opportunity to pick their own playing fields.



# WHERE WE ARE

## WORLD MAP



We started as a Dutch and Spanish foundation. These two countries are still home to the largest number of our projects, but we are playing an increasingly important role on the international stage.





# CREATING SPACE

## THE CAMPAIGN

In 2018, we launched the Creating Space campaign. Our main message is: Creating Space for all children. This message is short and powerful and translated into the pay-off: Creating Space.

We literally create space through projects such as the Cruyff Courts and Schoolyard14, but because of this, we also figuratively create space for all children to become what they are.



# NETHERLANDS

## HIGHLIGHTS



### JANUARY

6 new Special Cruyff Courts and 30 new Schoolyard14s at special education schools in cooperation with the Rabobank Foundation.

### FEBRUARY

During the entire year we open Schoolyard14s and (Special) Cruyff Courts.

### MARCH

Exactly two years after the attacks in Brussels, the Cruyff Court Molenbeek was officially opened. Thanks to Play and Peace and the municipality of Molenbeek.

### APRIL

More than 4.000 participants at the Cruyff Foundation 14K Run, adults and kids, finished their run at the Johan Cruyff ArenA.

### MAY

Present with our mobile Cruyff Court during the 'Supportbeurs', one of the most important events for people with a disability. Together with several sport federations.

### JUNE

16.000 children were active during the Cruyff Court 6vs6 finals in Den Helder. Spain, the United Kingdom and Brazil have their own edition.

### JULY

Cruyff Foundation on tour. Activities were organized on a mobile Cruyff Court at five asylum centers. In cooperation with the National Postcode Lottery and Right to Play.

### AUGUST

During the summer period, we supported different sports camps.

### SEPTEMBER

18th edition of our Open Day in Amsterdam and launch of our campaign Creating Space.

### OCTOBER

Decathlon athlete Eelco Sinthnicolaas and former volleyball player Bas van den Goor both opened their own Schoolyard14, realized via crowdfunding.

### NOVEMBER

Next to Coach Courses in Malaysia, Sweden, Spain and the United Kingdom, we also educated 29 new Cruyff Foundation Coaches in the Netherlands. This year we had 43 Heroes of the Cruyff Court projects in the Netherlands.

### DECEMBER

During Cooking for Charity Ambassador Ronald Koeman auctioned his 'famous note'. This little piece of football history, as it's been called already, was worth €35.000.





# NETHERLANDS

DISABLED SPORTS





**OPEN  
DAY  
AMSTERDAM**



**NETHERLANDS**  
**OPEN DAY**



# NETHERLANDS

DISABLED SPORTS

OPENING  
SPECIAL  
CRUYFF  
COURT  
RECON





**CRUYFF  
FOUNDATION  
ON TOUR  
ASYLUM  
SEEKERS  
CENTRE**

# NETHERLANDS

**CRUYFF COURTS**



**OPENING  
CRUYFF COURT  
VINCENT  
JANSSEN  
OSS**





**HEROES OF  
THE CRUYFF  
COURTS  
INTERNATIONAL**

# NETHERLANDS

**CRUYFF COURTS**



**CRUYFF  
COURTS  
6vs6  
DEN HELDER**





# NETHERLANDS

SCHOOLYARD14





# NETHERLANDS

SCHOOLYARD14

**CROWDFUNDING  
BAS VAN DE GOOR  
EELCO SINTNICOLAAS**







**CRUYFF  
FOUNDATION  
14K RUN  
AMSTERDAM**



# NETHERLANDS

EVENTS

**COOKING  
FOR  
CHARITY  
AMSTERDAM**





**CRUYFF  
FOUNDATION  
CUP  
AMSTERDAM**



**KING'S  
GAMES  
TWELLO**





# SPAIN

## HIGHLIGHTS

- JANUARY** During the winter season, the ski project for children with a disability in La Molina is in full swing.
- FEBRUARY** Over 150 Heroes of the Cruyff Courts organised the Cruyff Courts 6vs6 school tournament in over 10 cities.
- MARCH** Start of the preliminary rounds of the Cruyff Courts 6vs6 school tournament.
- APRIL** Opening of the Cruyff Court Juan Carlos in León. Juan Carlos is a former player of FC Barcelona Dream Team coached by Johan Cruyff. The City Council of Martorell awarded the Heroes of the Cruyff Courts program.
- MAY** 14th edition of our Open Day in Barcelona. A special edition where the new Board of Directors was presented. The Cruyff Courts 6vs6 Spanish Final took place in Igualada.
- JUNE** New collaboration agreement with KIA AR Motors who provide us with cars to coordinate and follow up our projects.
- JULY** We supported the 20th edition of Campus Xavi Hernández, transmitting our values among all participants.
- AUGUST** During the summer period, we supported different sports camps that focus on several disabled sports disciplines.
- SEPTEMBER** Opening of Cruyff Court Les Roquetes with Ronaldinho accompanied by our board member Carles Puyol.
- OCTOBER** Opening Schoolyard14 in Martorell, the 4th in this municipality.
- NOVEMBER** After the successful opening of the Cruyff Court in September, we opened the 1st Schoolyard14 in Les Roquetes.
- DECEMBER** Opening of the Cruyff Court Andreu Fontàs in Banyoles. A new of the Community Program Coach Course took place in Collbató (Barcelona).





**AWARENESS  
SCHOOL  
SESSIONS**



**SPAIN**  
**DISABLED SPORTS**





**OPEN  
DAY  
BARCELONA**



**SPAIN**  
**OPEN DAY**





**OPENING  
CRUYFF  
COURT  
LES ROQUETES**





**HEROES OF  
THE CRUYFF  
COURTS  
COLLBATÓ**



**CRUYFF  
COURTS  
6vs6  
IGUALADA**

**SPAIN**  
**CRUYFF COURTS**





**OPENING  
SCHOOLYARD14  
STA. COLOMA**



**SPAIN**  
**SCHOOLYARD14**

**OPENING  
SCHOOLYARD14  
MARTORELL**





**BOARD  
MEMBERS  
PRESENTATION  
BARCELONA**





**OPENING  
CRUYFF  
COURT  
LEICESTER**



# UNITED KINGDOM

HIGHLIGHTS

**CRUYFF  
COURTS  
6vs6  
LIVERPOOL**



# BELGIUM

HIGHLIGHTS



OPENING  
CRUYFF  
COURT  
MOLENBEEK

# MALAYSIA

HIGHLIGHTS

OPENING  
CRUYFF  
COURT  
KUALA LUMPUR





# 2018

## IN FIGURES

 **27K**

FOLLOWERS ON FACEBOOK

 **21**

COUNTRIES WHERE WE ARE ACTIVE

 **18.500**

PARTICIPANTS AT THE INTERNATIONAL  
CRUYFF COURTS 6VS6 TOURNAMENT

 **14**

NEW CRUYFF COURTS

 **58**

NEW SCHOOLYARDS14

 **49**

TOTAL APPROVED PROJECTS FOR CHILDREN  
WITH A DISABILITY

 **18K**

FOLLOWERS ON TWITTER

 **280**

VOLUNTEERS WORLDWIDE

 **500**

NEW HEROES OF THE CRUYFF COURTS WORLDWIDE

 **250**

TOTAL CRUYFF COURTS

 **460**

TOTAL SCHOOLYARDS14

**2.000**

CHILDREN AT THE OPEN DAYS AMSTERDAM  
AND BARCELONA

 **35K**

FOLLOWERS ON INSTAGRAM

**16.257.074**

PEOPLE REACHED THROUGH  
THE CREATING SPACE CAMPAIGN

 **102**

NEW COACHES WORLDWIDE

**225.000**

TOTAL CHILDREN PLAYING ON THE  
CRUYFF COURTS WORLDWIDE

**100.000**

TOTAL CHILDREN PLAYING ON  
THE SCHOOLYARDS14 WORLDWIDE

**50.000**

TOTAL AMOUNT OF CHILDREN WITH A DISABILITY  
WHO BENEFIT FROM OUR PROJECTS



# "TO ACHIEVE SOMETHING..."



# ...WE HAVE TO DO IT TOGETHER"

JOHAN CRUYFF





# PARTNERS



# ALWAYS PRESENT

## THE 14 RULES OF JOHAN CRUYFF

- |   |   |   |   |
|---|---|---|---|
| <b>1</b> <b>TEAMPLAYER</b><br>To accomplish things, you have to do it together. | <b>2</b> <b>RESPONSIBILITY</b><br>Take good care of things as if it was your own. | <b>3</b> <b>RESPECT</b><br>Respect one another.               | <b>4</b> <b>INTEGRATION</b><br>Involve others in your activities.                             |
| <b>5</b> <b>INITIATIVE</b><br>Dare to try something new.                        | <b>6</b> <b>COACHING</b><br>Always help each other within a team.                 | <b>7</b> <b>PERSONALITY</b><br>Be yourself.                   | <b>8</b> <b>SOCIAL INVOLVEMENT</b><br>Crucial in sports, and even more so in life in general. |
| <b>9</b> <b>TECHNIQUE</b><br>The basics.  | <b>10</b> <b>TACTICS</b><br>Know what to do.                                      | <b>11</b> <b>DEVELOPMENT</b><br>Sports develop body and soul. | <b>12</b> <b>LEARN</b><br>Try to learn something new every day.                               |
| <b>13</b> <b>PLAY TOGETHER</b><br>An essential part of the game.                | <b>14</b> <b>CREATIVITY</b><br>The beauty of sports.                              |   |   |

FACEBOOK.COM/CRUYFFFOUNDATION  
WWW.CRUYFF-FOUNDATION.ORG





