COME ON, LET’S PLAY!

19-20 November
Barcelona
WHO WE ARE
Donbass Arena, FC Shakhtar home stadium, 50,000 capacity
HOME STADIUM

War in the East of Ukraine since 2014
HOME AWAY FROM HOME

- For 5 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 is a non-profit foundation, established by FC Shakhtar to implement the club’s social projects, as well as to develop children’s grassroots football in Ukraine.
FOOTBALL FOR DEVELOPMENT
COME ON, LET’S PLAY!

- ‘Come On, Let’s Play!’ project provides regular football training sessions in disadvantaged neighborhoods

- Participants are mainly boys and girls aged 7 to 12, including kids with disabilities
FOOTBALL FOR DEVELOPMENT
COME ON, LET’S PLAY!

‘Come On, Let’s Play!’ project goals:

- to form a habit doing sports regularly
- to develop human values
FOOTBALL FOR DEVELOPMENT
COME ON, LET’S PLAY!

34 CITIES

64 PLAYGROUNDS

4 500 KIDS
FOOTBALL FOR DEVELOPMENT
COME ON, LET’S PLAY!
4 KEY ELEMENTS

- Playground
- Coach
- Equipment
- Training sessions & Competitions
FOOTBALL FOR DEVELOPMENT
COME ON, LET’S PLAY!
FOOTBALL ON THE FRONTLINE

8 locations close to the frontline in Donetsk and Luhansk regions affected by the military conflict in Eastern Ukraine since 2014
FOOTBALL FOR DEVELOPMENT
COME ON, LET’S PLAY!
FOOTBALL ON THE FRONTLINE

- The aim is to improve social inclusion of children living close to the frontline, refugees and socially disadvantaged children

- 540 participants – boys and girls, aged 7 to 12 years old
FOOTBALL FOR DEVELOPMENT
COME ON, LET'S PLAY!
FOOTBALL ON THE FRONTLINE

Video Link
FOOTBALL FOR CHILDREN WITH DISABILITIES
COME ON, LET’S PLAY!

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

- 6 cities of Ukraine

- Disability: Autism, Down Syndrome, Deaf, Cerebral Palsy

- 240 children with disabilities
About 30% of girls consider football to be exclusively a men's sport, but at the same time, 45% of girls loved to play football in childhood.

(Source: U-Report)
**GIRLS FOOTBALL**
**COME ON, LET’S PLAY!**

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

- **200 participants** of ‘Come On, Let’s Play!’ project are girls
Together with United Nations Population Fund (UNFPA) and Special Olympics started training sessions for girls with special needs

- 4 cities, 80 girls
ДАЙ, ИГРАЙ!
БУДЬ СИЛЬНЫМ!

SHAKHTAR SOCIAL

More than football
MORE THAN FOOTBALL ACTION WEEKS

- Paulo Fonseca, Junior Moraes and Andriy Pyatov are the role models of #Morethanfootball campaign in 2019

- Within #Morethanfootball Action Weeks 2019 Shakhtar Social conducted 3 major activities
Common training session of FC Shakhtar players together with 25 kids with disabilities on March 21st – World Down Syndrome Day
MORE THAN FOOTBALL
ACTION WEEKS
The football training session for kids with disabilities conducted by Shakhtar Social coaches on April 2\textsuperscript{nd} – World Autism Awareness Day
MORE THAN FOOTBALL ACTION WEEKS

Kick-off of School Football League for 160 kids in a disadvantaged neighborhood in Mariupol – close to the frontline
OUR COMMITMENTS

- 10,000 regular beneficiaries of main grassroots programme ‘Come On, Let’s Play’

- More than 100 Shakhtar Social football playgrounds available for all participants, including kids with disabilities
Developed long-term partnerships with stakeholders, donors, NGO’s and government to enlarge the social influence.
‘Football takes us back to our childhood’