



Karachi United Football Foundation was established as a separate entity in July 2010, registered under the 1882 Trusts Act with the following vision:

**“ COMMUNITY DEVELOPMENT AND  
SOCIAL UPLIFT OF YOUTH THROUGH  
FOOTBALL, EDUCATION AND HEALTH. ”**

The aim of the Karachi United Football Foundation (KUFF) is to leverage the popularity of football and employ it to provide opportunities for our youth and bring about positive social change in our communities.

To achieve such an objective, we have established Centers of Excellence (CoE's) in various parts of the city which provide free football coaching to under-privileged children and work on a four tier approach, FEVH:



## FOOTBALL TRAINING (F)

Sessions run for two hours, thrice a week. The youth is provided with football kits, shoes, socks and other essentials to ensure their wellbeing and enforce proper standards. Furthermore, youth leagues are carried out amongst the CoE's which provide competition and more importantly, work on peace building through cooperation and exposure to other communities.





## EDUCATION (E)

We understand that every individual has the right to education and hence, our fundamental premise is to provide basic education to ensure literacy amongst the communities. Currently, we follow the guidelines and syllabus of Literate Pakistan; however, we're looking to formulate strategic alliances with educational institutes within the communities to better facilitate the youth.



## VOCATIONAL TRAINING (V)

We believe our efforts would be fruitful once we're able to facilitate the youth in acquiring the necessary skills to be gainfully employed. The pre-requisitions of vocational training has pushed such a goal further down the lane, however, we provide the youth with life skills training and career guidance. Life-skills training which includes conflict resolution, leadership training etc is a priority as it has shown to have unmatched positive impact amongst the youth.



## HEALTH AWARENESS (H)

Health awareness is essential for a sustainable model. Until quality of life within these communities improves there will be minimal social uplift. Our awareness programs extend to the households, as we understand the dire need of educating the parents regarding important life decisions. One of the worst habits within these communities is eating betelnut (chalia), which is also one of our biggest challenges.

# CAN SPORTS SAVE MANKIND?

"Sport is increasingly being mainstreamed as an efficient tool for development and peace."  
 Wilfried Lemke, UN Special Advisor on Sport for Development and Peace

THE UN HAS IDENTIFIED 4 WAYS THAT SPORTS BENEFITS HUMANITY

- 1 Improves HEALTH
- 2 Improves EDUCATION
- 3 Encourages ECONOMIC DEVELOPMENT
- 4 Promotes PEACE

## 1 HEALTH



of adults do not participate in a sufficient amount of physical activity required to maintain a healthy lifestyle.

The World Health Organization (WHO) estimates that



Are attributed to non-communicable diseases that could be prevented by an increase in physical activity and a healthier lifestyle.

SPORTS AS A FORM OF EXERCISE COULD SAVE **1.9 MILLION LIVES A YEAR**

## 2 EDUCATION

The UN identifies sports as a 'school for life'.

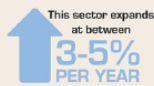


"Through sport, we can educate children on leadership, foster role models, promote peace and give children hope for the future"  
 Wilfried Lemke, UN Special Advisor on Sport for Development and Peace

SKILLS AND VALUES LEARNED THROUGH SPORT

- Cooperation
  - Communication
  - Problem Solving
  - Leadership
  - Fair Play
  - Trust
  - Honesty
  - Team work
  - Resilience
  - Resilience
- Sport teaches skills and values which are essential for social cohesion and societal development.

## 3 ECONOMIC DEVELOPMENT



"By encouraging sport and sport-based economic activities, it is possible to initiate a 'virtuous circle' in which new forms of activity are generated, requiring additional goods and services, creating jobs and contributing to economic development."

-Giancarlo Danzanelli, Economic Development Expert

SPORTS ENCOURAGE ECONOMIC DEVELOPMENT THROUGH

- The creation of industries for the manufacture of sporting goods.
- The creation of jobs within the sporting industry as a whole.
- The improved capacity of a healthier and better educated labor force.

## 4 PEACE

Past sporting events have helped to promote values such as co-operation, trust and fair-play which in turn have encouraged peace between the participant nations:

### THE OLYMPIC TRUCE

800BC Started 8th Century B.C.

14 Starts 7 days prior to the Olympics / Finishes 7 days after the Olympics.

Co-sponsored and passed by 193 UN member states in 2012.

Involves the suspension of wars, legal disputes and death penalties during the games.

### THE IVORY COAST TRUCE

Between 2002 and 2005 the Ivory Coast was embroiled in civil war.

In 2006 the Côte d'Ivoire national football team qualified for the World Cup.

Footballer Didier Drogba led a call for the cessation of fighting to help support the countries team.

This led to a 5 year ceasefire between factions.

### PELE AND THE BIAFRA CONFLICT

From 1967-1970 Western Nigeria was in a civil war.

Pele and his Brazilian Santos team played a match in 1969.

For this match a 48-hr ceasefire was declared so all Nigerian's could enjoy the game.



"Sport has a level of influence and reach in our increasingly interconnected world that politicians and diplomats can only dream of. More and more, its power to bridge social and political divides is being used to help support peacemaking efforts across the globe"

-Tom Woodhouse, Professor of Conflict Resolution at the University of Bradford

## SOURCES

- The UN and the Olympic Truce - [www.un.org](http://www.un.org)
- Sport for Development & Peace - [www.un.org](http://www.un.org)
- Overview and learned lessons on Local Economic Development, Human Development, and Decent Work - [www.ilo.org](http://www.ilo.org)
- The Sports Market - [www.zibeamer.com](http://www.zibeamer.com)
- Blue peace a sporting chance - [www.globalinfilling.org](http://www.globalinfilling.org)
- FACTSHEET: DEVELOPMENT THROUGH SPORT - [www.olympic.org](http://www.olympic.org)
- The Global Art of Soccer by Richard Witzig - Quisby Publishing - ISBN-10: 0977668800

## CURRENT OPERATIONS AND IMPACT

Our CoE's are bringing about positive change in the following areas:

- Lyari Kakari
- Korangi Murtaza
- Old Golimar
- Malir
- Nazimabad
- Manghopir A
- Manghopir B
- Lyari AgraTaj
- Baloch Star
- Orangi Town
- Baldia Town
- Maripur

- Providing football training, health and education to 1400 children.
- Positively impacting approximately 14,000 individuals.
- Improving quality of life in 11 communities.
- Uniting Karachi with the help of CoE's in 5 out of the 6 districts.



## WHAT WE DO

Our basic premise is to leverage the power of sport to tackle issues that Pakistan's underprivileged children face. We harness the passion our local communities have for football and provide children with a compelling reason to stay off the streets and avoid bad habits. We strive to ensure proper development amongst the youth and have an impact on their quality of life. By equally involving girls and women, we hope to empower them and break away from stereotypes and evoke a positive change in mindset. The world knows football as the beautiful game, but to us, it is hope, it is progress, and it is the path to a brighter future for Pakistan.

Our passion is what unites us, and unity is what strengthens us.

## OUR ALLIANCES AND PREVIOUS PARTNERS

- UNICEF Pakistan
- Barclays Pakistan
- Lotte Pakistan
- British Council
- Karachi Youth Initiative
- Standard Chartered Bank
- Literate Pakistan Foundation
- GroupM
- Right To Play Pakistan
- Aman Foundation
- Karachi United FC

## WHY KUFF?

- International Labour Organization estimated more than 12 million children were active in labour force.
- Karachi is home to 2 million youth drug addicts.
- Lack of proper play and sports facilities in Karachi - average of only 0.34 acres of recreational areas available for every 1000 people.



## CONTACT US

 Karachi United Football Foundation

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