

# GAME CHANGER

## OUR IMPACT 2025



CREATING SPACE





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# THE GAME GOES ON

**For the Cruyff Foundation, 2025 was a year of focus and targeted growth. Directors Niels Meijer and Pati Roura look back: 'You can't do everything at once, so you have to choose where you can make a difference.'**

We are making more focused choices and concentrating on what is really necessary. In doing so, we focus on our impact themes: reducing physical inactivity, improving mental health, boosting self-confidence and empowerment among young people, and encouraging inclusion. The urgency is growing. For too many children, getting involved is still not a given. For us, sport is the means to an end. It's about what the children get out of it.

Children and young people with disabilities still face barriers, and through our sports activities and as part of the education system, we ensure that they have regular opportunities to take part in sport.

We find that girls are still dropping out far too often. That is why we invest in activities and programmes that are appealing to them. It works: more girls are taking part, gaining more self-confidence and staying involved for longer.

Young people today face different challenges than in the past. Mental stress and loneliness are on the rise. They are less likely to meet up spontaneously. That is precisely why the (Special) Cruyff Courts are so important. This is where young people come together, stay active and can be themselves.

We remain committed to quality: in our programmes, support services and multifunctional outdoor spaces, as well as within our organisation. In 2025, we took steps to further professionalise our organisation and strengthen our structure. This enables us to keep growing without losing sight of what makes us strong.

We are making headway worldwide: this year, we have launched new projects and partnerships in places like France and

Germany. Our partners' confidence is growing. Structural partnerships enable us to reach more children and young people and further strengthen our programmes.

With our 2030 strategy, we are committed to making an impact. Not through more spaces, but more purpose at every Cruyff Court. We have focused our efforts on the countries where we operate and are committed to quality, ensuring that every Cruyff Court has a qualified coach and greater local buy-in. Only then does a Cruyff Court become more than just a sports area. Because ultimately, it's not about the facility, but about what happens on it.

**Niels Meijer and Pati Roura,  
Directors of the Johan Cruyff Foundation**





# 1. CREATING SPACE FOR CHILDREN

Johan Cruyff believed in the endless power of sport. It gets children active, helps them make friends and boosts their self-confidence. Most importantly, he believed that every child deserves the opportunity to play, be active and develop through sport.

That is why, in 1997, having retired from his career as a top-flight footballer and manager, he set up the Johan Cruyff Foundation. Through sport, the Cruyff Foundation is driving a movement that supports the development of children and young people, with a particular focus on children with disabilities and those from disadvantaged areas.

Together with professionals, social partners and businesses, we are making sport more accessible. In doing this, we create space (both literally and figuratively) for children and young people.



Cruyff Court Arnhem, the Netherlands

# 2. STRATEGY

## OUR VISION

We envision a world where every child has the opportunity to play sport, develop their talents and grow into a healthy, confident and socially engaged individual.

## DOT ON THE HORIZON

Our mission is to get every child and youngster moving - for better mental health, fewer inactive hours, more inclusion, and a world where every child feels empowered to participate. With our sportsprojects we make impact on physical and mental health, empowerment and inclusion.

- We aim to increase our impact by creating 20 to 25 new Cruyff Courts worldwide each year, while strengthening local impact through trained coaches, Heroes projects, and clear agreements on maintenance and activation hours.
- We want to enable more projects for kids with special needs, and implement a renewed strategy specifically for those children.

- Our goal is to ensure that 95% of Cruyff Courts have at least one Cruyff Foundation-trained coach organising impactful programmes.
- To enable those targets, we want to grow our raised funds with 40%.

While working from an international focused NGO, supported by a strong network of committed partners, governments, and volunteers, we use sport as a tool and Johan Cruyff's values as our compass. We keep creating space for children.

# 3. OUR PILLARS



## SPORTS PROJECTS FOR CHILDREN WITH SPECIAL NEEDS

The Cruyff Foundation develops and supports sport and play projects for children and young people with special needs. Together with various partners, we are expanding the range of sports activities and making sport more accessible for this group.

## SETTING UP OUTDOOR FACILITIES

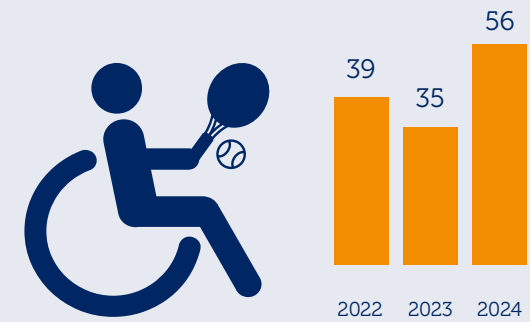
To make sport accessible to everyone, we create active outdoor spaces across the world. We do this by installing Cruyff Courts, Special Cruyff Courts and Schoolyards14: public spaces where children and young people can play and be active, regardless of their background or challenges.



## SOCIAL SPORTS PROGRAMMES

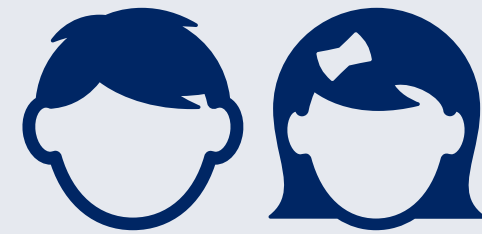
Our social sport programmes – such as Heroes of the Cruyff Courts, King's Games in the Netherlands, and initiatives in Spain like 'Salid y disfrutad 6vs6', their school football tournament – contribute directly to our mission. Activities on the Cruyff Courts are guided by youth workers and sports professionals. More and more, they are trained as Cruyff Foundation Coaches and play a vital role in promoting participation, teamwork and social development both on and off the court. In addition, we collaborate with organisations that share our mission. By joining forces, we reach more children, enabling them to play, move, and grow with confidence in their future.

# 4. OUR IMPACT IN 2025



## 50 SPORTS PROJECTS

50 sports projects for children with disabilities.



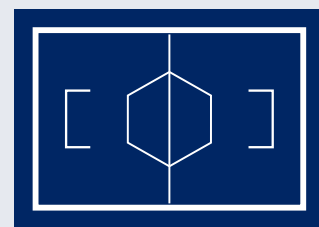
## 3.8 MILLION VISITORS

3.8 million sporting visitors at the Cruyff Courts.



## CRUYFF FOUNDATION COACHES

132 new Cruyff Foundation Coaches have been trained, bringing the total number of active coaches worldwide to 432.



## +23 CRUYFF COURTS

23 new Cruyff Courts, bringing the total to 341 sporting areas across 23 countries.



## ACTIVE LIFESTYLE

91% of participants lead a more active lifestyle by playing sport on Cruyff Courts.



## MENTALLY STRONGER

More than three-quarters of participants in disability sports projects feel mentally stronger.

## OUR CONTRIBUTION TO THE SDGs

The United Nations' 17 Sustainable Development Goals (SDGs) serve as a global roadmap for a fair and healthy society. Our projects make a direct contribution to four SDGs: good health and well-being, gender equality, sustainable cities and communities, and partnerships for achieving goals.



# FROM URGENCY TO IMPACT

When children are active, it's about more than just sport. They become stronger, build self-confidence and learn to find their place within a group. Through our work, we tackle important societal challenges\* while making a positive contribution to society.

## THEORY OF CHANGE

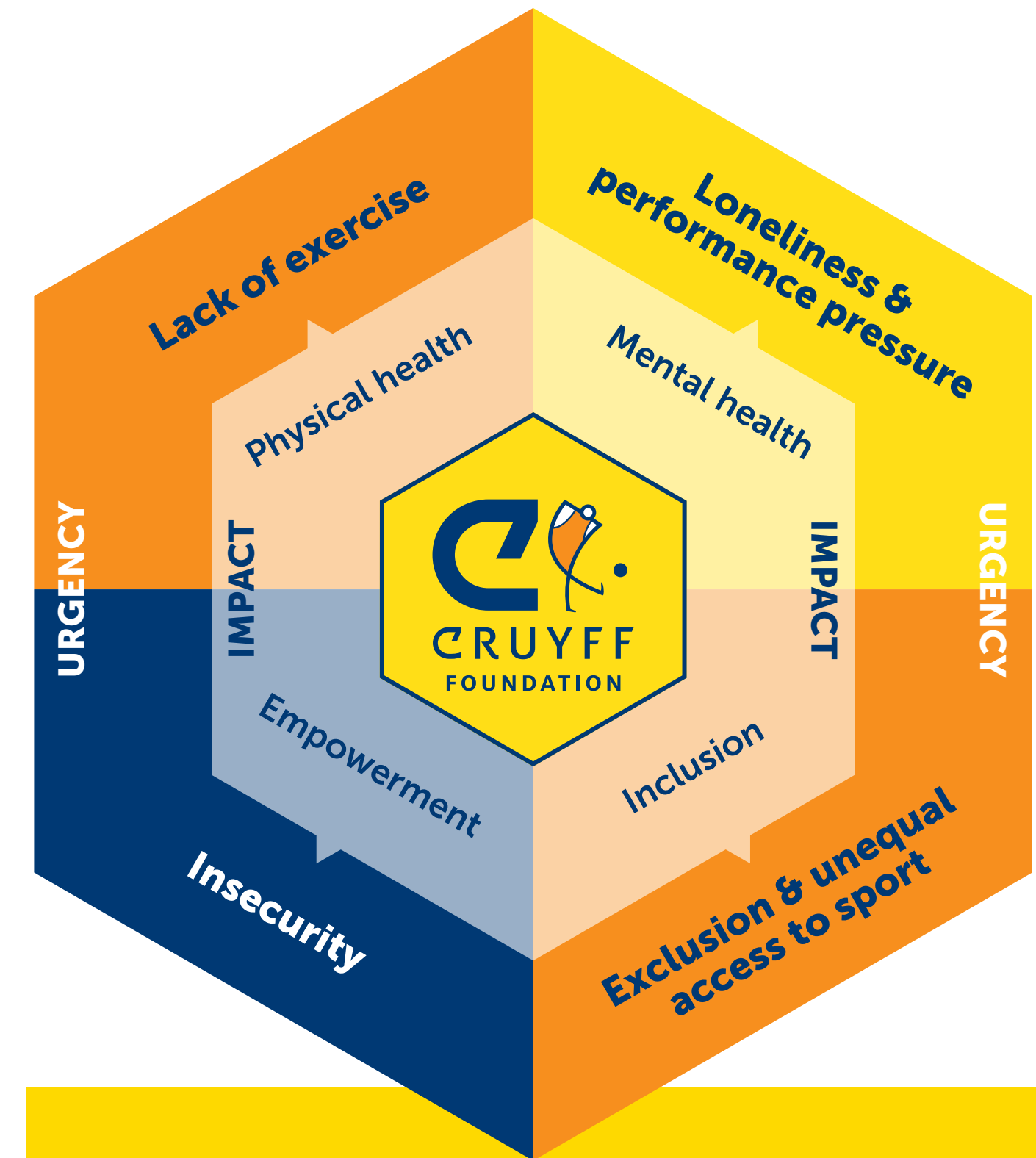
Through our Theory of Change, we explain how this development comes about and where our approach makes a difference. This allows us to make targeted adjustments, where necessary, to increase our impact.

## EVALUATION AND RESEARCH

The impact figures in this report are based on annual evaluations carried out by professionals working at a (Special) Cruyff Court. In addition, specific attention was paid to the effects of sports and games projects for children with disabilities. The impact assessment is carried out annually

in collaboration with Utrecht University and Amsterdam University of Applied Sciences, with input from, amongst others, community sports coaches, youth workers, specialist PE teachers, schoolteachers, physiotherapists in special needs education, and staff from the youth care sector.

*\*Our findings are based, among other things, on current figures from the WHO, UNICEF, the Health Council of the Netherlands, the Municipal Health Services (GGD), Statistics Netherlands (CBS), the Netherlands Youth Institute (NJI), the National Institute for Public Health and the Environment (RIVM) and the Knowledge Centre for Sport and Physical Activity.*



## IMPACT MODEL

Our impact model shows where the social urgency lies and identifies the impact areas that are central to our approach: physical and mental health, empowerment and inclusion. It provides a clear focus for creating impact and contributing to lasting change.

# URGENCY: LACK OF EXERCISE

Around the world, young people are facing growing challenges to their physical, mental, and social well-being. Many are not active enough, particularly those aged between 12 and 17. Girls generally exercise less than boys. At the same time, screen time is on the rise. In the Netherlands, people spend an average of more than 9 hours a day sitting down, often in front of a screen. This global trend is leading to a less active lifestyle, with consequences for both health and social skills.

In the Netherlands, too, sport and exercise are not a given for everyone. The facts speak for themselves:

- 40% of Dutch children aged 4 to 11 fall short of the exercise guidelines.
- 59% of Dutch youth aged 12 to 17 do not exercise enough.
- Globally, 81% of young people do not meet the exercise guidelines.

- We see similar figures in the United Kingdom (80%), Spain (77%) and the Netherlands Antilles (87%).
- On average, girls in Europe are 10% less active than boys.
- 60% of children with an intellectual disability and 70% of children with a physical disability do not engage in sports on a weekly basis.

Sport and exercise are particularly important for children with disabilities. It helps them feel good about themselves and cope better with everyday challenges.

In other countries where we are active, such as South Africa, access to sports is often even more limited. Basic services such as education, healthcare and safety are given priority there, which means that sport is less of a given. This makes it all the more important to create opportunities for sport and play in such areas.

## OUR IMPACT ON: PHYSICAL HEALTH

Exercise is essential, but it is by no means a given.

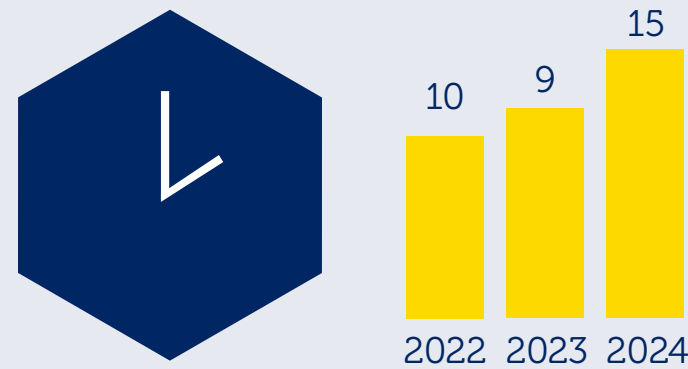
### WHAT DOES SPORT DO PHYSICALLY?

Regular exercise helps you stay fit and gives you more energy. By encouraging children and young people to take part in sport, we help them to exercise on a regular basis. This not only helps them stay active, but also lays the foundation for a healthy lifestyle that they can maintain throughout their lives.



# IMPACT

## PHYSICAL HEALTH



### SPORTS EVERY DAY

At Cruyff Courts, there are more than 2 hours of sport every day (16 hours a week). At Special Cruyff Courts, this averages 14 hours a week.



### IN ACTION

11,845 children and young people took part in our sports projects for people with disabilities, often as their first introduction to sport.



### ACTIVE LIFESTYLE

91% adopt a more active lifestyle by playing sport at the Cruyff Courts.



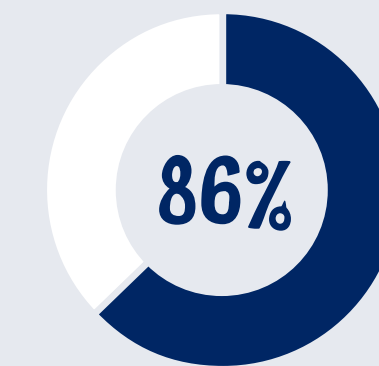
### PHYSICAL IMPROVEMENT

59% of the children and young people taking part in our disability sports projects feel better about themselves.



### FITTER AND HEALTHIER

91% of participants feel fitter and healthier as a result of playing sport at the Cruyff Courts.



### STRONGER BY PLAYING

86% improve their motor skills on the (Special) Cruyff Court.

# URGENCY: LONELINESS & PERFORMANCE PRESSURE

Mental health is an increasing challenge for young people worldwide, particularly for those with disabilities. The facts show just how great the pressure is:

- 30% of Dutch schoolchildren (aged 12–16) experience mental health issues. Girls slightly more often than boys. Attention problems are the most common (37%).
- One in three has mental health problems; one in seven suffers from symptoms of depression. Worldwide, one in seven young people (aged 10–19) has a mental health condition.
- 61% of young people regularly or frequently feel pressure to live up to expectations.
- 13% of secondary school pupils are at risk of problematic social media use; 3% are at risk of problematic gaming.

For young people with disabilities, the challenges are even greater:

- 20% often or always feel excluded.
- 14% have no friends at all, compared with 1% of young people without disabilities.
- They are three times more likely to experience mental health problems than their peers without a disability.

## OUR IMPACT ON: MENTAL HEALTH

Sports make the difference: from loneliness to belonging.

### WHAT DOES SPORT DO TO OUR MENTAL STATE?

Sport brings children together. They meet other people, experience moments of success and build their self-confidence. This helps to reduce feelings of insecurity and loneliness and makes them more resilient in their daily lives.

# IMPACT MENTAL HEALTH



## STRONGER THROUGH ADVERSITY

63% learn to cope better with setbacks and become more resilient.



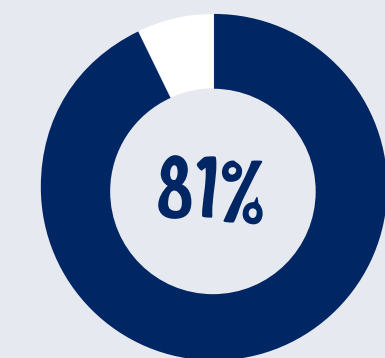
## MENTALLY STRONGER

More than three-quarters feel mentally stronger through participation in our disabled sports projects.



## MORE SELF-CONFIDENCE

80% of the young people taking part in our sports projects for people with disabilities gain greater self-confidence.



## DEALING WITH FEEDBACK

81% are better able to take on board criticism and feedback from team mates and coaches.

# URGENCY: INSECURITY

Many young people worry about their future and often feel insecure about their place in society.

The facts show just how great the problem is:

- 15% of secondary school pupils have little to no confidence in the future.
- 35% experience performance pressure regularly or frequently.
- Only 40% of people with disabilities are able to stand up for themselves.
- 89% of schoolchildren are sufficiently resilient, but some find it difficult to cope with setbacks.
- 42% of young adults are struggling to recover after a difficult period.
- Between 10% and 30% of young people worldwide struggle with a negative self-image or low self-esteem.

## OUR IMPACT ENHANCES EMPOWERMENT

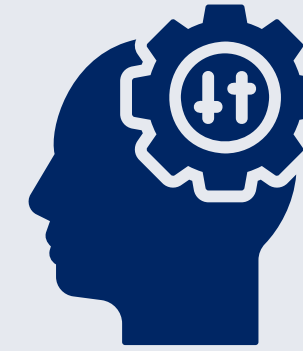
Sport builds confidence  
– in yourself and in the future.

### WHAT DO WE MEAN BY EMPOWERMENT?

Many children do not inherently believe in their own abilities and future. Children who grow up facing fewer opportunities or adversity, in particular, lack that confidence and the space to develop.

Through sport and exercise, they discover their own qualities and develop new skills. With structure and positive encouragement, they grow in self-confidence and belief in their own abilities. This helps them learn to set goals, take the initiative and take steps towards their future.

# IMPACT EMPOWERMENT



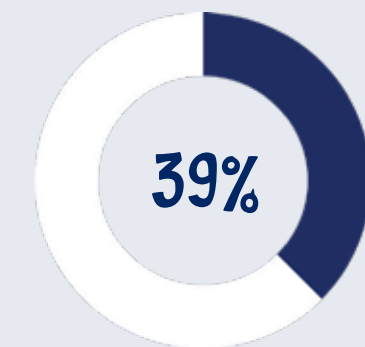
## MORE SELF-CONTROL

55% show greater self-control during sport, such as arguing less and managing their emotions better.



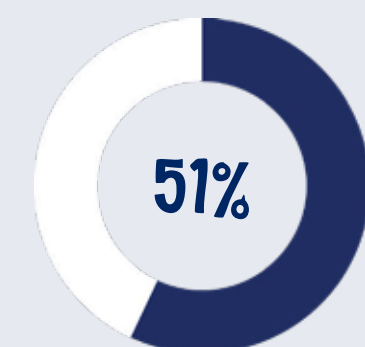
## STRONG TEAM SPIRIT

76% of the children and young people at a Cruyff Court support one another.



## BETTER AT COMMUNICATION

39% develop communication skills that are also useful away from the sports field.



## RESPONSIBILITY

51% take responsibility for their own mistakes at a Cruyff Court.

# URGENCY: EXCLUSION & UNEQUAL ACCESS TO SPORTS

Not every child has the same opportunity to take part in sport. Children with disabilities, in particular, have less access to sport. The figures show just how big that difference is:

- 26% of children with disabilities do not take part in any sport at all, compared with 13% of children without disabilities.
- 53% take part in sport at club or association, compared with 74% of children without a disability.
- 43% have friends in the neighbourhood, compared with 82% of children without a disability.
- Boys make up the majority at the Cruyff Courts, accounting for 73%; girls make up 27%.

## OUR IMPACT ON: INCLUSION

A game is only fair when everyone can participate.

### OPPORTUNITIES FOR EVERYONE

Sport brings children together and breaks down barriers. Through our projects, children are given the chance to get involved, regardless of their background or abilities. This helps them to appreciate differences and creates a stronger, more united group.

Through sport:

- 50% of children with disabilities make new friends.
- 52% feel fully accepted.

# IMPACT INCLUSION



## MORE SOCIAL CONTACTS

76% build new social connections by taking part in sports projects.



## EQUAL OPPORTUNITIES

Friendships are formed on 91% of all Cruyff Courts, also between boys and girls (75%).



## EVERYONE BELONGS

At 82% of Cruyff Courts, friendships are formed between children from different backgrounds.

# 5. ACTIVE WORLDWIDE

The Cruyff Foundation is active worldwide and focuses on countries where our sports and play projects can truly make an impact. Worldwide, there are more than 340 (Special) Cruyff Courts, over 500 schools with a Schoolyard14, and we support many sports projects for children and young people with special needs.





Cruyff Court Ryan Gravenberch, Liverpool

# 6. WITH HEARTFELT THANKS!

We are particularly proud of the **structural support of our partners. Thanks to them, we can continue to expand the impact of our projects worldwide.**

## **ACTION**

In 2025, the partnership was renewed for a further number of years. Through this fantastic partnership, we aim to make an active contribution to the well-being of the communities in which Action operates, and we want to provide local children with a place where they can have fun in the best possible way. The partnership was launched with the opening of the Cruyff Courts in Paris, and many other European cities are set to follow. To mark the opening of its 3,000th store, Action also donated the impressive sum of €100,000 to support our mission. Action also supports various programmes, including FC STRAAT.

## **POSTCODE LOTERIJ**

An invaluable partner for many years. Thanks to their unconditional support, we can invest flexibly where it is most needed. By 2025, the contribution had risen to €1.5 million. In addition, an extra contribution enabled us to open a Cruyff Court on Lesbos: a place where sport, socialising and new opportunities all come together.

## **BASIC-FIT**

Basic-Fit has been a partner and main sponsor of the Cruyff Legacy 14K for many years. With an additional €25,000 contribution towards the Open Day in Spain, as well as their role as main sponsor, they enabled children to get active in all sorts of ways. Basic-Fitters themselves also got involved, including in the Cruyff Legacy 14K and through sporting contributions to events such as the Cruyff Street League and the Cruyff Foundation Cup.

## **VRIENDENLOTERIJ**

Thanks to participants, we receive a regular annual contribution towards our projects and programmes. In collaboration with the Eredivisie, we present the Talent of the Month and the Talent of the Year awards. In 2025, this led to the opening of Cruyff Courts by Jurriën Timber and Frenkie de Jong. In this way, the VriendenLoterij makes a long-term contribution to talent development and outdoor sports facilities.



## LEBARA

Together with Lebara, we got lots of children active again. Through initiatives such as 'MB'tje scoren', we organised activities at Cruyff Courts in places including Heerlen and The Hague. In addition, Lebara supports the MDT project by providing mobile phones and mobile phone contracts.

## TENCATE

A partner since 2003. From the Netherlands to China and Malaysia, you'll find Cruyff Courts with their artificial turf. TenCate is the world's leading supplier of artificial turf and is constantly investing in the quality and sustainability of its products. Since 2025, the Cruyff Foundation has been one of the first customers for a new type of sustainable artificial turf, PurePlay.

## POSTCODE LOTTERY

Our key partner in the UK. Thanks to their ongoing support, we are able to expand and develop many projects. Highlights in 2025 included the opening of the Ryan Gravenberch Cruyff Court in Liverpool, the training of 26 new Cruyffian Coaches, the opening of a Creative Cruyff Court with Vivianne Miedema, and providing sports equipment and facilities for special education schools.

## WITHERSLACK GROUP

Together, we are creating Special Cruyff Courts at schools for pupils with special educational needs in the UK. Teachers and support staff are actively involved, ensuring that sport becomes a regular feature of the daily programme.

## REECH SPORTS & PLAY

With their expertise in the design and construction of sports facilities, Reech Sports & Play build Special and Community Cruyff Courts in the UK. This creates safe and accessible spaces where children can play sport and grow together. In addition, Reech Sports & Play is actively involved in organising and running fundraising events. In 2025, a padel and golf tournament was organised, with all proceeds going to the Cruyff Foundation.

## BARÇA FOUNDATION

The collaboration between the Barça Foundation and the Cruyff Foundation began in 2004. For more than 20 years, both foundations joined forces under the common premise that sport is an essential engine of social change to improve the well-being of the most vulnerable children and young people.





Cruyff Court Chengdu, China

# SOCIAL PARTNERS













## YAYASAN HASANAH

In Malaysia, we work together with Yayasan Hasanah to build Cruyff Courts and organise sports activities. Yayasan Hasanah is a leading impact-driven foundation that supports social projects across the country, focusing on pressing community, social and environmental issues. Together, we are giving children the space to grow, play and develop through sport. At this moment, there are 8 Cruyff Courts in Malaysia, with 4 more set to open in 2026.

## HAPPY SPORTS CHINA

Since 2022, the Cruyff Foundation has worked together with Happy Sports China (formerly Hua Pureland). The Cruyff Courts in China are part of WeParks: sports locations where everyone, young and old, with and without special needs, can play together. The mission of Happy Sports China is to improve the vitality of the Chinese population by building these locations. Together, we will realise 50 Cruyff Courts in the coming years.

## PARTNERS

# A GLANCE OF 2025



Cruyff Street League South-Africa, Elandsdoorn



Sailing and paddle surf day, Spain



Cruyff Court Nanyang, China



Salid y disfrutad bvs6 Spain



Cruyff Foundation Open Day, Amsterdam



Cruyff Court La Línea de la Concepción, Spain



Cruyff Court Ryan Gravenberch, Liverpool



Cruyff Court Jurriën Timber, Curaçao



Cruyff Court Diepkloof, South Africa



Cruyff Foundation Open Day, Amsterdam



Cruyff Court Elandsdoorn, South Africa



FC STRAAT Play-Offs



Cruyff Legacy 14K, Amsterdam



Cruyff Foundation Open Day, Amsterdam



Cooking for Charity



Cruyff Street League, Amsterdam



Cruyff Foundation Girls Event, Papendal

## FINANCIAL STATEMENT

(all amounts in €)

### INCOME

	Budget 2026	Actuals 2025	Actuals 2024
Income from private individuals	692.619	853.276	570.839
Income from businesses	3.797.969	3.081.547	3.086.840
Income from lottery organisations	2.299.000	2.808.178	2.597.936
Income from government grants	318.047	341.422	625.201
Income from other non-profit organisations	1.350.683	1.189.299	1.096.241

<b>Total income from fundraising</b>	<b>8.458.318</b>	<b>8.273.722</b>	<b>7.977.058</b>
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Income from the supply of goods and services (exchange transactions)	55.000	114.896	104.183
Other income	-	-	-

<b>TOTAL INCOME</b>	<b>8.513.318</b>	<b>8.388.618</b>	<b>8.081.241</b>
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### EXPENSES

#### Spent on objectives

Pillar: Disability sports	1.250.048	1.227.822	954.261
Pillar: Development of sports facilities	3.859.628	3.488.285	3.214.589
Pillar: Community sports programmes	1.442.923	1.489.415	782.266
Pillar: Support for partner organisations	375.000	-	800.000
Information and awareness-raising	850.447	763.263	683.157
	7.778.048	6.968.785	6.434.272

Fundraising expenses	1.105.359	1.331.093	1.160.055
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Management and administration costs	186.070	168.323	119.512
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<b>TOTAL EXPENSES</b>	<b>9.069.477</b>	<b>8.468.201</b>	<b>7.713.840</b>
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Balance before financial income and expenses	(556.159)	(79.583)	367.401
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Financial income and expenses	60.000	22.605	134.570
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<b>STATEMENT OF INCOME AND EXPENSES</b>	<b>(496.159)</b>	<b>(56.978)</b>	<b>501.971</b>
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CBF%=13%

CBF%=16%

CBF%=14%

The financial data presented above are excluding the data of the Spanish office.