

WE CONTINUE WHAT JOHAN STARTED

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CREATING SPACE



WWW.JOHANCRUYFF.COM

2020

RECAP



CREATING SPACE





In 2020 we created even more space to children and young people. Space to play. Space to grow. Space to make friends. Space to improve physical and mental health. With these words we closed last year, on the threshold of the global corona crisis. It was a year full of serious challenges.

Despite all global restrictions, we have managed to provide space for the children and young people who need it most. We want to highlight one of Johan Cruyff's favourite quotes: "Every disadvantage has its advantage". The corona crisis has challenged us. And thanks to the tenacious effort of the team, the loyal support of our ambassadors and volunteers, professional cooperation with organizations and institutions, and constructive partnerships, we have been able to reach children and young people during this very difficult year.

The Cruyff Foundation has offices in the Netherlands and Spain. Internationally, we become more and more important. In our work we felt the effects of the pandemic. In the Netherlands, in Spain and in the rest of the world.

The 20th edition of the Open Day in the Netherlands was unforgettable in every way. Due to the strict measures, children could not come to the Olympic Stadium in Amsterdam, so we opted to go to the children together with some of our ambassadors. A fantastic day. In Spain, the situation was more complicated and the

restrictions were more severe, so the Open Day could not be held.

In South Africa, Malaysia and the United Kingdom, all Cruyff Courts had to close. LaLeague's soccer program was postponed in both Brazil and Nicaragua. Some of the activities were done online. Fundraising continued to be a big challenge. We said: if it cannot be done as it should, then it must be done as it can.

Vulnerable children and young people have actually had fewer opportunities during the pandemic. This is worrisome and touches our hearts. Not having enough space means that they hardly exercise. That's why it's important to give them a positive boost, especially now.

The Johan Cruyff Foundation is committed to creating space for children and young people to exercise and play sports. Almost 5 years ago we began to structurally measure and professionally map the global impact of the Johan Cruyff Foundation, confirming that the growing impact of our work is undeniable.

We are proud of our contribution to society, together with cooperation partners, organizations, institutions, companies, municipalities and all other stakeholders. Once again, we want to thank them for all their support.

As Johan once wonderfully said: "Alone we can't do it, we have to do it together". His vision is and continues to be our driving force. Together, we continue what Johan Cruyff started.

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

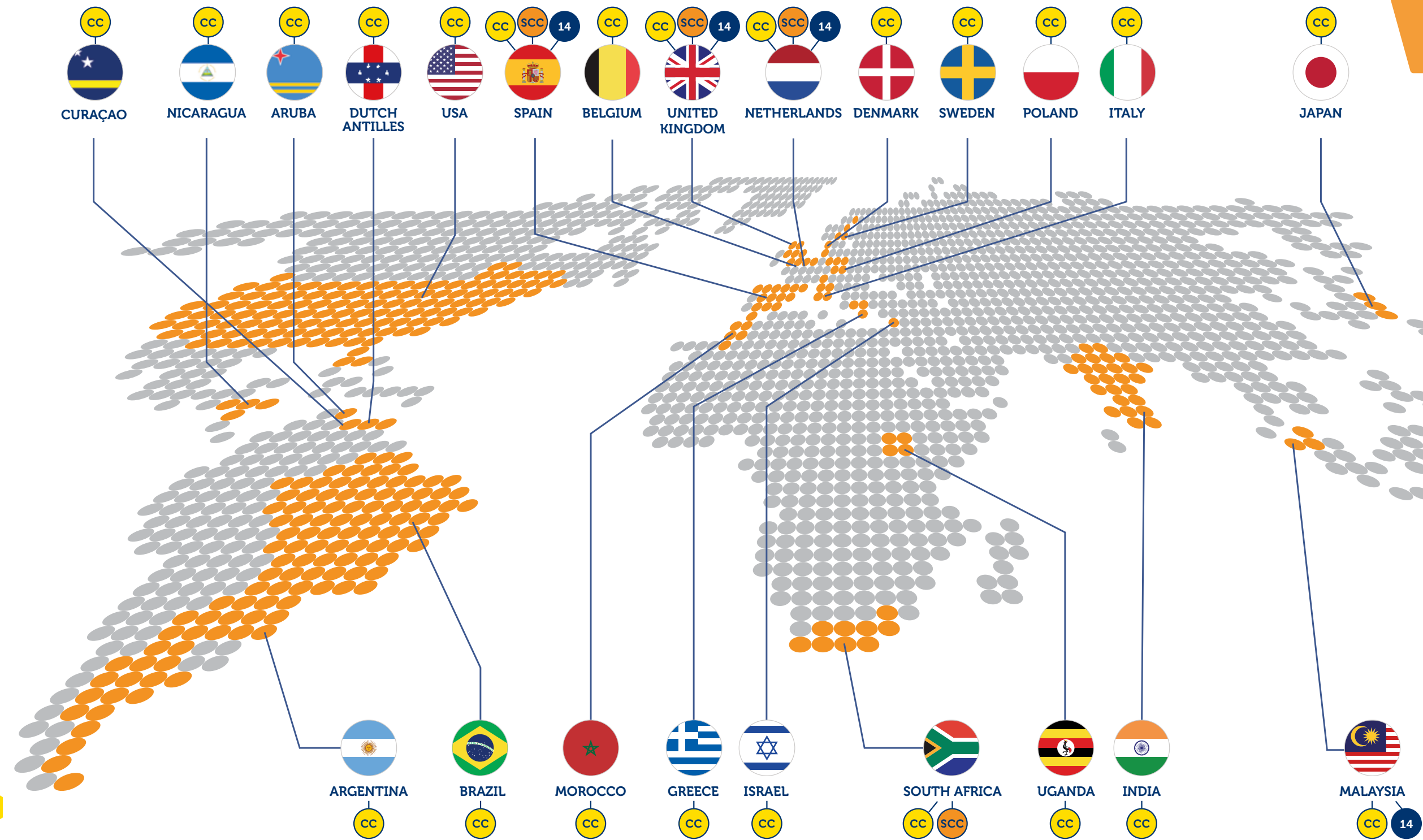
An annual national school football championship for children between the ages of ten and twelve, which is organised by young people who participated in the Heroes of the Cruyff Courts.

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.

The Cruyff Foundation has offices in the Netherlands and Spain, both working internationally to continue what Johan started.

- Cruyff Court
- Special Cruyff Court
- SchoolYard14

NETHERLANDS

DISABLED SPORTS

FRAME FOOTBALL



WHEELCHAIR BASKETBALL





NETHERLANDS

OPEN DAY



**OPENING
CRUYFF COURT
AMSTERDAM**

**HEROES
OF THE
CRUYFF COURT**



NETHERLANDS

CRUYFF COURTS

**CRUYFF COURT
DE ESCH
ROTTERDAM**





**SPECIAL
CRUYFF COURT
THE HAGUE**



NETHERLANDS
CRUYFF COURTS



**OPENING
SCHOOLYARD14
VARSSEVELD**

NETHERLANDS

SCHOOLYARD14



**OPENING
SCHOOLYARD14
AMSTERDAM**

**COOKING
FOR CHARITY
VIRTUAL**



NETHERLANDS

EVENTS



**WINTER
SPORTS**



SPAIN
DISABLED SPORTS



**WHEELCHAIR
TENNIS**



**OPENING
CRUYFF COURT
PALMA**



SPAIN
CRUYFF COURTS







**CAMPUS
XAVI**



SPAIN
EVENTS

MALAYSIA

HIGHLIGHTS



**OPENING
CRUYFF COURT
MENTUAN**

UNITED KINGDOM

HIGHLIGHTS



**CRUYFF COURT
ABERDEEN**

SOUTH AFRICA

HIGHLIGHTS



**CRUYFF COURT
BLOEMPOORT**

JAPAN

HIGHLIGHTS



**SPECIAL
CRUYFF COURT
ADACHI-KU**

2020

IN FIGURES

 **33K**

FOLLOWERS ON FACEBOOK

 **8**

NEW CRUYFF COURTS

 **37**

NEW SCHOOLYARDS14

 **56**

TOTAL APPROVED PROJECTS FOR CHILDREN
WITH A DISABILITY

 **21K**

FOLLOWERS ON TWITTER

 **270**

TOTAL CRUYFF COURTS

 **550**

TOTAL SCHOOLYARDS14

23

TOTAL SPORTS WE SUPPORTED FOR CHILDREN
WITH A DISABILITY

 **57K**

FOLLOWERS ON INSTAGRAM

239.000

TOTAL CHILDREN PLAYING ON THE
CRUYFF COURTS WORLDWIDE

112.000

TOTAL CHILDREN PLAYING ON
THE SCHOOLYARDS14 WORLDWIDE

57.000

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

PARTNERS



ALWAYS PRESENT

THE 14 RULES OF JOHAN CRUYFF

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

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

