SHAKHTAR SOCIAL
11TH EFDN CONFERENCE, GENT
FC SHAKHTAR PHILOSOPHY

Our vision
To be the ambassador of Ukrainian football in the world, and of international football in Ukraine, ultimately driving the development of football culture in our country.

Our mission
To redefine the boundaries and standards of excellence in football.

Our values
Youth, Loyalty, Determination, Knowledge.
ACHIEVEMENTS

1
UEFA Cup Winners

11
Premier League Champions

12
Ukraine Cup Winners

8
Ukraine Super Cup Winners
ICONIC AND PROMINENT PLAYERS

SRNA  PYATOV  FERNANDINHO  WILLIAN  COSTA  MHITARIAN
COACHES

MIRCEA LUCESCU
13 seasons
573 games
22 trophies

PAULO FONSECA
2 seasons
113 games
5 trophies
FC Shakhtar Academy consists of 6 teams: U14 - U21.

We attract the best professionals to head the Academy from all over the world: Argentina, Portugal, Netherlands.
THE MOST BRAZILIAN FOOTBALL CLUB IN EUROPE

30 brazil players have played for FC Shakhtar since 2002.

11 players from Brazil are in the squad nowadays.

Here they adapt to European football. And after several years in FC Shakhtar leave for the top Europe Leages.
HOME AWAY FROM HOME

In 2014, due to the political circumstances in Eastern Ukraine, FC Shakhtar left Donetsk and moved to Kyiv.

For five years now, FC Shakhtar has not played at the home ground.

Nowadays, the training base is located in Kyiv, and the home stadium is in Kharkiv.
SHAKHTAR SOCIAL – PHILOSOPHY AND KEY IDEAS

Shakhtar Social is a foundation established by FC Shakhtar with a purpose to implement club’s social responsibility policy.

Goals of Shakhtar Social
According to UNDP Sustainable Goals - ensure healthy lives and promote well-being for all at all ages, obtaining a quality education, promote gender equality and empower opportunities for all women and girls.
WHAT WE DO

FOOTBALL FOR DEVELOPMENT

FOOTBALL FOR CHILDREN WITH DISABILITIES

GIRLS FOOTBALL WITH UNFPA

COACHES
WHAT WE DO
FOOTBALL FOR DEVELOPMENT
COME ON, LET’S PLAY!

Overview

FC Shakhtar Donetsk have been running the “Come On, Let’s play!” project since 2013.

The project is aimed at the development of grassroots football and its popularization throughout Ukraine.

Participants are mainly boys and girls aged 7 to 12, including kids with disabilities.

1700 participants in 2018

Key Elements
Playground, Coach, Competition, Equipment
COME ON, LET’S PLAY! LOCATIONS

16 UKRAINIAN CITIES

32 PLAYGROUNDS

1700 NUMBER OF PARTICIPANTS
COME ON, LET’S PLAY!
STATISTICS (JULY 2018 - MAY 2019)

- JULY: 900
- AUGUST: 950
- SEPTEMBER: 1200
- OCTOBER: 1700
- MAY 2019 (FORECAST): 3000

INVOLVED KIDS PER MONTH
COME ON, LET’S PLAY! FINAL KYIV 2018

Overview

Location – FC Shakhtar Academy

8 teams – 80 players from 8 different cities of Ukraine

1 girl per team

16 matches – group and knockout stage matches

2 winners – U10 and U12
FOOTBALL FESTIVAL IN KHARKIV

Goal

Popularization of football and promotion of healthy lifestyle among children

Overview

Location – Metalist Stadium

108 kids – 18 teams

21 girls

Basic football lessons
SHAKHTAR TALENT DAY

Overview

‘Shakhtar Talent Day’ is aimed to popularize grassroots football in Ukraine and invite best talents to the FC Shakhtar Academy

5 cities of Ukraine

500 participants

600 games

50 kids invited for a trial at FC Shakhtar Academy
CHILDREN WITH DISABILITIES

‘Come On, Let’s Play!’ project promotes social inclusion, providing an opportunity to children with disabilities to play football

Key facts:

3 cities of Ukraine – Mariupol, Ivano-Frankivsk, Kyiv

Disability: Autism, Down Syndrome, Deaf, Cerebral Palsy

60 children with disabilities

Coaches of ‘Disability Football’
GIRL’S FOOTBALL

Shakhtar Social in close cooperation with United Nations Population Fund (UNFPA Ukraine) supports gender equality and makes football popular among girls.

70 participants of ‘Come On, Let’s Play!’ project are girls.

Girls Participation, target – 300 by the end of the season.
АЛИНА ЛЕВЧЕНКО
14 ЛЕТ, МАРИУПОЛЬ
‘COME ON, LET’S PLAY!’

PLAYER OF THE MONTH

SEPTEMBER

Player of the month attended training camp of FC Shakhtar

OCTOBER

Player of the month visited home game of FC Shakhtar
YOUNG COACH EDUCATION PROGRAMME
‘DISABILITY FOOTBALL’

Programme in tandem with
Football Club Social Alliance
and UEFA Foundation for Children

Primary knowledge about
‘Disability Football’

7 theoretical and
5 practical sessions

3 – days programme at
FC Shakhtar Academy

40 participants
SHAKHTAR SOCIAL & LALIGA EDUCATIONAL PROGRAMME

52 grassroots football coaches from 15 cities of Ukraine

LaLiga Training Methodology Course

14 theoretical and 7 practical sessions, 2 workshops

Lead by the coach of Atletico Madrid Academy and coach of LaLiga
FC SHAKHTAR DONETSK AND FEYENOORD ROTTERDAM COMMON WORKSHOP ‘CHANGING LIVES THROUGH FOOTBALL’ IN TANDEM WITH EFDN

100 kids

25 coaches participated in Exchange

15 coaches of ‘Come On, Let’s Play!’ project

Theoretical and practical sessions
KPI’S SEASON 2018/2019

Average participation – **3000 kids per week**

Fundraising – **100 000 EUR**

10% of participants – girls

5% of participants – children with disabilities
COME ON, LET’S PLAY!