



Karachi United Academy

Sponsor A Star



Who are we?

Starting from humble roots, Karachi United is **not-for-profit organization** and a **multi-tiered football organization** focused on nurturing local talent and developing football as an industry in Pakistan.

Founded in 1996, Karachi United in the **last 28 years** has developed on the model of top global football clubs with a robust community program, talent development academy and professional Men's & Women's teams playing top national competitions.

We aim to

make **Karachi United** a recognized **global leader** in football

We strive to

develop communities by using the **power of football** as a social tool and also seek to develop talent at the grassroots to help achieve excellence for Pakistan.

We aspire to

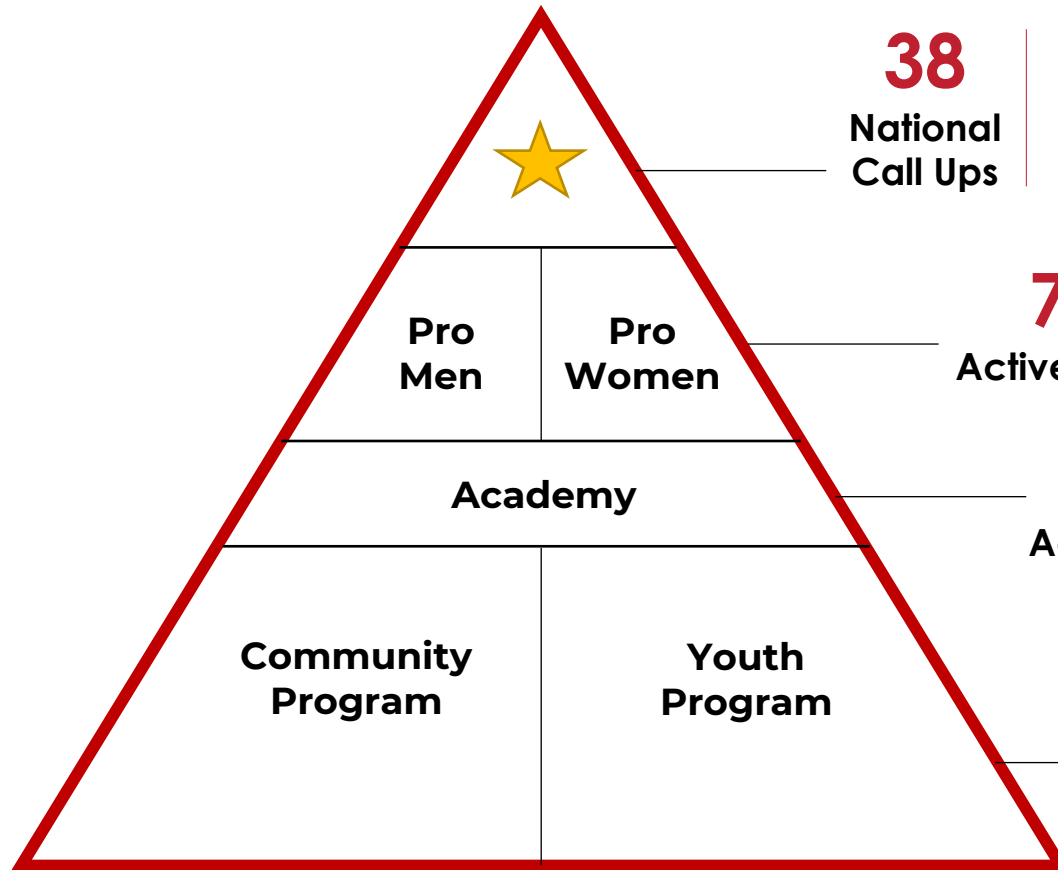
to make **Karachi United** **champions of Pakistan** and to represent our country in the global football arena.



Our three motives for continuing Football Development in Pakistan

Football Excellence	Grassroot Development	Community Development
Coaches International Accreditations	Youth Program	Community Centres of Excellence
Academy	School Championships	Education & Health Collaborations
Men & Women Pro Team	Youth Competitions	Community Events

The Excellence Pyramid



38
**National
Call Ups**

Both Men & Women are **scouted** from Karachi United and have represented the national team consistently through years.

75+
Active Athletes

Karachi United Pro Teams plays the **national premier league**, ranking at **5th Position** – players transitioning from grass root to the professional category.

50
Active Athletes

Cream of the crop athletes from our community and youth programs. Trained at Karachi United Stadium in a **specialized high-skill program**.

1000+
Active Athletes

Football clinics in **underserved** and hostile neighbourhoods of Karachi, providing **free** coaches, spaces, equipment, and life-skill sessions

800+
Active Athletes

Youth Program is Pay-for-Play model where we develop talent and also funds for our community programs



Over the last **28** years, we have impacted

50,000+

Youth empowered through football clinics and mentoring

400+

Coaches developed at different levels

38

National Call-ups - KU Players representing Pakistan at various levels

Accreditations



Economic
Affairs
Division,
Government
of Pakistan



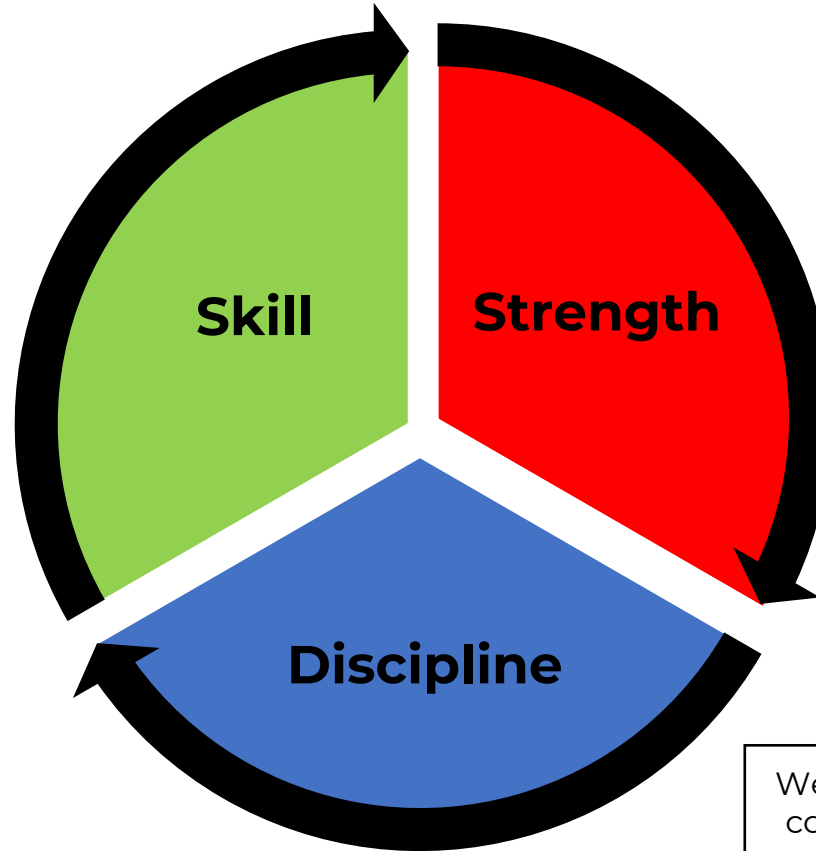
COMMON
GOAL

UN SDG's we are committed to drive



EQUATION FOR SUCCESS

We currently provide a comprehensive program focusing on 5 pillars required for players development and top European Clubs



We have an in-house strength and conditioning coach that focuses on injury prevention, cure and overall strength development

We currently provide a consistent routine for limited hours inculcated in the training regime



Nutrition

8/10 Children in Pakistan do eat the right type or quantity of food.

*UNICEF

Over 40 percent of Pakistan's under-five children are stunted, as compared to the South Asian average of 31 percent.

*World Bank

2500 kcal/day

Avg. daily requirement for a young athlete

21,000/- PKR

Avg. monthly cost of obtaining required amount

23,800/- PKR

Avg. Monthly Household Income of 90% Academy Children





Education

Pakistan has the world's **2nd** highest number of out-of-school children.

*UNICEF

The Survival Rate to Grade 5 is approximately **67%** of the enrolled children.

*UNICEF

44%

Population of Children is Out-of-School in Pakistan

Less than **50%**

Grade 5th Children can read sentence in their language or English in Pakistan

80% of the current academy U14s score 3 or more grades lower in their basic academic ability (English, Math).

3 out of 15 kids in the incoming batch were able to score 50% or more in their grade level pre-assessment



Pilot 2022-2024

Karachi United **picked up the 4 most talented underprivileged kids** from the academy and provided them:

1. **Ration:** PKR 15k a month delivered to the family fortnightly against promise of feeding the kid an egg everyday.
2. **School:** Enrolled them in local schools and took guardianship.
3. **Medical:** Provided out-patient and physio support
4. **Football:** Regular academy sessions and matches along with grooming on KU values and life-skills.

Learnings from the program

1. These kids compete for everything, even at home they have to fight for their share.
2. Parents cannot audit education and therefore kids end up wasting key years.





Sponsor a Star

Karachi United Academy, led by **Coach Imran Ali**, UEFA "A" License , offers its most talented players, handpicked from the various **Community & Youth Centres**, a specialized program designed to nurture world-class talent focusing on mental, physical & emotional development.

We are now embarking to take further ownership to provide nutrition and education to enhance our kid's chances of success on and off the field.

Football

Provide training facility, coaching, kits, transportation and exposure trips

Education

Provide uniforms, schools fee, course books, transportation and extra circular activities.

Health & Nutrition

Provide medical coverage incase of injury & OPD.

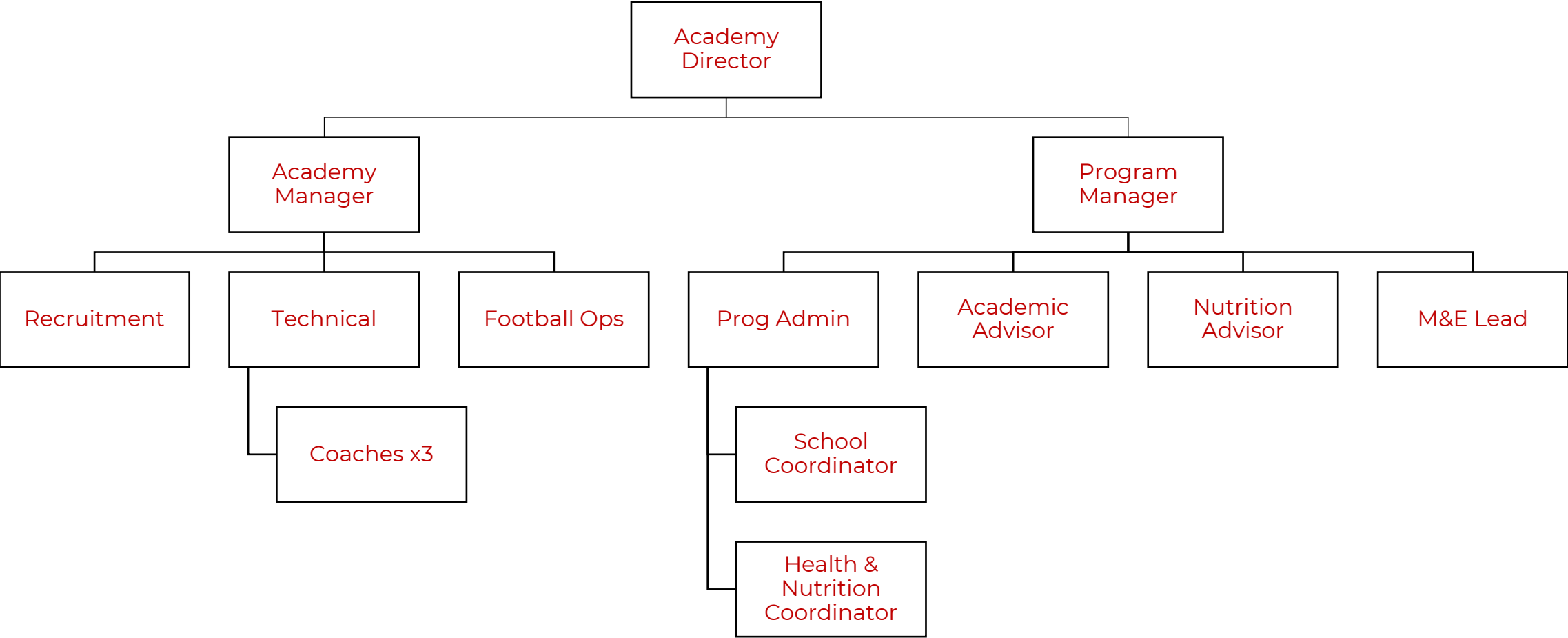
Provide 13 of 21 meals per week and nutritional supplements to offset calorie deficit.



Al-Furqan School



PROGRAM HIERARCHY

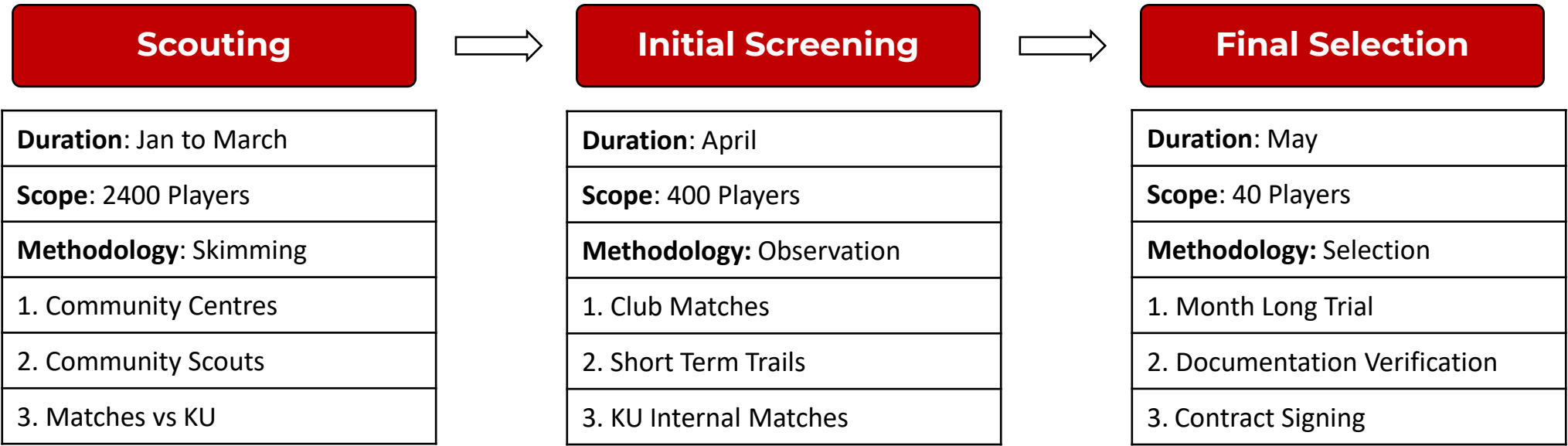


RECRUITMENT PROCESS

Criteria

- ▶ 8-9 Years Old
- ▶ Talent & Skill
- ▶ Attitude
- ▶ Educational Orientation
- ▶ Commitment from Parents
- ▶ Current Health & Physique

Talent Identification Process



Squad 2024

No	Name	Father Name	DOB	Family Size	Town	Fathers Job	Mothers Job
1	Muhammad Zohaib	Arshid	07.06.2012	6	Malir	Farmer	Late
2	Ayan	Dad Muhammad	20.05.2013	8	Lyari	Suzuki Driver	House-wife
3	Moeed	Abdul Majeed	19.12.2013	3	Baloch colony	Guardian (Clerk)	House-wife
4	Hasnain Akbar	Abkar Ali	02.02.2013	6	Malir	Teacher	House-wife
5	Suffiyan Irfan	Irfan Hussain	10.02.2013	6	Malir	Clerk	Factory
6	Zeeshan Haroon	Mohammad Haroon Iqbal	30.05.2013	6	Malir	Store Dept. - Clerk	House-wife
7	Ali Muhammad	Zahid Hussain	17.07.2012	6	Lyari	Plumber	House-wife
8	Muhammad Maaz	Mohammad Ramzan	07.01.2014	8	Malir	Labour	House Help
9	Saqib Raza	Asif Raza	25.04.2014	6	Malir	Mechanic	House-wife
10	Muzzamil Ali	Bhadur Ali	01.06.2013	4	Lyari	Peon - State Life	House-wife
11	Murad	Muhammad Azam	05.08.2012	7	Malir	Shop Owner	House-wife
12	Ali	Tariq	01.01.2012	5	Lyari	Fishiri	House-wife
13	Hamza	Hussain	26.04.2013	6	Lyari	Driver	House-wife
14	Shahjan	Abdul wahab	01.07.2014	9	Mouch Goth	Driver	House-wife
15	Adnan	Imran	04.01.2014	3	Malir	N/A	Nurse



PLAYER'S DAY PLAN

Academy Days	
7:00 AM	Wake Up & Get Ready
7:30 AM	Travel from Home to Karachi United
8:30 AM	Breakfast
9:00 AM	Homework time
10:30 AM	Video / Yoga / Stretch
12:00 PM	Departure for School
12:30 PM	Lunch Served (At School)
1:00 PM	School
4:00 PM	Travel to KU
4:30 PM	Academy
6:30 PM	Namaz
6:45 AM	Dinner
7:30 PM	Travel to home
9:00 PM	Family Time (Meal with Family)
11:00 PM	Bed Time

Non Academy Days	
7:00 AM	Wake Up & Get Ready
7:30 AM	Travel from Home to Karachi United
8:30 AM	Breakfast
9:00 AM	Homework time
10:30 AM	Video / Yoga / Stretch
11:30 AM	Lunch Served (At Karachi United)
12:00 PM	Departure for School
12:30 PM	School
3:45 PM	Travel to Home



Meal Plan

	Day	Breakfast	Lunch	Dinner
Calorie Count		Approx. 600 Calories (20GM Protein, 40GM Carbs, 40 GM Fats)	Approx. 700 Calories (30GM Protein, 60GM Carbs, 40 GM Fats)	Approx. 700 Calories (30GM Protein, 60GM Carbs, 40 GM Fats)
Week 1	Monday	6 Fried Egg Whites with Masala Oats	White Chicken Karahi Boneless with Rice/Vegetables	Tandoori Chicken Tikka with salad
	Tuesday	6 Egg White Meditterrian Omelette with Paratha	Green Chicken Karhai with Rice/Vegetables	Rest Day for Training
	Wednesday	6 Olive oil Fried Egg Whites with Bran Bread n Butter	BBQ Chicken n Egg Roll	Peri Peri Chicken
	Thursday	3 Cheese Egg White Omelette with Spicy Barley	Chicken Qorma with Naan	Rest Day for Training
	Friday	Egg n Cheese Sandwich	Chicken Tikka Spaghetti	Shawarma Wrap
Week 2	Monday	6 Fried Egg Whites with Masala Oats	Peshawari Karhai with Naan/Rice	Butter Chicken with Chapati
	Tuesday	6 Egg White Meditterrian Omelette with Paratha	Chicken Handi with Naan	Rest Day for Training
	Wednesday	6 Olive oil Fried Egg Whites with Bran Bread n Butter	Chicken haleem	Olive oil Biryani with Beef Boti
	Thursday	3 Cheese Egg White Omelette with Spicy Barley	Red Karhai with Nan	Rest Day for Training
	Friday	Egg n Cheese Sandwich	Bihari Chicken Roll	Fajita Chicken with Brown Pasta
Week 3	Monday	6 Fried Egg Whites with Masala Oats	Parmesan Chicken with Rice/Vegetables	Chicken Mince with Chapati
	Tuesday	6 Egg White Meditterrian Omelette with Paratha	Peri Peri Chicken with Rice/Vegetables	Rest Day for Training
	Wednesday	6 Olive oil Fried Egg Whites with Bran Bread n Butter	Chipotle Chicken Salad	Malai Tikka with Salad
	Thursday	3 Cheese Egg White Omelette with Spicy Barley	Mexican Chicken with Rice/Vegetables	Rest Day for Training
	Friday	Egg n Cheese Sandwich	Aghani Style Chicken Salad	Chicken Jalfarezi with Brown Rice
Week 4	Monday	6 Fried Egg Whites with Masala Oats	Chilli Dry Chicken with Rice/Vegetables	Chicken Seekh Kebab with Chapati
	Tuesday	6 Egg White Meditterrian Omelette with Paratha	Spinach n Cheese Chicken with Rice/Vegetables	Rest Day for Training
	Wednesday	6 Olive oil Fried Egg Whites with Bran Bread n Butter	BBQ Chicken Proten n Salad Bowl	Olive oil Karhai with Chapati
	Thursday	3 Cheese Egg White Omelette with Spicy Barley	Hot n Sour Chicken with Rice/Vegetables	Rest Day for Training
	Friday	Egg n Cheese Sandwich	Green Tikka Greek Salad	Olive oil Pulao with Afghani Chicken

