

WE CONTINUE WHAT JOHAN STARTED

25 YEARS OF CREATING SPACE

Johan Cruyff Foundation
Olympisch Stadion 13
1076 DE Amsterdam
The Netherlands

C/ Pomaret, 8
08017 Barcelona
Spain



WWW.JOHANCRUYFF.COM

2022

RECAP





FOREWORD

25 YEARS OF CREATING SPACE

In 2022, we celebrated the 25th anniversary of the Cruyff Foundation and it was also the year Johan would have turned 75. It's great that Johan's life and his legacy received worldwide attention, at different times throughout the year. 2022 was a year full of special events, on top of our regular sports and play projects and activities.

The festive kick-off of the anniversary year on Cruyff Court Betondorp in Amsterdam and at the La Sagrera school in Barcelona was unforgettable. The realisation of three Creative Cruyff Courts in Barcelona, London and Rotterdam; amazing. Finally, the Cruyff Legacy Summit in the Johan Cruyff ArenA and the Cruyff Day in Barcelona, with so many familiar faces were a wonderful tribute and were entirely dedicated to Johan's view of sport and society.

OUR MISSION

Johan believed in the endless power of sport and its influence on all children. Especially for children with special needs. Sport and games can be used a tool for social transformation, give self-confidence, teach how to get along with each other and help with personal development. This has been the basis of the Cruyff Foundation for 25 years.

FOCUS COUNTRIES

Internationally, there is increasing interest in our work. Yet growth is not a goal in itself. Besides activities and projects in the Netherlands and Spain, we focus on the United Kingdom, South Africa, China and Malaysia. The challenge is to always stay close to Johan's values and act in his

spirit. What new project would Johan thought important? What is that innovative thing the Cruyff Foundation is making a difference with? We can no longer ask him. That's why we cherish the direct involvement of the Cruyff family. Together, we keep Johan's social legacy alive.

CRUYFFIAN

Johan lives in our hearts. He was opinionated and committed, connecting, accessible, positive, passionate and professional. We work from those values. Today, that means daring to make choices and always monitoring the impact our projects make. Our sharpened long-term strategy, spearheads, strategic themes and implementation are always measured against these Cruyffian values.

We are enormously proud of the difference the Cruyff Foundation is making, together with (inter)national sports heroes, familiar faces. Ambassadors like Ronald Koeman, Pep Guardiola, Xavi Hernández, Carles Puyol, Soufiane Touzani, Sarina Wiegman, Alex Corretja and Aitana Bonmatí: they are Cruyffians. Children look up to them, and they speak the language of boys and girls. They are very good at talking about the influence of sport on social transformation and physical and mental health. That is what we want. Johan is still able to share his message, through them.

OPPORTUNITIES FOR ALL

Is there anything left to wish for? Absolutely. The majority of children and young people worldwide unfortunately do not exercise enough, and that number is increasing. Children of parents

in a vulnerable position, for example because of economic reasons, practise sports much less often than other children of more wealthy backgrounds. We remain committed to changing those issues. In 25 years, we have come a long way. We are grateful to our partners, sponsors, ambassadors, volunteers, community sports coaches, Cruyff Foundation coaches, municipalities, sports associations, social partners, rehabilitation centres, schools - in short, all our relations - for their support and backing over the past 25 years. It was a real pleasure to celebrate the impact of 25 years of the Cruyff Foundation together with the entire Cruyff network.

As Johan described perfectly, "It's not finished at all, it's actually only half finished and we can only do something about that together." We continue what Johan started.

Pati Roura and Niels Meijer
Directors Johan Cruyff Foundation









**CRUYFF COURT
CHENGDU
CHINA**



SPACE TO SHINE

GENDER EQUALITY



**CRUYFF COURT
BLOEMPOORT
SOUTH AFRICA**



SPACE TO SHINE

GENDER EQUALITY

**CRUYFF COURT
LES ROQUETES
SPAIN**



**CREATIVE
CRUYFF COURT
ROTTERDAM
NETHERLANDS**



**SPACE TO
PLAY**
CLAIM YOUR SPACE

**CREATIVE
CRUYFF COURT
L'HOSPITALET
SPAIN**

14

[illegible]



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.

25 years ago 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

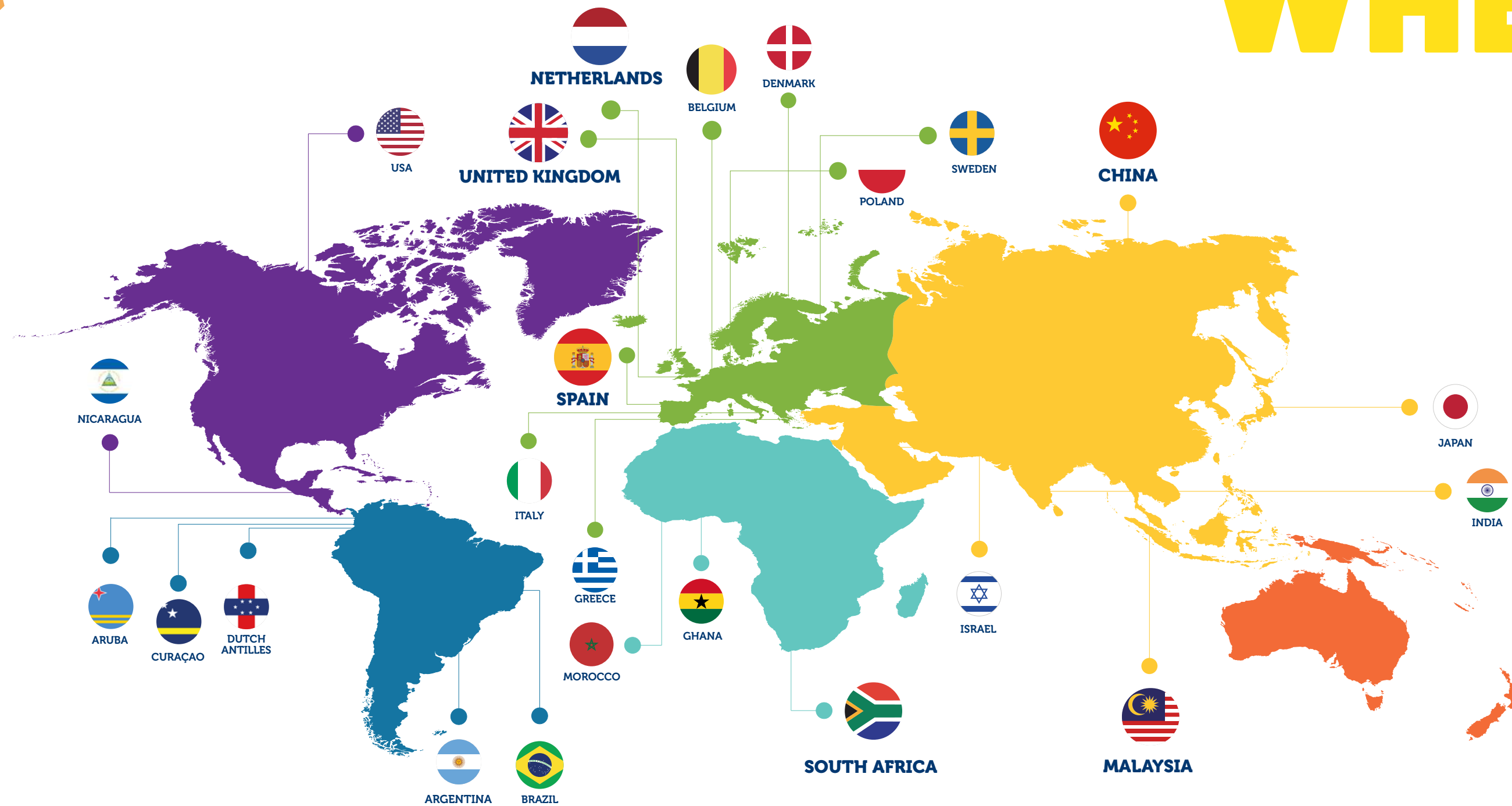
National school football championships for children between the ages of ten and twelve, which is organized by young people who participated in the Heroes of Cruyff Courts.

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.



OPEN DAY
AMSTERDAM



NETHERLANDS
DISABLED SPORTS



**CRUYFF COURT
MATTHIJS
DE LIGT
ABCOUDE**



NETHERLANDS
CRUYFF COURTS



YEARS
FOUNDATION

NETHERLANDS
CRUYFF COURTS

**CRUYFF COURT
VIVIANNE
MIEDEMA
HOOGEVEEN**

CRUYFF COURT
VIVIANNE MIEDEMA

www.cruyff-foundation.org



**CRUYFF COURT
MADURODAM
THE HAGUE**



NETHERLANDS

CRUYFF COURTS



SCHOOLYARD14
DEVYNE RENSCH
LELYSTAD

NETHERLANDS

SCHOOLYARD14

DE 14 REGELS VAN JOHAN CRUIJFF

1	TEAMSPELER Alleen kun je niets, je moet het samen doen.	8	SOCIALE BETROKKENHEID Belangrijk in de sport, maar helemaal daarbuiten.
2	VERANTWOORDELIJKHEID Wees zuinig op wat je krijgt en waar je gebruik van mag maken.	9	TECHNIEK De basis.
3	RESPECT Heb respect voor de ander.	10	TACTIEK Weten wat je doet.
4	INTEGRATIE Betrek ook anderen bij jouw activiteiten.	11	ONTWIKKELING Door sport ontwikkelt lichaam en geest.
5	INITIATIEF Durf iets nieuws te doen.	12	LEREN Probeer iedere dag weer wat nieuw.
6	COACHEN In een team moet je elkaar altijd helpen.	13	SAMENSPELEN Wezenlijk onderdeel van het spel.
7	PERSOONLIJKHEID Wees wie je bent.	14	CREATIVITEIT De schoonheid van de sport.

CRUYFF FOUNDATION

JOHANCROYFFFOUNDATION

@JCFFOUNDATION #SCHOOLPLEIN14

WWW.CRUYFF-FOUNDATION.ORG



SCHOOLPLEIN14
WINNAAR ABDELHAK NOURI TROFEE 2019-2020
DEVYNE RENSCH
NATIONALE POSTCODE LOTERIJ
WWW.SCHOOLPLEIN14.NL
14



**COOKING
FOR
CHARITY
AMSTERDAM**



NETHERLANDS

EVENTS



**STREETWISE
CUP FINAL
ROTTERDAM**



**CRUYFF LEGACY
14K RUN
AMSTERDAM**



**ADAPTED
TENNIS
CHILDREN'S
SCHOOL**



SPAIN
DISABLED SPORTS



**OPEN DAY
BARCELONA**



**SPAIN
DISABLED SPORTS**



**CRUYFF COURT
MONTORNÈS
DEL VALLÈS**



**CRUYFF COURT
RAÚL
GONZÁLEZ
MADRID**

SPAIN
CRUYFF COURTS



**CRUYFF COURT
CONSTANTÍ**



SPAIN
CRUYFF COURTS

**CRUYFF COURT
IVÁN
DE LA PEÑA
SANTANDER**



CRUYFF COURT
LLORET
DE MAR



SPAIN
CRUYFF COURTS

CRUYFF COURT
AITANA
BONMATÍ
SITGES



CRUYFF COURTS
6vs6
MARTORELL



CRUYFF COURTS
6vs6
SANT VICENÇ DELS HORTS



**SPECIAL
EDUCATION
SCHOOL
BARCELONA**



"SALID Y DISFRUTAD."

JOHAN CRUYFF



**CAMPUS
XAVI**



**CAMPUS
AITANA
BONMATÍ**



**CRUYFF COURT
KELLY
SMITH
WINDSOR**



UNITED KINGDOM

HIGHLIGHTS



**CRUYFF COURT
SABA**



DUTCH CARIBBEAN

HIGHLIGHTS

**CRUYFF COURT
DENZEL
DUMFRIES
ARUBA**



INTERNATIONAL
WHEELCHAIR
TENNIS CAMPS

UNITED STATES

HIGHLIGHTS



2022

IN FIGURES

f 36K

FOLLOWERS ON FACEBOOK

16

NEW CRUYFF COURTS

7

NEW SCHOOLYARDS¹⁴

53

TOTAL APPROVED PROJECTS FOR CHILDREN
WITH A DISABILITY

24K

FOLLOWERS ON TWITTER

294

TOTAL CRUYFF COURTS

673

TOTAL SCHOOLYARDS¹⁴

24

TOTAL SPORTS WE SUPPORTED FOR CHILDREN
WITH A DISABILITY

77K

FOLLOWERS ON INSTAGRAM

305.000

TOTAL CHILDREN PLAYING ON THE
CRUYFF COURTS WORLDWIDE

136.000

TOTAL CHILDREN PLAYING ON
THE SCHOOLYARDS¹⁴ WORLDWIDE

112.000

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





PARTNERS

