Karachi United Football Foundation was established as a separate entity in July 2010, registered under the 1882 Trusts Act with the following vision:

"COMMUNITY DEVELOPMENT AND SOCIAL UPLIFT OF YOUTH THROUGH FOOTBALL, EDUCATION AND HEALTH."
The aim of the Karachi United Football Foundation (KUFF) is to leverage the popularity of football and employ it to provide opportunities for our youth and bring about positive social change in our communities.

To achieve such an objective, we have established Centers of Excellence (CoE’s) in various parts of the city which provide free football coaching to under-privileged children and work on a four tier approach, FEVH:

**FOOTBALL TRAINING (F)**

Sessions run for two hours, thrice a week. The youth is provided with football kits, shoes, socks and other essentials to ensure their wellbeing and enforce proper standards. Furthermore, youth leagues are carried out amongst the CoE’s which provide competition and more importantly, work on peace building through cooperation and exposure to other communities.
**EDUCATION (E)**

We understand that every individual has the right to education and hence, our fundamental premise is to provide basic education to ensure literacy amongst the communities. Currently, we follow the guidelines and syllabus of Literate Pakistan; however, we’re looking to formulate strategic alliances with educational institutes within the communities to better facilitate the youth.

**VOCATIONAL TRAINING (V)**

We believe our efforts would be fruitful once we’re able to facilitate the youth in acquiring the necessary skills to be gainfully employed. The pre-requisites of vocational training has pushed such a goal further down the lane, however, we provide the youth with life skills training and career guidance. Life-skills training which includes conflict resolution, leadership training etc is a priority as it has shown to have unmatchable positive impact amongst the youth.

**HEALTH AWARENESS (H)**

Health awareness is essential for a sustainable model. Until quality of life within these communities improves there will be minimal social uplift. Our awareness programs extend to the households, as we understand the dire need of educating the parents regarding important life decisions. One of the worst habits within these communities is eating betalnut (chalia), which is also one of our biggest challenges.
**CAN SPORTS SAVE MANKIND?**

The UN has identified 8 ways that sports benefits mankind.

1. **Health**
   - **Globally 60%** of adults do not participate in an adequate amount of physical activity, which is linked to a one in four diseases. The World Health Organization (WHO) estimates that 60% of non-communicable diseases that could be prevented by an increase in physical activity and a healthier lifestyle.

2. **Education**
   - The UN defines sport as a "school for life."
   - "Through sport, we can educate children on leadership, foster values, make friends and give children hope for the future."
   - United Nations Special Adviser on Sport for Development and Peace.

3. **Economic Development**
   - Worldwide, the sports sector is worth over **$620 billion**. The sport sector is expected to grow at a rate of 3-5% per year.
   - "The encouraging sport and associated economic activities is possible to achieve a "leisure" society in which new forms of activity are generated, producing additional goods and services, creating jobs and contributing to economic development."

4. **Sports Endorse Economic Development Through**
   - The creation of millions of jobs in the manufacturing of sporting goods.
   - The creation of jobs within the sports industry is a whole.
   - The large scale of sport has a multiplier effect, leading to job creation and economic development.

5. **The Olympic Truce**
   - Started in 4th Century BC.
   - Olympics 7 days prior to the Olympics / 7 days after the Olympics.
   - Commemorated and joined by most UN member states in 2010.
   - Teaches the importance of war, legal offenses, and death penalties during the games.

6. **The Rugby Coat Truce**
   - Between 2003 and 2008, the rugby coach was a special role in a team.
   - In 2003, the Day was named the national football team, qualifying for the World Cup.
   - Footballer Didier Drogba led a call for the prevention of violence.
   - This led to a 5-year ceasefire between factions.

7. **Role and the BIAFRA Conflict**
   - From 1995-1998, Western Nigeria was in a civil war.
   -PEO and the Biafran Lions led a call for support.
   - For this match, a $690 million war tax was declared on all Nigerians as a call to end the game.

8. **SOURCES**
   - United Nations: www.unga.org
   - Sports for Development and Peace: www.s4doug.org
   - Sports Coast: www.sportscoast.org
   - FACT CHECK: DOCUMENT THROUGH SPORT: www.document.org
   - The World Bank: www.worldbank.org
   - The Global Game: www.thegame.org

**CURRENT OPERATIONS AND IMPACT**
- Our CoE's are bringing about positive change in the following areas:
  - Lyia Kalma
  - Kandara
  - Manghopur: B
  - Mary Agra
  - Old Gomar
  - Balsi-Star
  - Maze: Orange Town
  - Nazirshaid: Badia Town
  - Manghopur A
  - Maripur

**Peace**
- Past sporting events have helped to promote values such as cooperation, trust, and fair play which in turn have encouraged peace between the participants.
WHAT WE DO

Our basic premise is to leverage the power of sport to tackle issues that Pakistan’s underprivileged children face. We harness the passion our local communities have for football and provide children with a compelling reason to stay off the streets and avoid bad habits. We strive to ensure proper development amongst the youth and have an impact on their quality of life. By equally involving girls and women, we hope to empower them and break away from stereotypes and evoke a positive change in mindset. The world knows football as the beautiful game, but to us, it is hope, it is progress, and it is the path to a brighter future for Pakistan.
Our passion is what unites us, and unity is what strengthens us.

WHY KUFF?

• International Labour Organization estimated more than 12 million children were active in labour force.
• Karachi is home to 2 million youth drug addicts.
• Lack of proper play and sports facilities in Karachi - average of only 0.34 acres of recreational areas available for every 1000 people.

OUR ALLIANCES AND PREVIOUS PARTNERS

• UNICEF Pakistan
• Barclays Pakistan
• Lotte Pakistan
• British Council
• Karachi Youth Initiative
• Standard Chartered Bank
• Literate Pakistan Foundation
• GroupM
• Right To Play Pakistan
• Aman Foundation
• Karachi United FC

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