

GAME CHANGER

OUR IMPACT.



CREATING SPACE





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Pati Roura & Niels Meijer

FOREWORD

2024 was a year full of action for the Cruyff Foundation worldwide. We strengthened existing projects and launched new initiatives. This year was all about sharpening our focus. With clear goals in mind, we are working harder than ever - from our offices in Spain and the Netherlands - to drive social change, because we believe in the power of sport to make a real difference.

Our key impact areas are physical and mental health, inclusion, and empowerment, as we believe our sports initiatives can have the greatest effect in these domains.

We are proud of what we have achieved this year - but above all, we are proud of our team and partners who contribute every day to bringing Johan's vision to life. Together, we aim to give children and youngsters the confidence to believe in their own strength, potential, and future - through sport.

SPORT AND CONNECTION

We are especially proud this year of the expansion of the Cruyff Courts. In 2024, 22 new courts were (re)opened worldwide, giving young people in various regions access to sport. We focus on neighbourhoods where safe places to play sport are often lacking.

Sport and play for everyone - especially where it is most needed: that's the belief at the heart of everything we do. But, as always, building a Cruyff Court is only the beginning. It's not just about the space - it's about what happens in that space. There, children don't just play; they are guided in their development by Cruyff Foundation Coaches.

ROYAL VISITS

In 2024, we had the special honour of welcoming both the Dutch and Spanish royal families. Their visit to Cruyff Court Betondorp in Amsterdam highlighted how sport can serve as a unifying force between the two countries - with a shared focus on the legacy of Johan Cruyff.

CRUYFF FOUNDATION COACHES

We invested heavily in the Cruyffian Coach Course, designed for youth workers and sports professionals. These individuals play a crucial role on the Cruyff Courts and work directly with young people. In 2024, we trained 100 new Cruyff Foundation Coaches, bringing the total to 400 active coaches worldwide who organise sports activities for local youth.

SUSTAINABLE IMPACT IN SOUTH AFRICA

In 2024, we opened six Cruyff Courts in South Africa. Three were launched in the spring alongside Guus Hiddink, and three more in the autumn with Susila Cruyff. Two of these courts feature an innovative water collection and filtration system beneath the court, providing clean drinking water for the local community. At the openings, both Hiddink and Susila emphasised the power of sport and play to unite communities.



Cruyff Court Schiedam, the Netherlands

AMBASSADORS AND SUPPORTERS

Our well-known ambassadors continue to use their names, networks, and resources to help advance our projects and activities. Thanks to their involvement - and the many partners and supporters who take part in our events - we have not only increased our visibility but also secured essential funding to expand our sport and play initiatives.

REACHING FURTHER TOGETHER

2024 was a year of growth for us as an international organisation. Our first joint team days across the Netherlands, Spain and the United Kingdom allowed us to strengthen collaboration and deepen mutual understanding. We achieved a great deal in 2024 - but we know there is much more to be done. That's why we look ahead to 2025 with confidence. We are ready to grow further and take new steps, so we can reach even more children, youngsters, and communities. The power of sport and physical activity to support the development of children and young people remains our motivation for the future.

Niels Meijer & Pati Roura
Directors Johan Cruyff Foundation



Cruyff Foundation Open Day, Spain



Johan Cruyff | Cruyff Foundation Open Day 2008, the Netherlands

1. CREATING SPACE FOR CHILDREN

Johan Cruyff believed in the endless power of sport and the profound impact it has on children. Sport is a universal language — regardless of background, culture, religion, or disability. It keeps you fit, builds friendships, teaches teamwork, and boosts self-confidence. Johan believed that every child deserves the space to play, move, and enjoy sport. That's why, in 1997, after his career as a top footballer and coach, he founded the Cruyff Foundation.

The Johan Cruyff Foundation uses sport as a catalyst to support the development of children and young people with special needs and from underprivileged backgrounds.

Together with (sports) professionals, social partners and companies, we are working to make sport more accessible. In doing so, we

create both literal and figurative space for children and young people to grow into healthy, socially engaged individuals. Together, we give them the strength to realise their potential and improve their future prospects.

Our sports initiatives aim to make a meaningful difference in the areas of:

- Physical and mental health
- Empowerment
- Inclusion

Through this, we address global challenges such as growing physical inactivity, mental health issues caused by loneliness, pressure to perform and insecurity among children and young people, as well as social exclusion and unequal access to sport.



2. STRATEGY

OUR VISION

The Cruyff Foundation sparks a chain reaction to support the development of children and youngsters with special needs and those from underserved communities. We collaborate with professionals, social partners and companies to make sports more accessible.

In doing so, we literally and figuratively create space for children and young people to develop into healthy, socially engaged individuals. Together, we empower them to reach their full potential and provide them with a better long-term perspective in life.

DOT ON THE HORIZON

Around the world, young people are facing growing challenges to their physical, mental, and social well-being. Many are not active enough - especially girls and children with special needs - due in part to increased screen time and limited access to inclusive sports opportunities. As a result, they face rising health risks and often struggle with selfconfidence and a sense of belonging. At the Cruyff Foundation, we believe that every child deserves the chance to play sports, discover what they enjoy and grow stronger in life.

We break down barriers and create safe, inclusive spaces where all young people can become who they are.

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. We aim to grow our impact with 47% more Cruyff Courts worldwide, 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.

Let's continue what Johan Cruyff started - together.

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

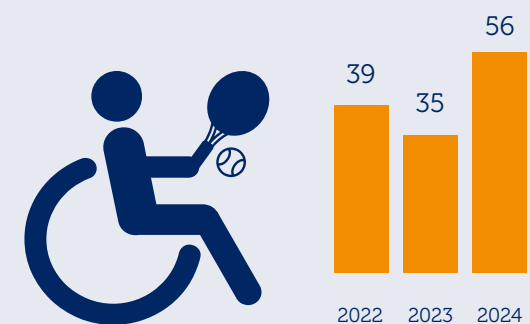
To make sport accessible to everyone, we create active outdoor spaces across the world. We do this by installing Cruyff Courts, Special Cruyff Courts and Schoolyards14: public spaces where children and young people can play and be active, regardless of their background or challenges.



SOCIAL SPORTS PROGRAMMES

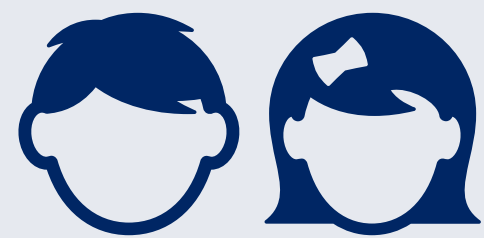
Our social sport programmes – such as Heroes of the Cruyff Courts, King's Games in the Netherlands, and initiatives in Spain like 'Salid y disfrutad 6vs6', their school football tournament – contribute directly to our mission. Activities on the Cruyff Courts are guided by youth workers and sports professionals. 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.

OUR IMPACT IN 2024



56 SPORTS PROJECTS

In 2024, we funded 56 sports projects for children with special needs.



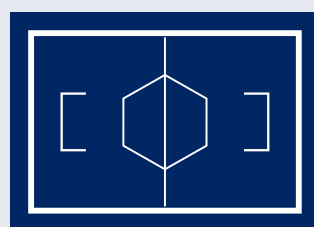
3.9 MILLION VISITORS

In 2024, we welcomed 3.9 million sporting visitors at the Cruyff Courts.



CRUYFF FOUNDATION COACHES

In 2024, more than 100 new Cruyff Foundation Coaches were trained worldwide, which means we now have 400 active coaches.



+22 CRUYFF COURTS

In 2024, we (re)opened 22 (Special) Cruyff Courts. We now operate a total of 322 courts in 23 countries.



ACTIVE LIFESTYLE

78% adopt a(n) (more) active lifestyle by exercising at Cruyff Courts.



MENTALLY STRONGER

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



OUR CONTRIBUTION TO THE SDGs

The 17 Sustainable Development Goals (SDGs) of the United Nations aim to create a greener, fairer and better world. Our projects directly contribute to the realisation of four SDGs:



FROM URGENCY TO IMPACT

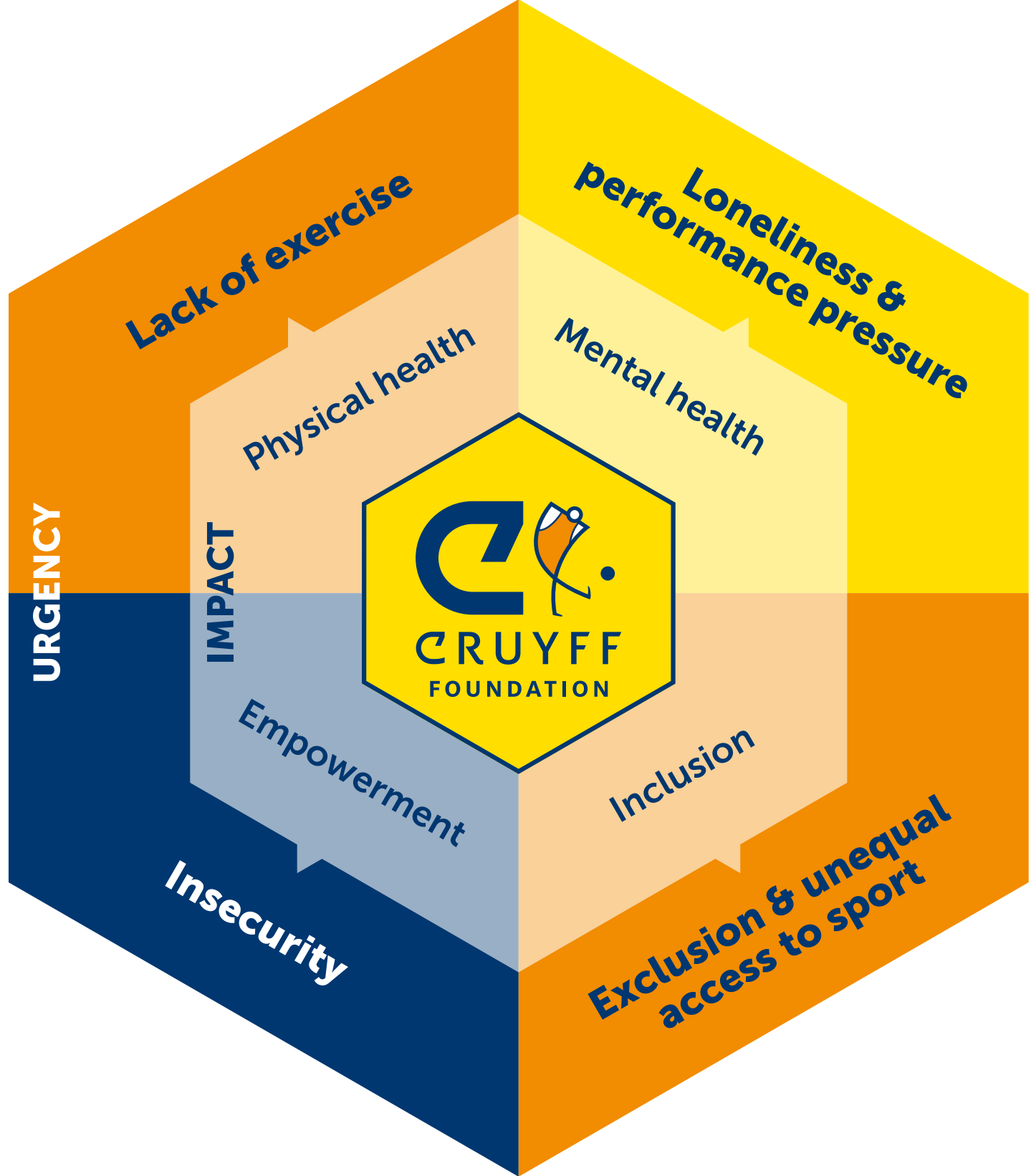
Our mission is to get children and young people to take up exercising worldwide, with extra attention for those for whom this is not as straightforward as for others. With our work we tackle important societal challenges* while making a positive contribution to society.

Our work is based on the Theory of Change: a strategic framework that maps out the change we want to achieve in the long term. The Theory of Change is a strategic methodology of Utrecht University, which is measured and implemented together with the Amsterdam University of Applied Sciences. With the Theory of Change, we map out how our activities contribute to broader societal changes, such as improved health, increased empowerment and inclusion. This allows us to make targeted adjustments, where necessary, to increase our impact.

RESEARCH AND EVALUATION OF THE THEORY OF CHANGE

The impact shown in this report is based on evaluations by professionals who use a (Special) Cruyff Court. This included a specific focus on the impact of sports and games projects on children with special needs. The respondents include neighbourhood sports coaches, youth workers, (physical education) teachers, physiotherapists in special education and employees from (youth) care.

**We base our findings on current figures from the World Health Organisation, the Health Council of the Netherlands, the National Institute for Public Health and the Environment (RIVM), and the Knowledge Centre for Sports & Exercise. International data on loneliness and performance pressure is sourced from bodies that include the National Council on Disability, the National Disability Rights Network, the American Journal of Public Health, and the Journal of the American Medical Association. In addition, online publications, analyses, and in-depth files were used.*



IMPACT MODEL

Our impact model shows where the social urgency lies and which themes are central to our approach. In doing so, we apply a specific focus on impact and contribute to real change.



URGENCY: LACK OF EXERCISE

Worldwide, children and young people do not exercise enough, especially the age group of 11 to 17 year-olds. Girls even exercise significantly less than boys. Too much screen time contributes to an unhealthy lifestyle. In the Netherlands, adults (aged 15 and over) are sedentary for an average of more than 8.5 hours per day, often behind a screen. This trend is seen worldwide and translates into reduced social skills and health risks such as obesity and problems sleeping.

Sports and exercise are often an important part of society, but not easily accessible to all. The facts speak for themselves:

- 38.5% of Dutch children aged 4 to 11 fall short of the exercise guidelines.
- 58.5% of Dutch youth aged 12 to 17 do not exercise enough.
- In the United Kingdom (80%), Spain (77%) and the Netherlands Antilles (87%), young people do not meet the exercise guidelines.

- Worldwide, 81% of young people between

the ages of 11 and 17 do not exercise enough.

- On average, girls worldwide exercise 7% less 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.

Sports and exercise are especially important for children with special needs to help them learn deal better with their disability and feel good about themselves. In other countries where we are active, such as South Africa, access to sports is often even more limited. There the emphasis is often on basic needs such as education, healthcare and safety, which in many cases have the highest priority. This limits access to sports and exercise for children and young people in these countries, further fuelling the urgency of our initiatives in those regions.

OUR IMPACT ON: PHYSICAL HEALTH

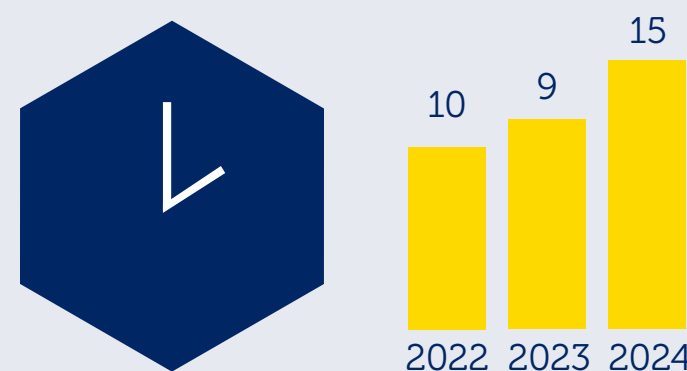
Exercise is essential, but far from guaranteed.

WHAT DOES SPORT DO PHYSICALLY?

Regular exercise is not only important for your body, it is the key to a healthy and energetic lifestyle. The Cruyff Foundation is committed to reducing the lack of exercise by motivating children and young people to take up sports. 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

Cruyff Courts offer 2 hours of organised sports each day. On Special Cruyff Courts this is even 15 hours a week.



IN ACTION FOR THE FIRST TIME

16,528 children and young people participated in our sports projects for children with special needs, which is often their first introduction to sports.



ACTIVE LIFESTYLE

78% adopt a more active lifestyle by exercising on Cruyff Courts.



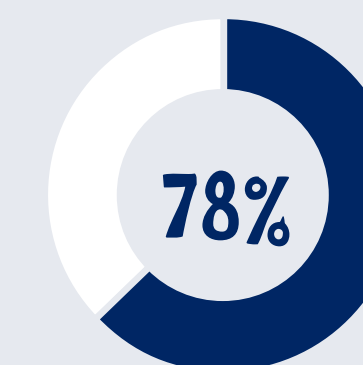
PHYSICAL CONDITION

59% of children and young people who participate in our sports projects for children with special needs feel better about themselves.



TRYING NEW SPORTS

37% dare to try out new things on a Special Cruyff Court.



STRONGER BY PLAYING

Sports and games at (Special) Cruyff Courts improve the motor skills of participants in 78% of cases.

URGENCY: LONELINESS & PERFORMANCE PRESSURE

Mental and social health pose major challenges for young people worldwide, particularly for young people with special needs:

- 70% of people with disabilities experience social isolation.
- Young people with disabilities are three times more likely to have mental health issues than their peers without disabilities.
- 33% of Dutch young people regularly to often experience pressure to meet expectations.
- This is also a problem worldwide: a quarter of young people in the United States struggle with mental health issues, such as anxiety and depression.

OUR IMPACT ON: MENTAL HEALTH

*Sports make the difference:
from loneliness to belonging.*

WHAT DOES SPORT DO TO OUR MENTAL STATE?

Sports not only have physical benefits but also help reduce insecurity and loneliness. Sports and exercise release endorphins, which in turn contribute to feelings of happiness and well-being. This helps children and young people to grow up healthier and be better prepared for the challenges of everyday life. Through our projects they meet others, experience moments of success and develop resilience and self-confidence.

IMPACT MENTAL HEALTH.



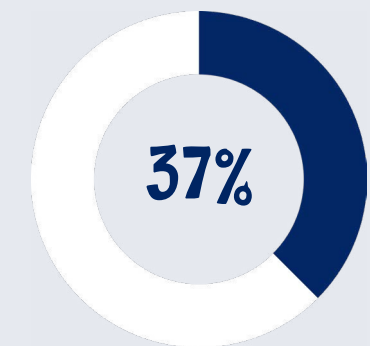
STRONGER THROUGH ADVERSITY

91% learn to deal with setbacks when engaged in sports on Cruyff Courts.



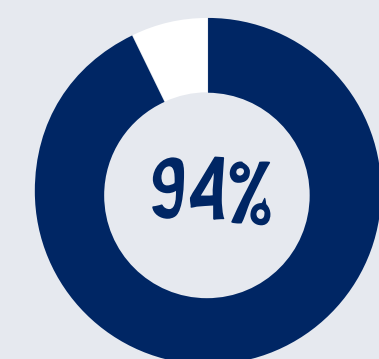
MORE SELF-CONFIDENCE

80% of young participants in our sports projects for children with special needs develop more (self-)confidence.



DARING TO DO NEW THINGS

37% try new things during sports and games on Special Cruyff Courts.



DEALING WITH FEEDBACK

94% are able to accept criticism and feedback from teammates and coaches in a positive manner.

URGENCY: INSECURITY

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

- 12% of high school students have little to no confidence in the future.
- 85% of young people believe they can make a difference in their community, but only 25% feel their voice is actually heard and taken into account by adults in decision-making processes.
- Only 40% of people with special needs are able to stand up for themselves.

OUR IMPACT INCREASES EMPOWERMENT

*Sport builds confidence
– in yourself and in the future.*

WHAT DO WE MEAN BY EMPOWERMENT?

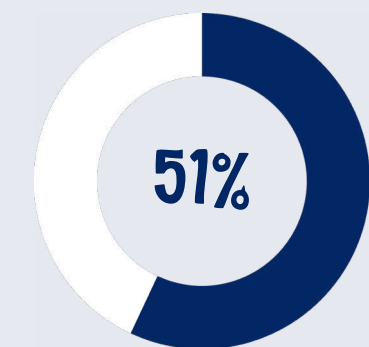
Empowerment means that children start to believe in their own strength and look to their future with confidence. Many children doubt their abilities or future, for example due to a lack of support at home or insufficient opportunities at school. We know that these groups often have fewer opportunities to develop. Through sports and exercise they discover their strengths, develop new skills and gain more self-confidence. This way they learn to set and achieve goals, take initiative and believe in a better future. Through our projects they also develop a sense of responsibility, creativity and better communication and collaboration skills.

IMPACT EMPOWERMENT.



MORE SELF-CONTROL

55% show more self-control during sports: less arguing, better at dealing with emotions and impulses.



STRONGER IN COMMUNICATION

51% develop communication skills that are also useful outside the court.



CREATIVE IN GAMES

40% come up with creative solutions whilst playing on Cruyff Courts.



RESPONSIBILITY

78% accept responsibility for their own mistakes on Cruyff Courts.

URGENCY: EXCLUSION & UNEQUAL ACCESS TO SPORTS

At the Cruyff Foundation we believe that sports should be accessible to all. Unfortunately, many children, especially those with special needs, do not get the same opportunities:

- 31% of children with disabilities do not participate in sports at all, compared to 16% of able-bodied children.
- Only 53% of children with a disability participate in sports at a club or association, compared to 74% of able-bodied children.
- 43% of children with disabilities have friends in their neighbourhood, compared to 82% of able-bodied children.
- At the Cruyff Courts we see a ratio of 76% boys and 24% girls.

OUR IMPACT ON: INCLUSION

A game is only fair when everyone can participate.

OPPORTUNITIES FOR EVERYONE

Sports has the power to break down barriers and bring people together. The Cruyff Foundation ensures that every child, regardless of physical ability, gender, or background, has equal access to opportunities. This promotes a sense of belonging and acceptance, so that children learn to appreciate diversity and embrace differences. This creates stronger, more connected communities.

IMPACT INCLUSION.



MORE SOCIAL RELATIONS

76% generate more social contact through sports,
64% makes friendships with other children and young people.



FRIENDSHIP ON THE COURT

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

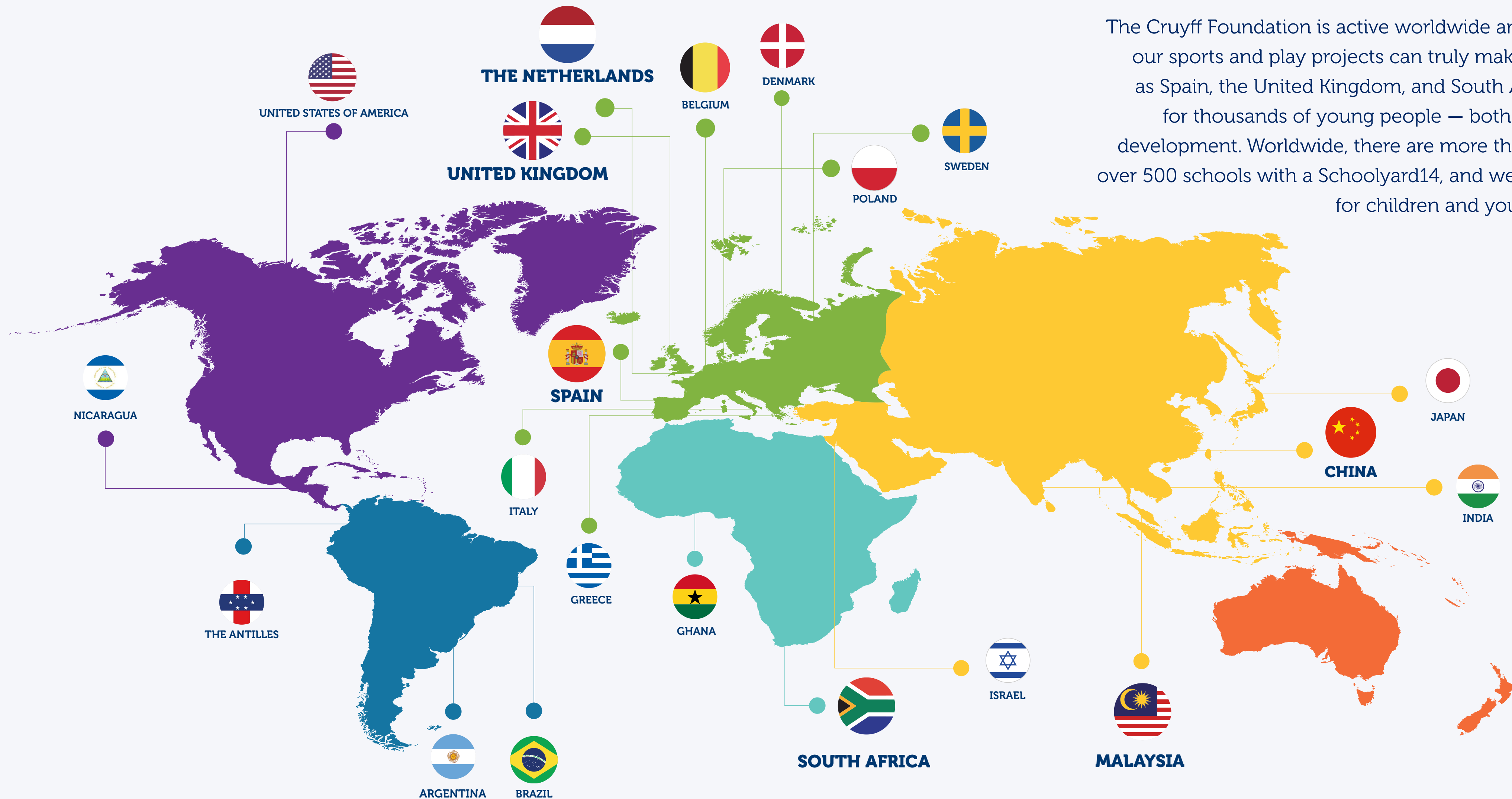


EVERYONE BELONGS

Friendships are formed between children from
diverse backgrounds on 94% of all Cruyff Courts.

ACTIVE WORLDWIDE

The Cruyff Foundation is active worldwide and focuses on countries where our sports and play projects can truly make an impact. In countries such as Spain, the United Kingdom, and South Africa, we create opportunities for thousands of young people — both in sports and in their personal development. Worldwide, there are more than 300 (Special) Cruyff Courts, over 500 schools with a Schoolyard14, and we support many sports projects for children and young people with special needs.





Basic-Fit warm-up , Open Day in Spain

WITH GREAT THANKS!

We are particularly proud of the structural support of our partners: Nationale Postcode Loterij, Action, VriendenLoterij, People's Postcode Lottery, Basic-Fit, Cargill, Lebara, Ten Cate Grass, Reech Sports, "la Caixa" Foundation, and Barça Foundation. Thanks to them, we can continue to expand the impact of our projects worldwide.

NATIONALE POSTCODE LOTERIJ

Nationale Postcode Loterij has been a committed partner of the Cruyff Foundation since 1998. Thanks to their indispensable support, which we can allocate at our discretion, we can strengthen our projects and make a real difference for children worldwide. And the good news? From 2025, the Nationale Postcode Loterij will increase its annual contribution to an impressive 1.5 million euros! This way, they continue to work for a just and healthy world, and help us to get even more children to take up exercising.

BASIC-FIT

Basic-Fit has been a proud partner and main sponsor of the Cruyff Legacy 14K in the Netherlands for many years, and this has not gone unnoticed. In addition to their support from a sporting perspective, the company donated no less than €25,000 for our projects in Spain. During the Open Day, Spanish Basic-Fit trainers also provided a cracking start: with an energetic warm-up, they got hundreds of enthusiastic children moving. Together, we make sports accessible to all.

VRIENDENLOTERIJ

Thanks to the participants of VriendenLoterij, the Cruyff Foundation receives support for social sports projects. Every year in the Netherlands, we declare the Talent of the Year and Talent of the Month. This award serves as an incentive for young talents toward an even better future and helps them do something in society.

ACTION

Action and the Cruyff Foundation are expanding their collaboration to include the construction of courts for children in various countries. The Cruyff Courts are being built in neighbourhoods close to Action stores. In neighbourhoods where the company operates, Action wants to contribute to the well-being of children by offering them a place to play sports and have fun. Starting in Paris and soon to be followed by more cities across Europe — a fantastic collaboration through which we can make an enormous impact.

PEOPLE'S POSTCODE LOTTERY

The People's Postcode Lottery is our key partner in the UK and supports all our activities there. Thanks to their support, which we can allocate at our discretion, we can work with confidence and continuity on the expansion and further growth of the Cruyff Foundation in the UK, thereby increasing our impact on the local community.

REECH SPORTS & PLAY

Reech Sports & Play, our other partner in the UK, is essential to the successful delivery of our projects there. They play an active role in the realisation of various Cruyff Courts and contribute to improving the existing courts. In addition, they strengthen us in finding new partners and help us expand our network.

LEBARA

In 2024, together with our partner Lebara, we got many children moving in the Netherlands. During the May and autumn holidays, we organised various sporting activities, with the highlight being scoring precision goals through a hole to earn mobile data!

CARGILL

Our partnership with Cargill has been extended by no less than three years. The involvement is extensive: no fewer than 40 runners took part in the Cruyff Legacy 14K in Amsterdam, with which they not only support the foundation, but also got moving themselves.

BARÇA FOUNDATION

We are grateful for the long-standing partnership with the Barça Foundation in Spain, which began in 2004. Together, we have worked to promote the social inclusion of children and young people - especially those at risk of exclusion - through the power of sport and healthy habits. This collaboration reflects our shared belief that every child deserves the chance to grow, play, and thrive.

"LA CAIXA" FOUNDATION

The indispensable collaboration between the "la Caixa" Foundation and the Cruyff Foundation began in 2014 to build, maintain, and revitalise several Cruyff Courts in Spain. Together, we prioritise under-served areas to promote inclusion, cohesion, and social transformation among children and young people through sport.



Johan Cruyff Shield XXVIII, the Netherlands



Seacon Logistics truck on it's way to Lesbos, Greece

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 3 more set to open in 2025.

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 2024



Cruyff Court Felda Trolak Selatan in Perak, Malaysia



High Performance Camp ITF, the Netherlands



Cruyff Court Tema Meridian, Ghana



Salid y disfrutad 6vs6, Spain



Cruyff Court Namakgale, South Africa



Cruyff Court Ryan Gravenberch, the Netherlands



Open Day, the Netherlands



Cruyff Legacy 14K, the Netherlands



Open Day, the Netherlands



Streetwise14 finals, France



Cruyff Court Iker Casillas, Spain



Coach Course, South Africa



Salid y disfrutad 6vs6, Spain



Heroes of the Cruyff Courts, the Netherlands



Cruyff Court Betondorp, the Netherlands



Cooking for Charity, the Netherlands



Cruyff Foundation Day, Spain