

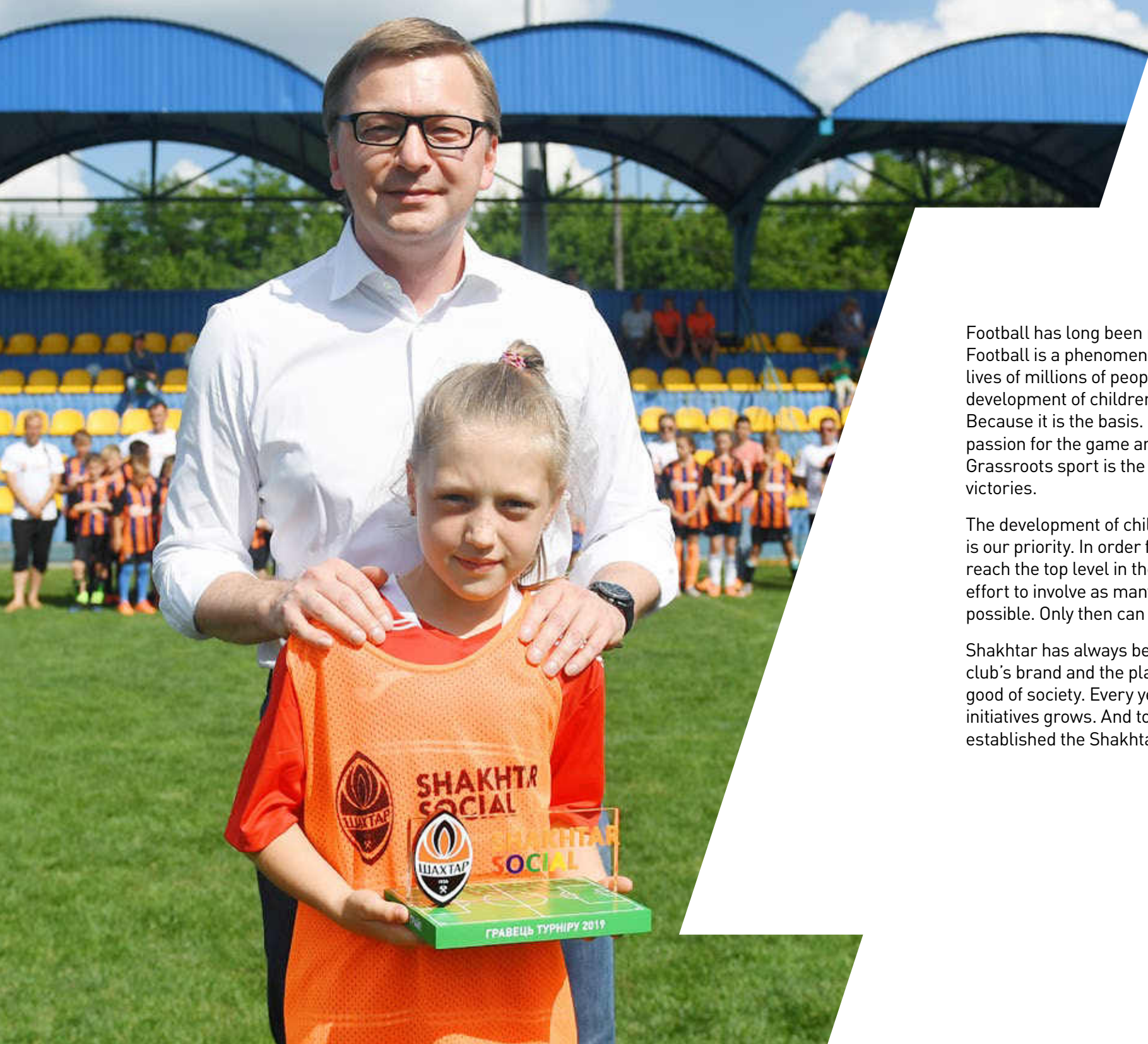


SHAKHTAR  
SOCIAL

ANNUAL REPORT | 2018/19







Football has long been more than just a hobby or a game. Football is a phenomenon, a social tool that can change the lives of millions of people. Clubs around the world approach the development of children's grassroots football more responsibly. Because it is the basis. Children's football gives birth to people's passion for the game and their desire to lead a healthy lifestyle. Grassroots sport is the foundation for great professional victories.

The development of children's grassroots football in Ukraine is our priority. In order for both the national team and clubs to reach the top level in the European arena, we must make every effort to involve as many children in grassroots football as possible. Only then can our state be called a football country.

Shakhtar has always been socially responsible. Both the football club's brand and the players' popularity must work for the good of society. Every year, the number of social and charitable initiatives grows. And to manage them more effectively, we have established the Shakhtar Social Foundation whose mission

is to develop children's grassroots football, to make the sport accessible to the maximum number of boys and girls across the country. We pay special attention to the football projects for people with disabilities and to charity.

Implementation of social projects has been possible partly owing to the collaboration of Shakhtar Social with large Ukrainian companies and international organizations. In 2019, the foundation was actively engaged in the development and popularization of football in Ukraine in partnership with DTEK energy company which resulted in the opening of football grounds all over the country. We also went ahead with the strategy of our interaction with various foundations of the UN, UEFA, and FIFA.

And this is only the beginning of a long journey. We still have many things to fulfil, but I'm sure that by combining our efforts we can make football a truly popular sport.

*Sergei Palkin*  
FC Shakhtar CEO

# CONTENTS

<u>ABOUT THE FOUNDATION</u>	<u>5</u>
<u>COME ON, LET'S PLAY!</u>	<u>12</u>
<u>SHAKHTAR TALENT DAY</u>	<u>24</u>
<u>LALIGA TRAINING</u>	<u>28</u>
<u>AIDING THE CHILDREN'S HOSPITAL IN KHARKIV</u>	<u>30</u>
<u>FC SHAKHTAR GIRLS TEAM</u>	<u>33</u>
<u>FESTIVE TRADITION</u>	<u>35</u>
<u>1,500 T-SHIRTS FOR CHILDREN</u>	<u>37</u>

<u>SCORING FOR HEALTH</u>	<u>39</u>
<u>DARIJO 33</u>	<u>41</u>
<u>MORE THAN FOOTBALL ACTION WEEK</u>	<u>43</u>
<u>PLAYER CHARITY</u>	<u>47</u>
<u>GYM REPAIRS IN KRASNOHORIVKA</u>	<u>50</u>
<u>EVENT &amp; PROJECT TIMELINE</u>	<u>54</u>
<u>OUR PARTNERS</u>	<u>59</u>





The 2018/19 season was the first year of Shakhtar Social's operation as an independent organization. FC Shakhtar has been implementing social and charity projects for many years, and establishing the foundation made it possible to carry out even more dynamic and goal-oriented activities within the social strategy framework, to clearly outline focus areas and set priorities.

The total budget for Shakhtar Social's CSR and charity projects in the 2018/19 season amounted to UAH 11.5 million, of which 44% was financed by FC Shakhtar, with the remaining 56% being raised using other sources. Thanks to those funds, Shakhtar Social organized free regular football training sessions for 3,000 children in Ukraine and implemented more than 10 projects in such areas as health, education, gender equality, social inclusion and charity.

The main goal of Shakhtar Social is to enable as many children in Ukraine as possible to play football at modern grounds with coaches. This is what the foundation's major project called Come On, Let's Play! is aimed at. For Shakhtar Social, football is not just a sport, this is a tool for educating individuals, for involving children in teamwork, even a way of rehabilitation.

Scaling up of the Come On, Let's Play! is an important indicator of Shakhtar Social's performance in the 2018/19 season. The project spread its presence across 7 regions: children began to play football regularly at 43 sites in 23 settlements of the country. The foundation continues training coaches - during the reporting period, 35 coaches worked with children across Ukraine. More than 3,000 boys and girls, including kids with disabilities, trained on the pitches of the Come On, Let's Play! project. At the end of the season, we have organized the final

tournament at the Shakhtar Academy base in Shchaslyve for the third consecutive year.

Given the project's scope and significance, for the first time Shakhtar Social has engaged its partners - commercial companies, relevant international organizations and the foundations sharing our ideas and values. The foundation has signed a general partnership agreement with DTEK, with other companies also joining the initiative. The importance of the Come On, Let's Play! for Ukraine has been confirmed by the fact that Shakhtar Social received a grant from the UEFA Foundation for Children to implement the project in 8 towns near the contact line.

In the 2018/19 season, Shakhtar Social continued its cooperation with international organizations. The foundation won a grant from the European Football for Development Network, becoming a participant in the Scoring for Health project together with other European clubs (Chelsea, Legia, Club Brugge, and some others). With the support of the United Nations Population Fund, the FC Shakhtar girls team was formed and began training in December 2018. In partnership with the Spanish LaLiga, we trained coaches for children's grassroots football, including the coaches involved in the Come On, Let's Play! project.

Next season, Shakhtar Social's activities will be focused on further scaling of the Come On, Let's Play! We will continue to develop other programmes and initiatives that expand children's access to the sport, improve the quality of our projects, create communities around them and always take into account the needs of our audience.

Inna Khmyzova  
Shakhtar Social Director







SHAKHTAR  
SOCIAL

# ABOUT THE FOUNDATION







**SHAKHTAR**  
**SOCIAL**

About the foundation

**Shakhtar Social is a non-profit foundation established by FC Shakhtar in 2018 to implement the club's social and charitable projects, as well as to develop children's grassroots football in Ukraine.**

Its objectives are promoting healthy lifestyles, instilling the right values and creating equal opportunities for all those who like and play football.

**SHAKHTAR**  
**SOCIAL**





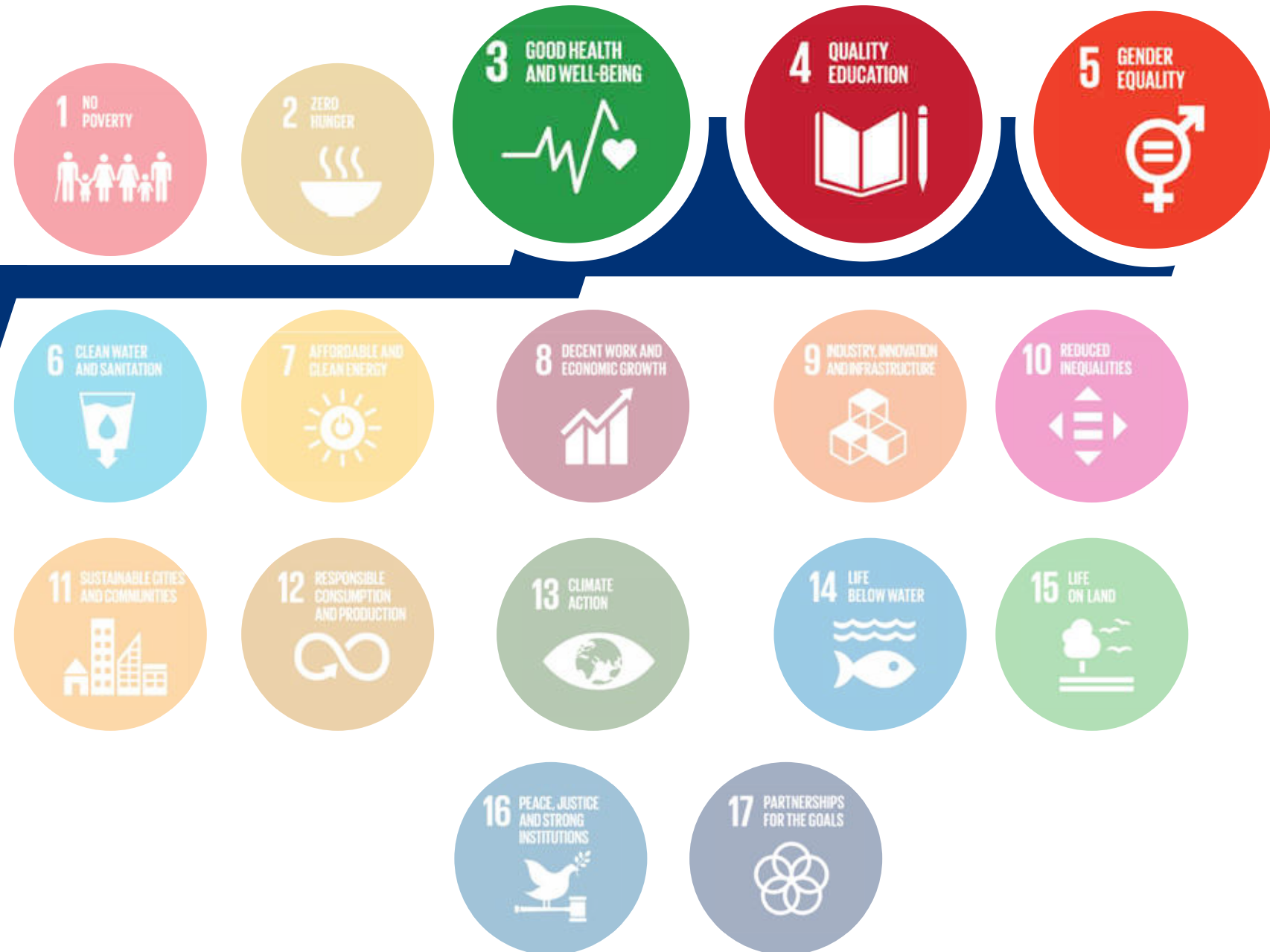
## Goals

Shakhtar Social operates within the framework of three of the UN's sustainable development goals\*:

ensure healthy lives and promote well-being for all at all ages;

ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;

achieve gender equality and empower all women and girls.



\* The Sustainable Development Goals (SDGs), officially known as “Transforming our world: the 2030 Agenda for Sustainable Development”, is a set of goals for further international cooperation. They are planned to be reached between 2015 and 2030. The final document contains 17 global goals and 169 related objectives.





## Major activity areas

Shakhtar Social implements projects in 5 areas: health, education, gender equality, social inclusion and charity.

### Projects by areas

#### HEALTH

Come On, Let's Play!  
Shakhtar Talent Day  
Scoring for Health

#### EDUCATION

LaLiga training

#### GENDER EQUALITY

FC Shakhtar girls team

#### SOCIAL INCLUSION

More than Football Action Weeks

#### CHARITY

Darijo 33  
Gym repairs in Krasnohorivka  
1,500 T-shirts for children  
Aiding the children's hospital in Kharkiv





## Funding sources

The budget for Shakhtar Social projects amounted to UAH 11.5 m in the 2018/19 season

### Player contributions

3% (UAH 0.3 m)

### Grants

7% (UAH 0.8 m)

### Sponsors and partners

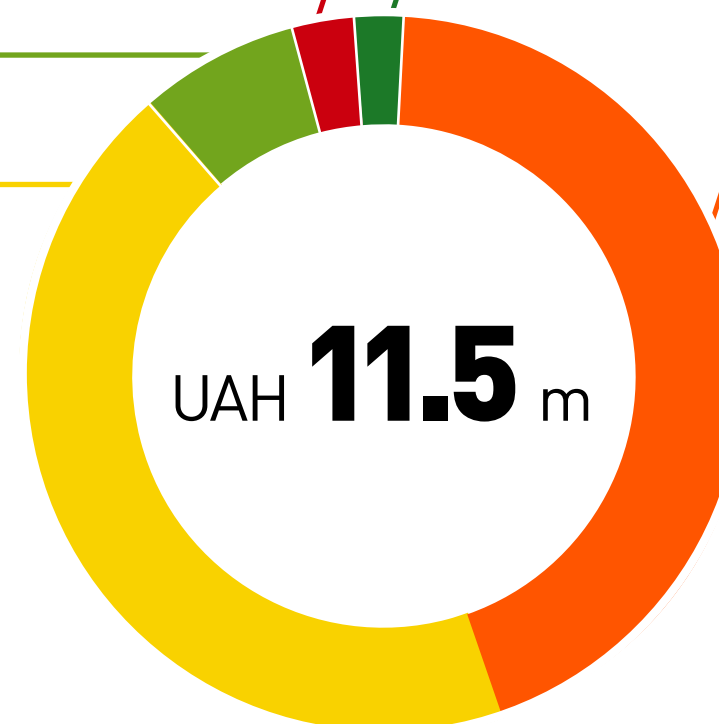
44% (UAH 5.1 m)

### Other

2% (UAH 0.2 m)

### FC Shakhtar

44% (UAH 5.1 m)







**SHAKHTAR**  
**SOCIAL**

## Foundation's team

### Inna Khmyzova

Director

### Anastasiya Kuzmenko

Assistant Director

### Aleksandr Ovcharenko

Social Projects  
Lead Specialist

### Damir Yusupov

Social Projects  
Lead Specialist

### Anastasiya Saltavets

Social Projects  
Lead Specialist

### Nikita Filippov

Social Projects  
Lead Specialist

### Yevgenii Akhunov

Social Projects  
Lead Specialist

### Irina Dmitriyeva

Budgeting and Controlling  
Lead Specialist

### Irina Panchenko

Accountant

About the foundation







**SHAKHTAR**  
**SOCIAL**

About the foundation

## About the report

This report covers the Shakhtar Social activities in the 2018/19 season (from July 1st, 2018 through June 30th, 2019). The publication is structured to reflect all significant projects chronologically.







SHAKHTAR  
SOCIAL

COME ON, LET'S PLAY!







SHAKHTAR  
SOCIAL

## About the project

**Come On, Let's Play! is the main project of Shakhtar Social. FC Shakhtar started implementing it in Donetsk back in 2013.**

Come On, Let's Play! is the biggest social project in Ukraine aimed at developing children's amateur football. Its participants are boys and girls aged 7 to 12. They have the opportunity to play for free on quality pitches with all the necessary equipment and under the guidance of coaches. The general partner is DTEK.



Come On, Let's Play!







SHAKHTAR  
SOCIAL

Come On, Let's Play!

## Major objectives of Come On, Let's Play!



**FORMING THE HABIT  
OF PRACTICING SPORTS**



**FOSTERING UNIVERSAL  
HUMAN VALUES**

The goal of the Come On, Let's Play! is developing through sports, specifically through football. The training process is designed for children not only to improve their health, but also to develop the attributes that are important both on the football field and in life. Here are the values of the Come On, Let's Play! project: respect, team spirit, knowledge, confidence, responsibility, initiative, creativity.





The importance of the project is also confirmed by the fact that in Ukraine, very few children go in for sports besides the school curriculum. According to the UAF, in 2017 only 2.7% of the country's juniors played football. At the same time, for example in England, more than 30% of children aged 5 to 10 and about 45% of children aged 11 to 15 play football (source: statista.com).

At the same time, according to the WHO recommendations, children and youth aged 5-17 should accumulate at least 60 minutes of moderate- to vigorous-intensity physical activity daily. Amounts of physical activity greater than 60 minutes provide additional health benefits (source: Global Recommendations on Physical Activity for Health).







## Come On, Let's Play! values



**1**  
RESPECT



**2**  
TEAM SPIRIT



**3**  
KNOWLEDGE



**4**  
CONFIDENCE



**5**  
RESPONSIBILITY



**6**  
INITIATIVE



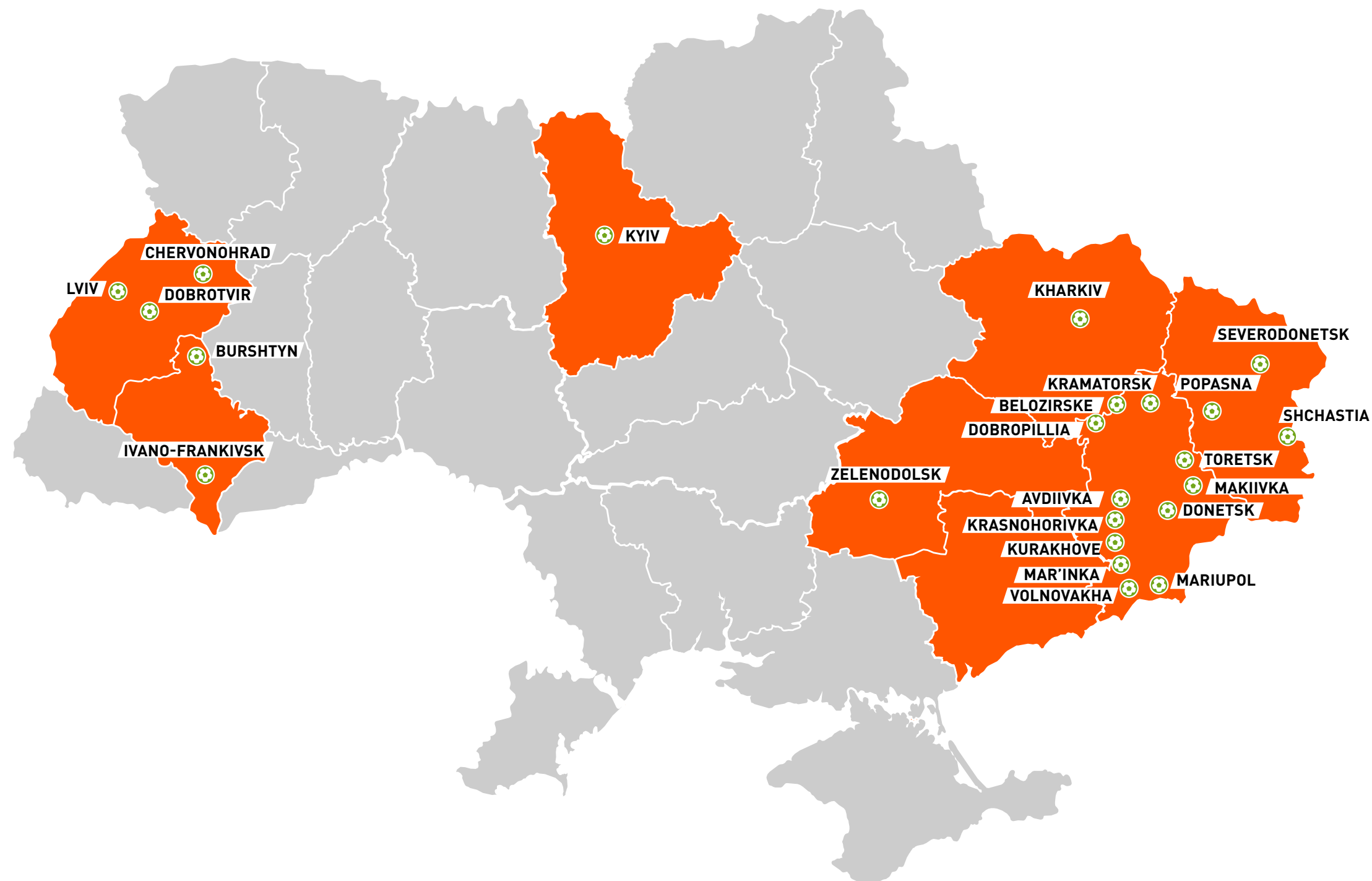
**7**  
CREATIVITY





## Come On, Let's Play! spots map

As of 30 June 2019, **3,381** children trained in **23** cities and towns of the country as part of the Come On, Let's Play! project.



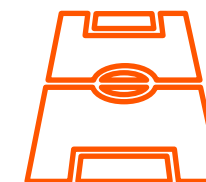




## Key indicators of Come On, Let's Play!



CITIES/TOWNS



GROUNDS



COACHES



CHILDREN

SEASON 2016/17	<b>7</b>	<b>11</b>	<b>10</b>	<b>2,240</b>
SEASON 2017/18	<b>13</b>	<b>23</b>	<b>17</b>	<b>2,470</b>
SEASON 2018/19	<b>23</b>	<b>43</b>	<b>35</b>	<b>3,381</b>





SHAKHTAR  
SOCIAL

## Football near the contact line

In 2018, Shakhtar Social received a grant from the UEFA Foundation for Children to implement the Come On, Let's Play! project in the towns adjacent to the contact line.



Come On, Let's Play!







More than 500 children started training at the project sites in 8 settlements (Mar'inka, Krasnohorivka, Avdiivka, Kurakhove, Volnovakha, Toretsk, Shchastia, Stanytsia Luhanska).

In the towns adjacent to the contact line, the Come On, Let's Play! is sometimes the only opportunity for boys and girls to engage in sporting activities. The project performs not only a sporting & educational function, but also a social inclusion one by bringing kids back to normal life through football.





SHAKHTAR  
SOCIAL

Come On, Let's Play!

## Inclusion

**Shakhtar Social creates the necessary conditions for children with special needs to play football.**

In the 2018/19 season, more than 100 children with mental and physical disorders (cerebral palsy, Down syndrome, autism) trained at the Come On, Let's Play! grounds in Mariupol, Ivano-Frankivsk, Kyiv and Kharkiv. The project contributes to social inclusion of the children with special needs and develops their teamwork skills.







SHAKHTAR  
SOCIAL



Come On, Let's Play!

## Gender equality

Much attention is paid to the popularization of football among girls. In the Come On, Let's Play! project, they train along with boys. As of 30 June 2019, there were 208 girls among the project participants.







« **We are grateful to our partners for implementing the unique initiative, in which the football club sets real value for people. This is a very important step to promote a stereotype-free environment, to broaden women's rights and opportunities in Ukraine. This initiative is much deeper than just involving girls in the sport. It is about fulfilling their potential, the roles and the ability to be what they want to be**

Caspar Peek  
UNFPA Representative in Ukraine





SHAKHTAR  
SOCIAL

# SHAKHTAR TALENT DAY







**SHAKHTAR**  
**SOCIAL**

Shakhtar Talent Day

**In the 2018/19 season, Shakhtar Social were developing the new Shakhtar Talent Day project.**

According to its terms, children take part in one-day tournaments, show their football talents and can fulfill their dreams by receiving invitations from scouting coaches to the FC Shakhtar Academy.







## Shakhtar Talent Day

The first Shakhtar Talent Day was held in June 2018 in Kharkiv and Lviv. And in the reporting season, the campaign was organized three more times - on July 12 in Mariupol, on August 29 in Chernivtsi, and on October 3 in Zaporizhia.

In total, 288 children (96 per event) from 14 regions of Ukraine (Donetsk, Kharkiv, Kyiv, Odesa, Dnipropetrovsk, Zaporizhia, Sumy, Lviv, Chernivtsi, Ternopil, Vinnytsia, Zakarpattia, Kherson, Ivano-Frankivsk) took part in the Talent Day events in those three cities.







The best players received prizes from FC Shakhtar according to the number of points earned. Maksym Derkach from Chornomorsk is the first player to have been enrolled to the club's Academy based on his Talent Day results. In the 2018/19 season, he won the Ukrainian league title with Shakhtar U14 and was recognized as the Top Striker in the final DUFLU competition.





SHAKHTAR  
SOCIAL

# LALIGA TRAINING





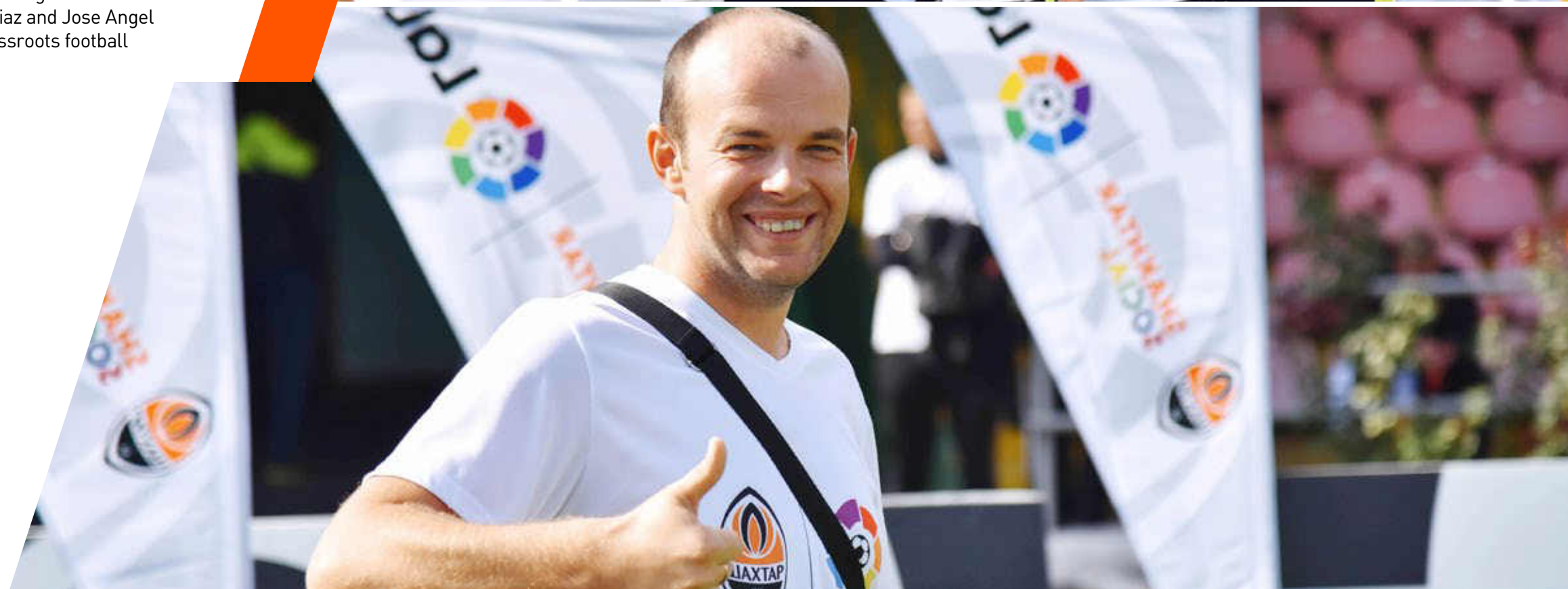


SHAKHTAR  
SOCIAL

**On 26-30 September, Mariupol played host to a joint project between Shakhtar Social and one of the world's leading football leagues - the Spanish LaLiga.**

The training course for children's grassroots football coaches aimed at raising the level of knowledge and skills included 14 theory sessions and 7 practice sessions based on the LaLiga methodology, along with 2 workshops. The training was conducted by the professional LaLiga coaches Carlos Rodriguez Diaz and Jose Angel Garcia Ruiz. The training course was attended by 40 children's grassroots football coaches from 13 settlements in Ukraine.

LaLiga training







SHAKHTAR  
SOCIAL

# AIDING THE CHILDREN'S HOSPITAL IN KHARKIV







**SHAKHTAR**  
**SOCIAL**

Aiding the children's hospital in Kharkiv

**In December, Shakhtar manager Paulo Fonseca and football players Sergii Kryvtsov, Taras Stepanenko and Junior Moraes visited Kharkiv Regional Children's Clinical Hospital No. 1.**

Shakhtar donated to the medical facility German equipment worth UAH 275,000: a set of oesophageal bougies for research, widening and treatment of cicatricial stenosis of the oesophagus, along with a neonatal cystoscope for diagnosing and treating diseases of the urinary system in children from the first days of life.

Aggregately, Shakhtar's charitable contribution over 5 years amounted to about UAH 1.15 million. Over 15,000 children received qualified assistance thanks to the donated equipment.







« **It's my third-year visit here, with this kind of reception being a great honour for me. I am very touched by my name on the step, by the photo of me and the child, by the masks. This moment will forever stay in my heart. Thank you so much for this emotional experience! Here they do their job in the best possible way, they take care of children's health**

Paulo Fonseca  
FC Shakhtar manager





SHAKHTAR  
SOCIAL

# FC SHAKHTAR GIRLS TEAM







**In December, they formed the first football team of girls aged 6 to 7. The sessions are held three times a week.**

In March 2019, Shakhtar goalkeeper Oleh Kudryk took part in one of the training sessions. And in June, the FC Shakhtar girls team won the Master of the Ball tournament, defeating boys in the final. The Player of the Competition is Milana Kovtun.







SHAKHTAR  
SOCIAL

# FESTIVE TRADITION







**For the fourth consecutive year, before New Year holidays, FC Shakhtar invited teams of refugee children, including those from family-type homes.**

60 little fans came to Sviatoshyno on club buses and received gifts from football players and coaches: balls, souvenirs and sweets.







SHAKHTAR  
SOCIAL

# 1,500 T-SHIRTS FOR CHILDREN







SHAKHTAR  
SOCIAL

1,500 T-shirts for children

To mark St. Nicholas Day as part of the annual Rinat Akhmetov to Children! campaign, the guys training in the Come On, Let's Play! project received Shakhtar branded shirts as gifts.

1,500 T-shirts were sent to 15 cities and towns of Ukraine: Lviv, Kramatorsk, Kurakhove, Severodonetsk, Donetsk, Makiivka, Mariupol, Dobropillia, Zelenodolsk, Ivano-Frankivsk, Burshtyn, Chervonohrad, Shchastia, Dobrotvir, Bilozirske.







SHAKHTAR  
SOCIAL

# SCORING FOR HEALTH



SPORT



ПЕРЕМАГАЙ  
для  
Здоров'я!





SHAKHTAR  
SOCIAL

Scoring For Health

In February 2019, we launched the Scoring for Health programme that had been co-founded by European Football for Development Network (EFDN) and the UEFA Foundation for Children. Its purpose is to promote healthy lifestyles, proper nutrition and activity among children aged 7 to 13 and their parents.

Shakhtar Social won a grant and joined Scoring for Health together with Chelsea, Feyenoord, Club Brugge, Legia, Brentford, Hapoel Tel Aviv. The first international workshop was hosted by the Feyenoord Stadium in Rotterdam. The participants got acquainted with the project, discussed its implementation, presented their SCR programmes, shared their knowledge and expertise.



SPORT

ПЕРЕМАГАЙ  
для  
Здоров'я!



SHAKHTAR  
SOCIAL







SHAKHTAR  
SOCIAL

**DARIJO 33**







SHAKHTAR  
SOCIAL

**Darijo Srna, a former Shakhtar captain and record holder for the number of appearances, organized a project called Darijo 33 with the support of Shakhtar Social.**

The contest kicked off on March 20, 2019, it lasted more than three months and involved almost the whole of Ukraine: about 100 applications filled in by amateur teams, school teams and neighbourhood ones came from settlements in 17 regions. The 33 best teams received gifts from Darijo: 15 player kits (a T-shirt, shorts, socks) and 10 footballs.

Darijo 33







SHAKHTAR  
SOCIAL

# MORE THAN FOOTBALL ACTION WEEKS







SHAKHTAR  
SOCIAL

More than Football action weeks

For the third year in a row, the club has participated in a social initiative called **#Morethanfootball Action Weeks**. The campaign enabling the European football community to tell fans about their CSR programmes has been supported by the UEFA Foundation for Children, the European Club Association (ECA) and the European Football Development Network (EFDN).

On March 21st, the World Down Syndrome Day, 25 children with disabilities took part in Shakhtar's training session in Sviatoshyno. These guys with special needs play football on a regular basis in line with the special programme at the sports centre of Academy A+ in Kyiv.







**Most importantly, the children play football and rejoice. Everyone's got some positive emotions, the guys are happy, and we are happy to see that. I think it's equally important for us and the fans to be so close to one another. I am recalling myself being a child: I would've been absolutely delighted to have the opportunity to run like that together with the first team, to pass the ball around and shoot on goal. This is a great event!**

Maksym Malyshev  
FC Shakhtar midfielder





SHAKHTAR  
SOCIAL

More than Football action weeks

On April 2nd, the World Autism Awareness Day, they held an inclusive training session in Mariupol as part of the Come On, Let's Play! project.

Also, they timed with the action week the start of the Come On, Let's Play! league involving 160 children in Mariupol. The guys played in special T-shirts hashtagged #Morethanfootball.



« **I am engaged in football as a goalkeeper, and I like Andriy Pyatov at Shakhtar most of all. I've long wanted to attend a training session of my favourite team. I'm really happy! I want to thank all the players**

Ivan Svyatenko  
Come On, Let's Play! project participant





SHAKHTAR  
SOCIAL

# PLAYER CHARITY







SHAKHTAR  
SOCIAL

In April, Junior Moraes handed Shakhtar home kits and special football equipment to a group of children with special needs in Kyiv. The Shakhtar forward fulfilled a charitable initiative, laying the foundation for a tradition to be carried on by the other players.



Player charity







**These kits are very cool. I like Shakhtar very much,  
my whole family roots for the team! I will train even  
better in the new outfit**

Pavel Soroka  
Come On, Let's Play! project participant





SHAKHTAR  
SOCIAL

# GYM REPAIRS IN KRASNOHORIVKA







SHAKHTAR  
SOCIAL

Gym repairs in Krasnohorivka

### In May, they opened a renovated sports complex Yuvileinyi in Krasnohorivka, Donetsk Oblast.

The only gym in the city where children train all the time (it has football, volleyball, ping-pong, gymnastics and boxing sections) was damaged as a result of hostilities. Shakhtar players offered the locals to provide assistance, allocating over UAH 2 million for the facility repairs.







SHAKHTAR  
SOCIAL

The repairs lasted two and a half months. During that period, they dismantled the damaged structures, replacing them with new window frames and installing the double-glazed polycarbonate windows, also refurbishing the facade and carrying out the finishing works.

All in all, about 100 children attend different sections at the sports complex.



Gym repairs in Krasnohorivka







« **Children are our future. People told us about that story, and we embraced the idea of helping them. We decided to allocate funds and have the gym glazing restored so that the guys could come over and do sports any time of the year. Professional football and holding sports competitions in Ukraine are good things, but we also shouldn't forget about the development of children's sports, about the conditions and infrastructure. By taking this step on our part, we want to bring people joy, so that they know that they haven't been forgotten**

Taras Stepanenko  
FC Shakhtar midfielder







SHAKHTAR  
SOCIAL

# EVENT & PROJECT TIMELINE

2018



**MARIUPOL**  
Shakhtar Talent Day

JULY 12



AUGUST 10



**ZELENODOLSK**  
Opening a Come On,  
Let's Play! ground



**LVIV**  
FC Shakhtar manager  
trained the Come On, Let's Play!  
project participants

AUGUST 18



AUGUST 22



**MARIUPOL**  
First Come On, Let's Play!  
training session for children  
with disabilities





**CHERNIVTSI**  
Shakhtar Talent Day

**AUGUST 29**



**SEPTEMBER 03**



**IVANO-FRANKIVSK**  
Opening  
a Come On, Let's Play!  
ground



**BURSHTYN**  
Opening a Come On, Let's Play!  
ground

**SEPTEMBER 14**



**SEPTEMBER 17**



**MARIUPOL**  
Opening two  
Come On, Let's Play!  
grounds



**IVANO-FRANKIVSK**  
First Come On, Let's Play!  
training session for children  
with disabilities

**SEPTEMBER 21**



**SEPTEMBER 26-30**



**MARIUPOL**  
LaLiga training  
for coaches



**CHERVONOHRA D**  
Opening a Come On, Let's Play!  
ground

**SEPTEMBER 29**



**OCTOBER 03**



**ZAPORIZHIA**  
Shakhtar Talent Day





**MARIUPOL**

Start of the first  
School Football League

**OCTOBER 06**



**OCTOBER 13**



**SHCHASTIA**

Opening  
a Come On, Let's Play!  
ground



**DOBROTVIR**

Opening  
a Come On, Let's Play!  
ground

**OCTOBER 20**



**OCTOBER 27**



**BILOZIRSKE**

Opening  
a Come On, Let's Play!  
ground



**KYIV**

Opening  
a Come On, Let's Play! ground  
for children with disabilities

**NOVEMBER 20**



**DECEMBER 01**



**KHARKIV**

Aiding the Kharkiv Regional  
Children's  
Clinical Hospital No. 1



**KHARKIV**

Start of training sessions  
of FC Shakhtar girls team

**DECEMBER 09**



**DECEMBER 10**

Gifts for refugee children  
at Shakhtar's last training  
session of the year









**KHARKIV**

Opening  
a Come On, Let's Play! section  
for children with disabilities

**APRIL 07**



**APRIL 09 - MAY 19**



**MARIUPOL**

Come On, Let's Play!  
School Football League



**KYIV**

Junior Moraes gave player kits  
to children with disabilities

**APRIL 14**



**APRIL 23**

Start of  
Football Near Contact Line  
project



**KRASNOHORIVKA**

Gym opening

**MAY 05**



**MAY 22**



**POPASNA**

Opening  
a Come On, Let's Play!  
ground



**SHCHASLYVE**

Come On, Let's Play! finals

**JUNE 01-02**







SHAKHTAR  
SOCIAL

# OUR PARTNERS







SHAKHTAR  
SOCIAL