

# WE CONTINUE WHAT JOHAN STARTED

**Johan Cruyff Foundation**  
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Spain

CREATING SPACE



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

# 2019

RECAP



CREATING SPACE







# FOREWORD

## BY OUR DIRECTORS

With our sport projects for children with a disability, our Cruyff Courts and our Schoolyards14 we create space for children. We do this through powerful collaborations and strong relationships. It is all about quality, purpose and focus. We are extremely proud of all the projects we realise and the impact we create. The power of sports keeps surprising us, time after time.

The Cruyff Foundation has offices in the Netherlands and Spain. Internationally, we become more and more important. Today we are active in more than 20 countries, with hundreds of sports projects. That is something you can only achieve with a strong and involved team.

In this recap, we look back at our year 2019 and cannot ignore the COVID-19 crisis. The outbreak took place in December 2019 in China, although the global pandemic and the consequences of this were not yet happening. The period that followed was a period of insecurity, also for us. We have to review our goals and ambitions. Positivity is in our DNA and, as Johan Cruyff said, "every disadvantage has its advantage". So also, the Cruyff Foundation looks for new possibilities and opportunities in these times of crisis.

Creating space: that is what it is about. Not only do we see the power of this, our partners see it too. The positive side: health, fun, discovering talents and being together. And the need: the negative effects that children experience when they are not active enough. We think about

obesity and loneliness, but also about poverty, drug abuse and gender discrimination. Children fleeing for war and looking for a safe space to find some peace. We give children a safe space to play. Space to grow. Space to make friends. Space to improve physical and mental health.

Johan Cruyff always had special attention for children with a disability. He also had the wish, together with the Cruyff family, to help refugee children. And that's going to happen the coming years thanks to the players of the Dutch Postcode Lottery. We will create three safe spaces on the Greek islands of Lesbos and Samos: Cruyff Courts.

In Spain, the Cruyff Courts project continued to grow throughout the territory. Among others, the first Cruyff Court in the Madrid region was opened in partnership with the "la Caixa" Foundation.

In South Africa, we will start with the first Child Care Center with a Cruyff Court, thanks to the revenues of our annual fundraising event; the Cooking for Charity.

In Malaysia, you can find six Cruyff Courts, at communities where it is not obvious. The aim is to create 15 safe spaces together with our local partner Yayasan Hasanah.

In the United Kingdom, we reach more and more people with our Cruyff Courts, Special Cruyff Courts and Schoolyards14, thanks to the People's

Postcode Lottery. The community is more positive about their neighbourhood when there is a Cruyff Court in it.

This year we received numerous samples of support from great athletes. We are proud to know that thanks to contributions like these, we can continue with Johan Cruyff's social legacy.

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.

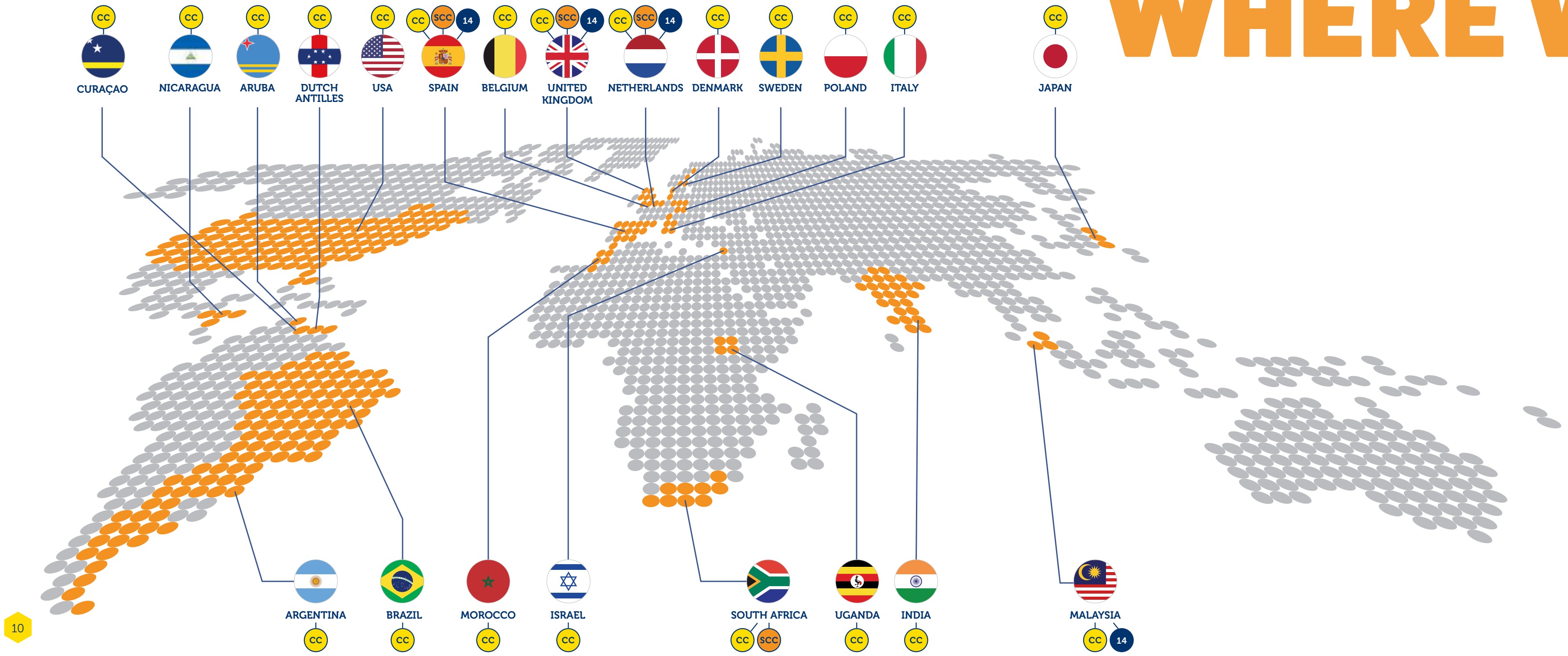
### **SCHOOLYARD14**

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



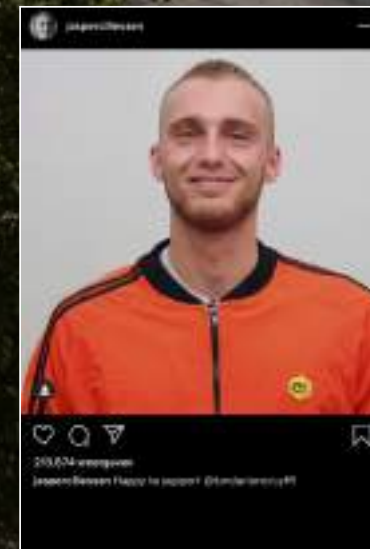
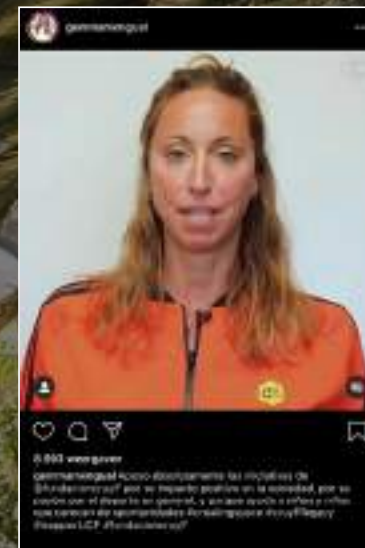
We started as a Dutch and Spanish foundation. These two countries are still home to the largest number of our projects, but we are playing an increasingly important role on the international stage.

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

- CC Cruyff Court
- SCC Special Cruyff Court
- 14 SchoolYard14



On January 14th we launched the "I Support" campaign through different social media platforms. A mixture of well-known athletes showed their support for the Cruyff Foundation. This campaign, which lasted more than three months, ended on April 25th, the day on which Johan Cruyff would have turned 72 years old.

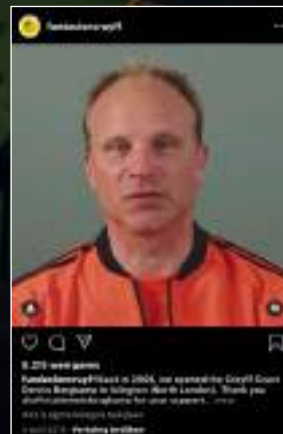
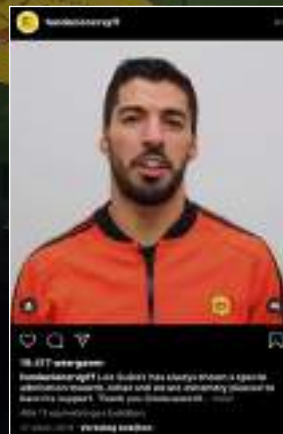
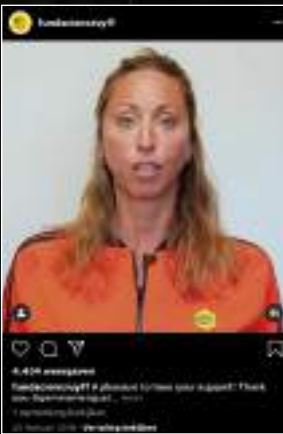
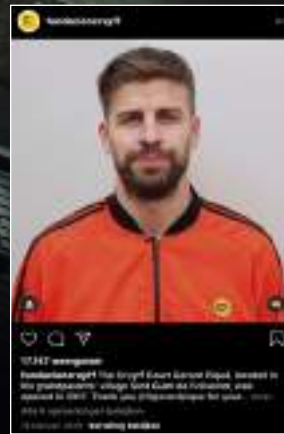
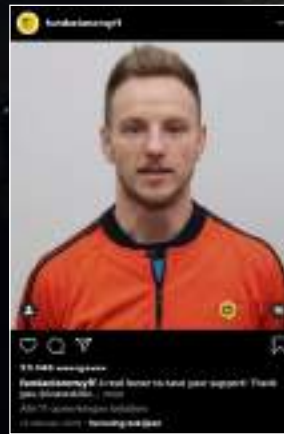
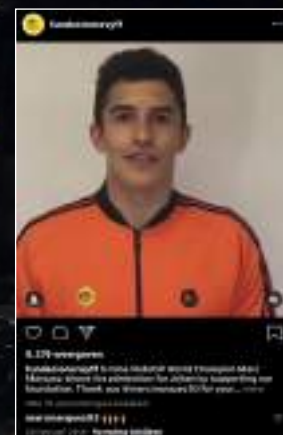
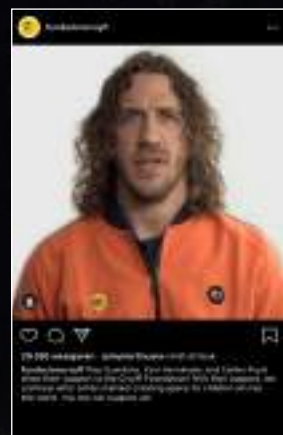
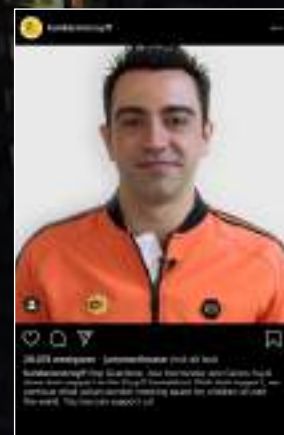






# THEY SUPPORT

## THE CAMPAIGN







# NETHERLANDS

## HIGHLIGHTS

### JANUARY

Opening of the 250th Cruyff Court in Spain, together with our ambassador Ronald Koeman.

### MARCH

Launch of frame football as an official sport in the Netherlands.

### APRIL

Start Culture@CruyffCourts on 14 Cruyff Courts in the Netherlands, where children get introduced to cultural activities.

### MAY

Cruyff Legacy 14K Run in Amsterdam, where we raised € 259.928 to create space for children.  
Opening of the Cruyff Courts from Memphis Depay, Kasper Dolberg, Sjaak Swart and Georgino Wijnaldum.  
Reopening of the Cruyff Courts in Sint Eustatius and Sint Maarten together with our Ambassadors Richard Hamilton and Anouk Hoogendijk.

### JUNE

The Cruyff Courts 6vs6 Dutch Final took place in Nijmegen.

### SEPTEMBER

19th edition of our Open Day in the Olympic Stadium in Amsterdam.

### OCTOBER

Handing over of the cheque for the Cruyff Courts for refugees on Lesbos and Samos from the players of the Dutch Postcode Lottery.

### NOVEMBER

Opening Cruyff Court Neale Cooper, the second Cruyff Court in Aberdeen.

### DECEMBER

Opening Cruyff Court Maria Angelo Machado in Brazil, together with Heroes of the Cruyff Courts from the La League project.



**CLINIC  
RACERUNNERS**



# NETHERLANDS

**DISABLED SPORTS**







**OPEN  
DAY  
AMSTERDAM**



**NETHERLANDS**  
**OPEN DAY**



# NETHERLANDS

DISABLED SPORTS





**MOBILE  
CRUYFF  
COURT  
JOHAN CRUYFF  
ARENA**



# NETHERLANDS

**CRUYFF COURTS**





**OPENING  
CRUYFF  
COURT  
MOORDRECHT**



# NETHERLANDS

**CRUYFF COURTS**



**OPENING  
CRUYFF  
COURT  
SCHIEMOND**





**CRUYFF  
COURTS  
6vs6  
NIJMEGEN**



**CULTURE  
@CRUYFF  
COURTS**





**OPENING  
SCHOOLYARD14  
ALMERE**



**NETHERLANDS**  
**SCHOOLYARD14**





**OPENING  
SCHOOLYARD14  
EMMEN**



**OPENING  
SCHOOLYARD14  
TUITJENHORN**

**NETHERLANDS**  
SCHOOLYARD14





**COOKING  
FOR  
CHARITY  
AMSTERDAM**

# NETHERLANDS

EVENTS



CREATING SPACE







**CRUYFF  
FOUNDATION  
CUP  
AMSTERDAM**



# NETHERLANDS

EVENTS

**CRUYFF  
LEGACY  
14K RUN  
AMSTERDAM**





### JANUARY

Opening of the Cruyff Court Ronald Koeman in Sant Vicenç dels Horts (Barcelona).  
On the 14th, we launched the 'I Support' campaign.

### FEBRUARY

We supported an inclusive goalball championship in which 17 schools and colleges participated.

### MARCH

Kick off Heroes of the Cruyff Courts 2019.  
Opening of the Cruyff Court Sergi Roberto in Reus.

### APRIL

Opening of a new Schoolyard14 in Martorell.  
We were awarded for our social contribution in the 2nd edition of World Soccer Congress.

### MAY

Opening of a new Schoolyard14 in Martorell.  
Thanks Cars for Smiles, children of a special education school in Barcelona had an unforgettable experience!  
The Cruyff Courts 6vs6 Spanish Final took place in Igualada.

### JUNE

15th edition of our Open Day in Barcelona.  
Opening of the Cruyff Court Manel Estiarte in Manresa and the Cruyff Court Els Hostalets de Pierola, attended by our board member Pep Guardiola.  
Opening of a new Schoolyard14 in Barcelona.

### JULY

Bringing our values to the football training camp of our board member Xavi Hernández.

### AUGUST

We supported different sports camps that focus on several disabled sports disciplines.

### OCTOBER

Opening of the Cruyff Court Port Aventura Dreams.  
The village offers a unique experience to children suffering from serious illnesses and their families.

### DECEMBER

Opening of the Cruyff Court Fernando Torres in Fuenlabrada (Madrid).





# SPAIN

DISABLED SPORTS





**OPEN  
DAY  
BARCELONA**

**SPAIN**  
**OPEN DAY**







**OPENING  
CRUYFF  
COURT  
ST. VICENÇ  
DELS HORTS**



**OPENING  
CRUYFF  
COURT  
REUS**

**SPAIN**  
**CRUYFF COURTS**





**OPENING  
CRUYFF  
COURT  
MANRESA**



**OPENING  
CRUYFF  
COURT  
ELS HOSTALET  
DE PIEROLA**





**OPENING  
CRUYFF  
COURT  
PORTAVENTURA**



**SPAIN**  
**CRUYFF COURTS**

**OPENING  
CRUYFF  
COURT  
FUENLABRADA**





**CRUYFF  
COURTS  
6vs6  
BARCELONA**



**SPAIN**  
**CRUYFF COURTS**

**CRUYFF  
COURTS  
6vs6  
IGUALADA**









**OPENING  
SCHOOLYARD14  
MARTORELL**



**SPAIN**  
**SCHOOLYARD14**





**CRUYFF  
COURTS  
6vs6  
LEICESTER**



**OPENING  
CRUYFF  
COURT  
ABERDEEN**



# NICARAGUA

HIGHLIGHTS



**COACH  
COURSE  
LA LEAGUE  
PROJECT**

# BRAZIL

HIGHLIGHTS



**OPENING  
CRUYFF  
COURT  
TIMBIRAS**



# SWEDEN

HIGHLIGHTS



OPENING  
CRUYFF  
COURT  
HAMMARKULLEN

# DENMARK

HIGHLIGHTS



OPENING  
CRUYFF  
COURT  
VOEL



# 2019

## IN FIGURES

 **31K**

FOLLOWERS ON FACEBOOK

 **22**

COUNTRIES WHERE WE ARE ACTIVE

 **12.546**

PARTICIPANTS AT THE INTERNATIONAL  
CRUYFF COURTS 6VS6 TOURNAMENT

 **12**

NEW CRUYFF COURTS

 **53**

NEW SCHOOLYARDS<sup>14</sup>

 **56**

TOTAL APPROVED PROJECTS FOR CHILDREN  
WITH A DISABILITY

 **20K**

FOLLOWERS ON TWITTER

 **300**

VOLUNTEERS WORLDWIDE

 **500**

NEW HEROES OF THE CRUYFF COURTS WORLDWIDE

 **262**

TOTAL CRUYFF COURTS

 **513**

TOTAL SCHOOLYARDS<sup>14</sup>

**23**

TOTAL SPORTS WE SUPPORTED FOR CHILDREN  
WITH A DISABILITY

 **54K**

FOLLOWERS ON INSTAGRAM

**1.900**

CHILDREN AT THE OPEN DAYS AMSTERDAM  
AND BARCELONA

 **42**

NEW COACHES WORLDWIDE

**237.000**

TOTAL CHILDREN PLAYING ON THE  
CRUYFF COURTS WORLDWIDE

**112.000**

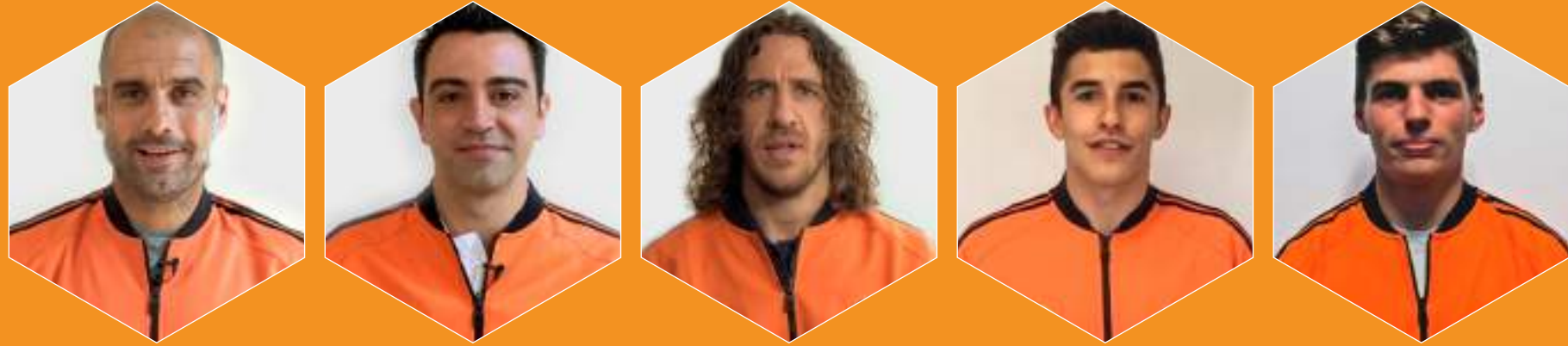
TOTAL CHILDREN PLAYING ON  
THE SCHOOLYARDS<sup>14</sup> WORLDWIDE

**57.000**

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



# "WE CONTINUE..."



# ...WHAT JOHAN STARTED"





# 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

