

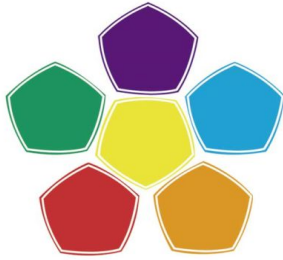


Fútbol para el Futuro

Fundación

Medellin - 2017

OUR WORK



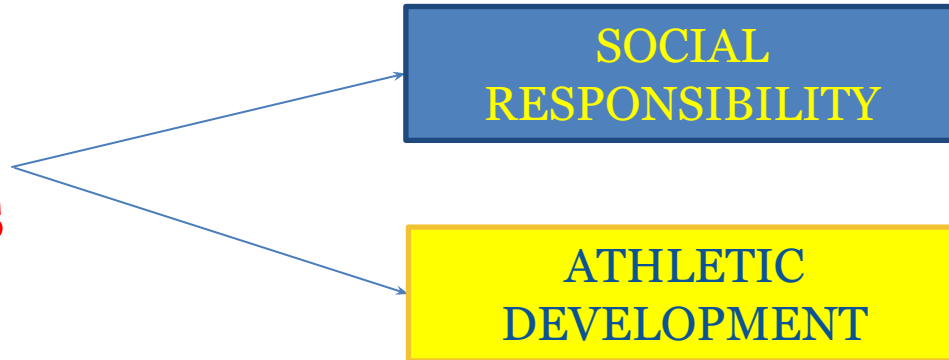
Fútbol para el Futuro
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- 1. AT-RISK COMMUNITIES**
- 2. FÚTBOL COACHES**
- 3. PROFESSIONAL ATHLETES**
- 4. ORGANIZATIONS AND GROUPS**
- 5. THE STATE**

OBJECTIVES

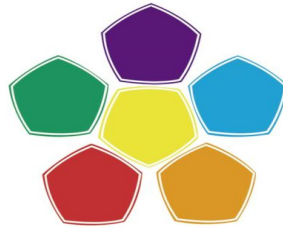
- ❖ Promotion of social responsibility and athletic development in Colombia

**Strategies
and Programs**



OUR WORK

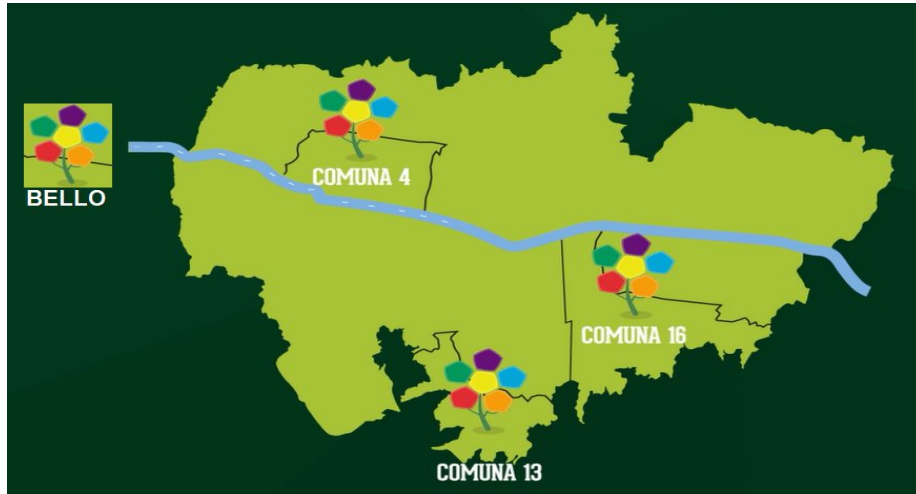
Fútbol Para el Futuro Introduction Video



Fútbol para el Futuro
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<https://youtu.be/eIqryrXz5r0>

OUR IMPACT



- ❖ **300** beneficiaries.
- ❖ **3** poor communities in Medellín and Bello.
- ❖ **1,556** family members

Allies:



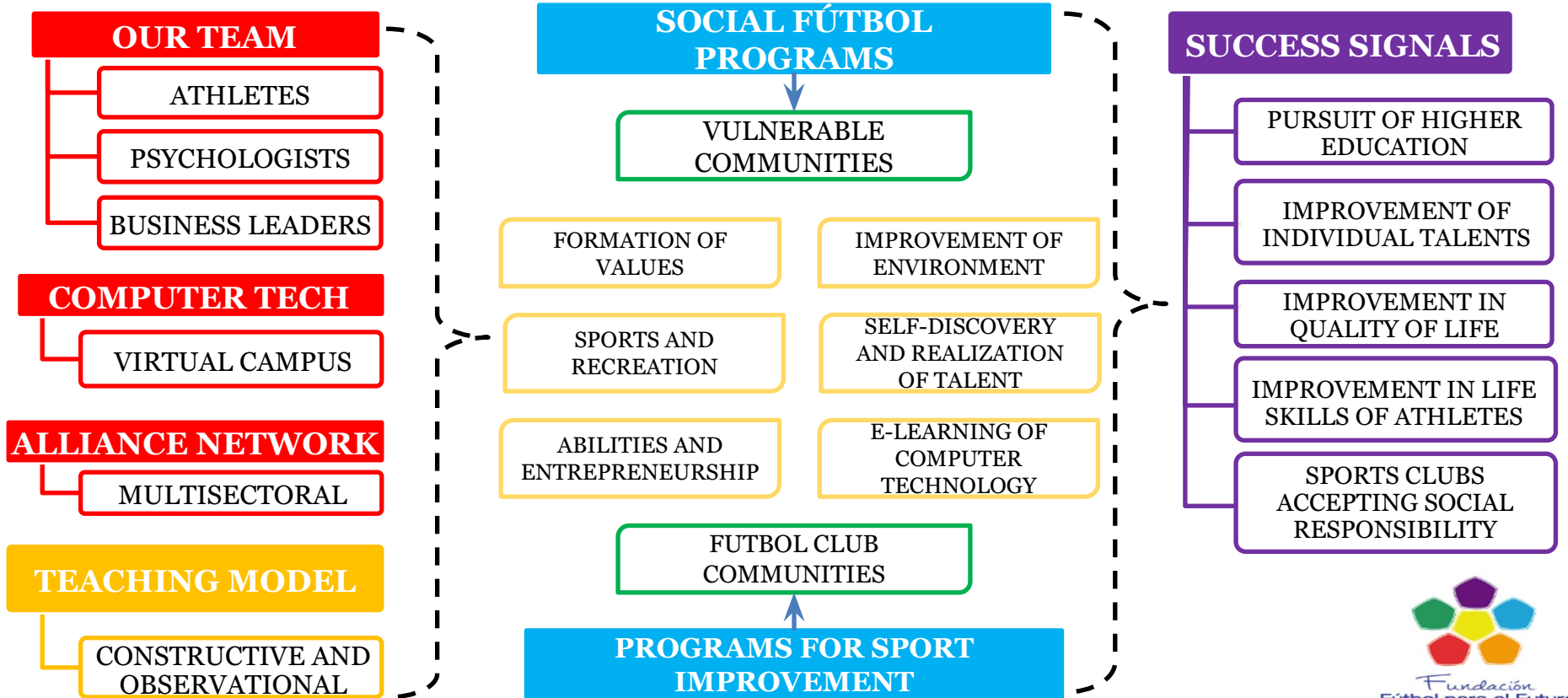
FPF BENEFICIARIES



FPF FAMILIES



OUR MODEL FOR SOCIAL IMPACT



OUR TOOL IS *FÚTBOL POR LA PAZ*



«Through the **FÚTBOL POR LA PAZ** method and utilizing our capacities, we have supported, inspired, and introduced impactful ideas that are changing the lives of thousands of children in the city of Medellin. We are pioneers in Medellin.»

FÚTBOL POR LA PAZ

Year 1

Year 2

Year 3

Year 4

Year 5

Year 6

Year 7

190 HOURS OF
SOCIAL FÚTBOL

50 HOUR OF
PSYCHOLOGY
WORKSHOPS

20 HOURS OF
FAMILY
WORKSHOPS

HOME VISIT

190 HOURS OF
SOCIAL FÚTBOL

50 HOURS OF
PSYCHOLOGY
WORKSHOPS

20 HOURS OF
FAMILY
WORKSHOPS

50 HOURS OF
EDUCATIONAL
ACTIVITIES

190 HOURS OF
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WORKSHOPS

50 HOURS OF
EDUCATIONAL
ACTIVITIES

TICS – ENTREPRENEURSHIP – BILINGUALISM – FINANCES

EDUCATIVE WORKSHOPS FOR SPORTS DEVELOPMENT

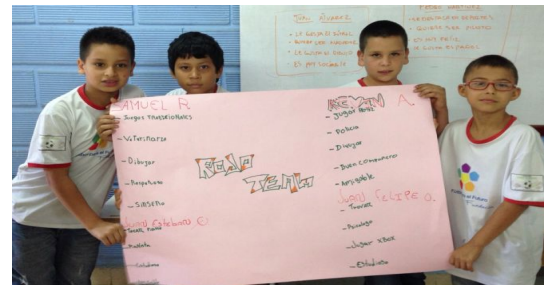
ENTREPRENEURSHIP, FINANCES, BILINGUALISM, AND COMPUTER TECHNOLOGY



Un programa educativo en inteligencia emocional, creatividad y emprendimiento para niños



InspiraKIDS



WHAT DOES THE FPF MODEL LOOK LIKE HERE IN COLOMBIA?

1st: **Discussion of Values** (30 minutes)

- ❖ Selection of values for the day.
- ❖ Workshop on our values and how to practice them.
- ❖ The student's participation is crucial to ensuring that the student will focus on these 2 values while on the field.



WHAT DOES THE FPF MODEL LOOK LIKE HERE IN COLOMBIA?

2nd: **Fútbol Practice** (Implementation of the agreement)

- ❖ The sports activity. They behave during practice according to the agreed upon values.



WHAT DOES THE FPF MODEL LOOK LIKE HERE IN COLOMBIA?

3rd: Evaluation

- ❖ The children complete self-evaluations of their performance in accordance with the values, and are also evaluated by their peers and their FPF mentors.
- ❖ FLORBALONES are awarded to children who have consistently complied with the values throughout the day.



2015 - NARANJA PHASE



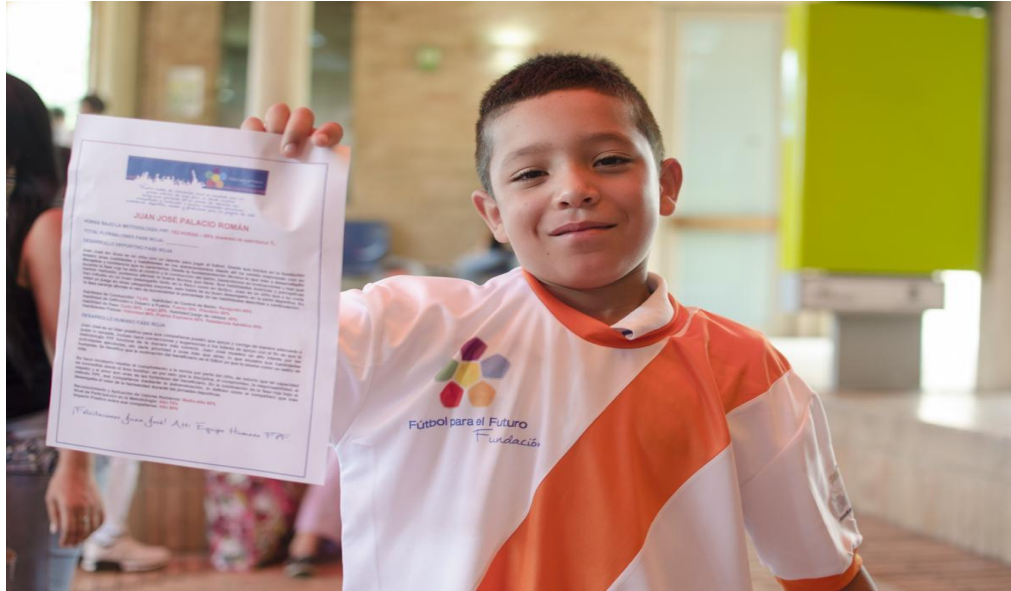
The parents receive updates on the child's athletic and psychological development.

2015 - NARANJA PHASE



We are changing lives by improving the relationships of these families.

2015 - NARANJA PHASE



We assist in the day-to-day lives of all children in our program, following a policy of measurable improvement in the aspects of athletics and daily life.

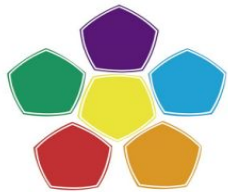
TEAM VIDEO



<https://www.youtube.com/watch?v=eIqryrXz5r0>



TALENT PROGRAM



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For the Future!

WHO ARE WE SUPPORTING?



- ❖ **Athletes from an existing sports club**, whether in Medellin or other cities in Colombia.
- ❖ **Athletes from all varieties of sport activities**, including fútbol, swimming, cycling, etc.
- ❖ **Athletes between the ages of 12 and 21 years old.**

WHAT IS THE PROGRAM?



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Página principal

Español ▼

Nombre de usuario

 admin

Contraseña



Entrar

THE ATHLETE CREATES AN ACCOUNT SO AS TO RECEIVE **80 HOURS** OF ONLINE TRAINING IN **ACADEMIC COURSES** AND **PERSONAL TRAINING.**



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WHY IS IT NECESSARY?



1. Thousands of professional athletes do not comply with the standards of professional sports.

2. These young athletes may reach a certain level of success, but do not have a clear vision for what to do next.

3. Their educational level and their interest in studying are low.

4. Many do not have the support necessary to reach their goals.

WITH PROFESSIONAL ATHLETES

THE ATHLETE WILL RECEIVE SUPPORT IN CREATING A PERSONALIZED ATHLETIC BRAND, www.juanita10.com

Juanita¹⁰



Juana García
Bogotá. 12 years old.



WHAT DOES THE PROGRAM CONSIST OF?



SPORTS COACHING

THE ATHLETE RECEIVES PERSONALIZED TRAINING TO IMPROVE ATHLETIC PERFORMANCE AND LIFE HABITS.

COACHES

- ❖ In alliance with *INDER Medellín*.
- ❖ **Course:** 40 hours -- theory and practice.
- ❖ **Beneficiaries:** 60 coaches from existing sports clubs in the Medellín area.
- ❖ **Purpose of the Program:** To provide neighborhood leaders and INDER staff with a supportive space to learn how to better resolve the issues that arise while working with children and young athletes in different areas of the city.



COMMUNITY LEADERS

- ❖ In alliance with *Indeportes Antioquia*.
- ❖ **Course:** 16 hours -- theory and practice.
- ❖ **Beneficiaries:** 120 rural leaders from the cities of Antioquia.
- ❖ **Purpose of the Program:** To train community leaders in acting and promoting the ideas of *Fútbol for Peace* in order to increase the potential for impact in Antioquia, especially in the communities where these leaders are working.



SENA ALLIANCE – FPF – MININTERIOR (September 2015)

The FPF and SENA Alliance will integrate the *Fútbol for Peace* method into the national public education system.



Juber Ariza, a ministry official, and the Vice Minister of the Interior, **Carmen Vásquez**.



Alfonso Prada, Director General of SENA and Ruben Losantos, an FPF ally in the Spanish Fútbol Federation

HOW YOU CAN SUPPORT OUR MISSION



BECOME A MEMBER



Coach Mentors
Social Membership FPF

TÚ PUEDES SER PARTE ACTIVA DE FPF
CONOCE NUESTRO PLAN PADRINO



OUR SPONSORSHIP
PROGRAM ALLOWS PEOPLE,
FAMILIES, AND COMPANIES
TO BE A PART OF OUR
FÚTBOL SOCIAL
PROGRAM.

BECOME A MEMBER



Become a **Sponsor Plan Member** to support us for 1 year AND:

- ❖ Receive a **collectible** *Fútbol Para El Futuro* garment from our own designs.
- ❖ Provide resources for **uniforms** and **equipment** for incoming children and their teachers.

Do you want other communities to partake in this program?

BECOME A MEMBER

Become a **CORPORATE TEAM SUPPORTER!**

Con el pago mensual de tu membresía estás apoyando activamente la labor FPF para que los niños tengan un acompañamiento por 7 años hasta llevarlos a un proyecto de vida sostenible dentro de la educación superior.

HAY UNA MEMBRESÍA ESPECIAL PARA TI

FAN FPF

Desde \$30.000 cada mes.
Impactas: 1 niño

FAMILY TEAM

Desde \$60.000 cada mes.
Impactas: 2 niños

CORPORATE TEAM SUPPORTER

\$500.000
Esta membresía es para empresas y su impacto es para 11 niños.



COMPANIES WITH A SOCIAL RESPONSIBILITY HAVE THE OPTION TO SUPPORT A PROGRAM OF HIGH SOCIAL IMPACT THAT USES SPORTS AS A VEHICLE FOR CHANGE.



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WITH YOUR MEMBERSHIP:

Cuando tú, tu familia y/o tu empresa se inscriben al programa Coach Mentors - apoyan activa y directamente nuestro trabajo, que cambia y mejora la vida de niñas, niños y jóvenes vulnerables. Con tu aporte a la Fundación FPF haces posible que cada vez más niños sean cuidados e impactados a través del deporte, la educación en valores y el desarrollo de habilidades para la vida a través del EMPRENDIMIENTO, EDUCACIÓN FINANCIERA, BILINGÜISMO Y LA INCLUSIÓN EN EDUCACIÓN TECNOLÓGICA.

**¿QUÉ
ES COACH
MENTORS?**



- ❖ RECEIVE A BIMONTHLY NEWSLETTER WITH INFORMATION (SPORTS, EDUCATION, ETC.) ABOUT EACH CHILD THAT YOU SPONSOR.
- ❖ SUPPORT **16 CHILDREN** IN NARANJA FASE.
- ❖ SUPPORT **54 CHILDREN** IN ROJA FASE.



BENEFITS OF BEING A COACH:

De acuerdo a la membresía seleccionada podrás recibir: camisetas y manillas que te acreditan como Coach Mentor, invitaciones para nuestra "Subasta Ponte La Camiseta", tú, tu familia y/o tu empresa podrán compartir jornadas deportivas en campo en una de nuestras sedes y antes del cierre fiscal de cada año tendrás tu certificado de donación para descontarlo de tu Declaración de Renta ante DIAN.

*La empresa donante con membresía corporativa tendrá tratamiento de patrocinador, a través de la inclusión de su imagen corporativa en eventos e indumentaria oficial de la fundación.

**BENEFICIOS DE TU
MEMBRESÍA SOCIAL
COACH MENTORS**

BENEFITS:

- ❖ HAPPINESS
- ❖ ENSURE THE WELLBEING AND SENSIBILITY OF YOUR CHILDREN, AS WELL AS THE CHILDREN OF MEDELLIN.
- ❖ SOCIAL IMAGE IMPROVEMENT (DESIGNATE YOURSELF AS A SOCIAL ACTIVIST)

TESTIMONIES:

https://www.youtube.com/watch?v=E42_o6EApJM



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WHAT MORE CAN YOU DO?

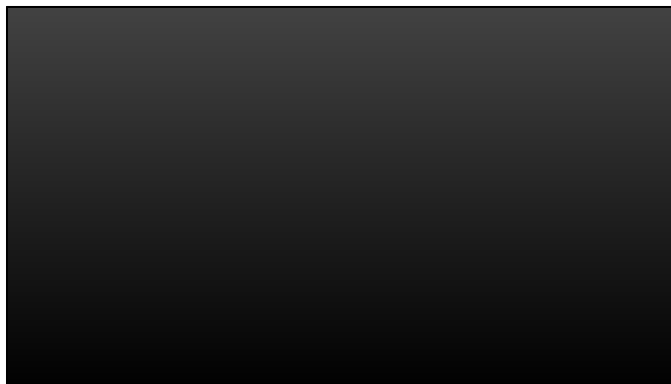
VOLUNTEER IN OUR FÚTBOL SOCIAL PROGRAM

- ❖ Spend a few hours of your day **playing fútbol** with the FPF kids
- ❖ **No spanish necessary** -- only a good attitude and a desire to play
- ❖ To learn more/volunteer, check out our website at **futbolparaelfuturo.org**



OTHER BENEFITS

- ❖ Gifts are **tax deductible** towards your income.
- ❖ **Social Image** Improvement.
- ❖ Show off **your brand** on the uniforms. (Only 7 corporate donors are able to access this exclusive honor).
- ❖ Your brand **displayed** on our website and at all of our events.
- ❖ Your brand associated with a company of **social responsibility**.
- ❖ **Publicly support** an organization that has a high impact on the city and the sport.
- ❖ Your employees and their families can **enjoy a day of fútbol** with the FPF children at our Sports Day.



THANK YOU!



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Fútbol para el Futuro

www.futbolparaelfuturo.org