

WE CONTINUE WHAT JOHAN STARTED

Johan Cruyff Foundation
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CREATING SPACE



WWW.JOHANCRUYFF.COM

2021 RECAP



CREATING SPACE





FOREWORD

BY OUR DIRECTORS

A report of the turbulent year 2021. A lot has come to a standstill, while children and young people should be practicing sports.

Not everything we had planned could go ahead in 2021. Due to the national measures to contain the coronavirus, many projects had to be postponed, delayed or cancelled. The Cruyff Foundation Cup was cancelled, Cooking for Charity did not take place. Mentally, that required resilience. Working from home behind a screen sometimes put a heavy strain on the team. Work is more than just doing your job; it is mutual contact, conviviality and excitement.

In short, the coronavirus had and still has an unprecedented impact. Despite that, we look back positively. In the Netherlands, we opened the first Cruyff Court Plus in Apeldoorn, the Cruyff Legacy Run virtually started, and the first whistle of the Streetwise Cup sounded. In Spain, we opened six new Cruyff Courts and two new Schoolyard14. The first steps have been taken in China towards 50 Cruyff Courts. We look back on beautiful encounters with Paralympic heroes, tireless ambassadors, magnificent sponsors and supporters. But the most fantastic remains the impact of our work. The enthusiasm of a child when you kick a ball and cheer together.

The construction or opening of a (Special) Cruyff Court is only the beginning. We have been running social programs at the location for at least 10 years. Cruyff Foundation Coaches – neighbourhood sports coaches and youth

workers – are trained and put to work. They get children and youth moving and organize events such as the Summer/Winter Games and Streetwise Cup. Young people experience perspective and possibilities through sport.

OUR MISSION IS MORE URGENT THAN EVER
We say: take sport more seriously. Sport ensures better physical and mental health, personal development, self-confidence and connection. And we have to promote that.

In our view, this means that the sports sector must be organized differently. It now mostly runs on volunteers; it is too non-committal and the sector is fragmented. We would argue that we as a sports sector should do much more together. That we make sport in itself much more important in life. That means more money for sport as a resource. This starts with ourselves and towards the future we will look for that connection even more.

FOCUS COUNTRIES
Johan Cruyff passed away in 2016. Due to his death, we were forced to continue without him. We have also written our strategy based on the mission, vision and culture, and that has helped us to this day. In addition to the Netherlands and Spain, focus countries are the United Kingdom, South Africa, Malaysia and China.

MAKE A DIFFERENCE
Many children and young people in deprived areas have a dream, but little or no access to a network that can help them. We tell them that they should

make use of the people who can help. Johan Cruyff always said it so beautifully: 'Alone you can't do anything, you have to work together'.

Thanks to the persistent efforts of the team, the loyal support of ambassadors and volunteers, professional cooperation with organizations and institutions and constructive partnerships, we have succeeded in reaching children and young people in 2021. We are immensely proud of the difference we are making. Thank you.

JOHAN'S LEGACY
In 2022 we will celebrate 75 years of Johan Cruyff, while the Cruyff Foundation will celebrate its 25-year anniversary. We will not let both milestones pass unnoticed. With a striking annual campaign, we continue to draw attention to Creating Space and Johan's social legacy. He is and remains our great inspiration. We will continue his work with pride.

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 impactful sports and play projects all around the world. We focus on children and youngsters for whom sport isn't a guaranteed part of their lives. We put this into practice by sports projects for children with special needs, by setting up outdoor sports facilities in deprived areas and social sports programs. Through these actions we create space.

Space to grow.
Space to make friends.
Space to improve both their physical and mental health.
Space to become who they 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. For children with disabilities, playing and practising sports is especially important, not only in terms of their health, but also in terms of their social contact with others.

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 and the Streetwise Cup

National school football championships for children between the ages of ten and twelve, which is organized by young people who participated in the Heroes of 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.

**MOBILE
CRUYFF COURT
OLYMPIC
FESTIVAL
SCHEVENINGEN**



NETHERLANDS

DISABLED SPORTS



ROYAL DUTCH
CYCLING
FEDERATION



NETHERLANDS

DISABLED SPORTS





**OPEN DAY
ON TOUR**

NETHERLANDS

OPEN DAY

**HANDING OUT
NEW SPORTS
EQUIPMENT**



**SPECIAL
CRUYFF COURT
BIBIAN MENDEL
UTRECHT**



NETHERLANDS

CRUYFF COURTS





**CRUYFF COURT
PLUS
APELDOORN**



**SPECIAL
CRUYFF COURT
SARINA WIEGMAN
MONSTER**



**HEROES OF THE
CRUYFF COURT**



DE 14 REGELS VAN JOHAN CRUIJFF

- | | | | |
|---|---|---|---|
| 1

TEAMSPELER
Alleen kun je niets, je moet het samen doen. | 2

VERANTWOORDELIJKHEID
Wees zuinig op wat je krijgt en waar je gebruik van mag maken. | 3

RESPECT
Heb respect voor de ander. | 4

INTEGRATIE
Betrek ook anderen bij jouw activiteiten. |
| 5

INITIATIEF
Durf iets nieuws te doen. | 6

COÖPERATIE
Samenwerken. | 7

PERSOONLIJKHEID
Wees wie je bent. | 8

SOCIALE BETROKKENHEID
Belangrijk in de sport, maar helemaal daarbuiten. |
| 9

TECHNIEK
De basis. | 10

CONCENTRATIE
Focus op het spel. | 11

ONTWIKKELING
Door sport ontwikkelt lichaam en geest. | 12

LEREN
Probeer iedere dag weer wat nieuws te leren. |
| 13

SAMENWERKEN
Wezenlijk onderdeel. | 14

SCHOOLPLEIN 14
Het hart van de school. | | |
- CRUYFF FOUNDATION
 JOHANCROYFFFOUNDATION
 @JCFOUNDATION
 WWW.CRUYFF-FOUNDATION.ORG

VRIEND VAN SCHOOLPLEIN14
OBS DE KONINGSSPIL

CHRIS VOS

**FOOTBALL
FOR UNITY
FESTIVAL**



NETHERLANDS

EVENTS

**VIRTUAL
CRUYFF LEGACY
14K RUN**







**ASSOCIACIÓ
RODAMUNT
SANT PERE
DE TORELLÓ**



SPAIN
DISABLED SPORTS

**PLAY & TRAIN
LA MOLINA**





**CRUYFF COURT
ARITZ ADURIZ
BILBAO**



**SPAIN
CRUYFF COURTS**



**CRUYFF COURT
FUNDACIÓN
IKER CASILLAS
ÁVILA**



**CRUYFF COURT
CARLOS SOLER
VALENCIA**



**CRUYFF COURT
ANDER HERRERA
ZARAGOZA**



**CRUYFF COURT
VILANOVA
DEL CAMÍ**



SPAIN
CRUYFF COURTS

**CRUYFF COURT
JORDI ALBA
L'HOSPITALET**



**COACH
COURSE
COLLBATÓ**



SPAIN
CRUYFF COURTS



SCHOOLYARD14
AITANA BONMATÍ
SANT PERE
DE RIBES



SPAIN
SCHOOLYARD14

SCHOOLYARD14
FUNDACIÓN
IKER CASILLAS
NAVALACRUZ



**SALID Y
DISFRUTAD
MANRESA**



**AWARENESS
SCHOOL
SESSION
COLLBATÓ**

SPAIN
EVENTS



**CAMPUS
XAVI**



**CAMPUS
AITANA
BONMATÍ**

SPAIN
EVENTS



**SPECIAL
CRUYFF COURT
JACKIE GROENEN
MANCHESTER**



UNITED KINGDOM

HIGHLIGHTS

**SPECIAL
CRUYFF COURT
VIRGIL VAN DIJK
LIVERPOOL**



**CRUYFF COURT
CHENGDU**



由克鲁伊夫足球品牌
独家授权的中国首座
“克鲁伊夫足球场”
THE FIRST CRUYFF COURT
EXCLUSIVELY BUILT IN CHINA

CHINA
HIGHLIGHTS

BONAIRE

HIGHLIGHTS



**CRUYFF COURT
BONAIRE**

NICARAGUA

HIGHLIGHTS



**LA LEAGUE
PROJECT**

 **34K**

FOLLOWERS ON FACEBOOK

 **8**

NEW CRUYFF COURTS

 **16**

NEW SCHOOLYARDS14

 **58**

TOTAL APPROVED PROJECTS FOR CHILDREN
WITH A DISABILITY

 **23K**

FOLLOWERS ON TWITTER

 **278**

TOTAL CRUYFF COURTS

 **666**

TOTAL SCHOOLYARDS14

24

TOTAL SPORTS WE SUPPORTED FOR CHILDREN
WITH A DISABILITY

 **69K**

FOLLOWERS ON INSTAGRAM

288.000

TOTAL CHILDREN PLAYING ON THE
CRUYFF COURTS WORLDWIDE

135.000

TOTAL CHILDREN PLAYING ON
THE SCHOOLYARDS14 WORLDWIDE

59.000

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. | | |

