



ANNUAL REPORT

2024

love futebol

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Dear friends,

2024 was a pivotal year for love.fútbol, marking a significant step toward building a connected global ecosystem. For the first time, our work reached communities in Hong Kong, Indonesia, Malaysia, and the Philippines, expanding our global footprint and reinforcing the universal power of play.

Our impact also continued to grow strongly in key existing markets, including Brazil, Mexico, and the United States, where community engagement deepened, and local leadership flourished. The dedicated support from our boards and partners has been instrumental in driving meaningful and sustained change in societies worldwide.

Together with local leaders and international supporters, we created inclusive spaces that reflect community visions and strengths. Each new location further confirmed our belief in local ownership as the cornerstone for lasting impact.

Thank you for being an essential part of this global movement.

Warm regards,

love.fútbol team





At love.fútbol, we believe every child deserves a safe place to play, thrive, and build stronger communities. Our mission is to empower communities worldwide through the creation of safe and inclusive sports spaces that foster social cohesion, enhance physical and mental health, and encourage youth leadership.

Our vision is a world where all communities have access to spaces that inspire hope, build resilience, and unlock potential through play.

Driven by three core objectives (empowering local leadership, fostering sustainable community development, and nurturing inclusive social interaction), we partner with local organizations, community leaders, and dedicated supporters globally to turn neglected spaces into vibrant hubs of community life.

As you explore this report, you'll see how our collaborative approach has reached communities across multiple continents, impacting thousands of children and families. Together, we're not just building places to play; we're building foundations for lasting change.



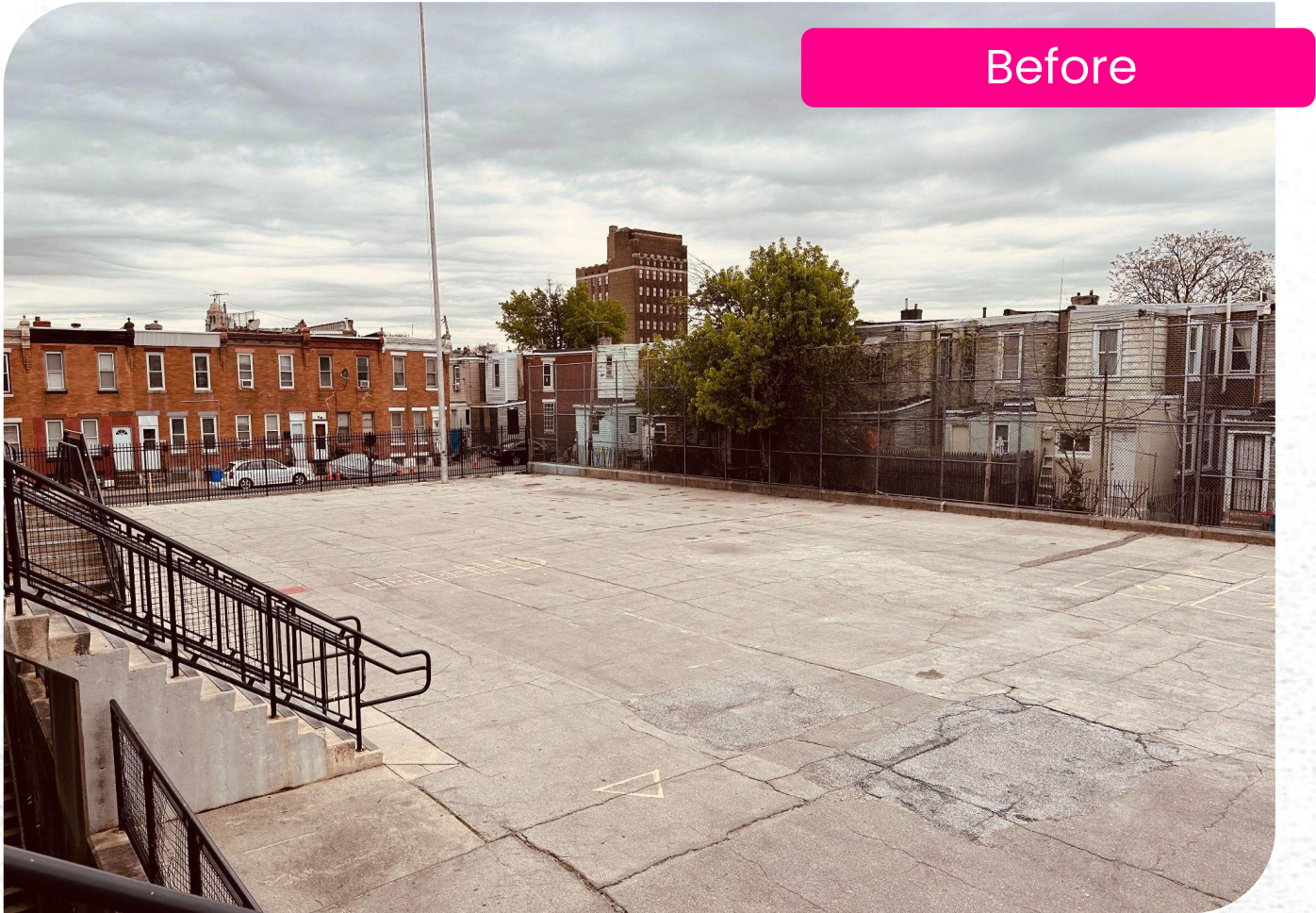


Our Impact in Numbers



Behind each number is a story of collaboration, passion, and community-led change. Together, we celebrate the collective power of play transforming lives and spaces worldwide.

2024 Spaces
2024 Programs
2006 - 2024



| Conwell Middle Wagner School, Philadelphia, PA, USA

"We're bringing childhood back to the neighborhood"

Jessica Zeno, parent of a 6th grader at Conwell Middle Magnet School



love futbol

Conwell Middle Magnet School



United States



Conwell Middle School, Philadelphia - PA



Treadwell Park, Memphis - TN



Sugaw Creek Park, Charlotte - NC



Every Space Has a Story

Located in Kensington, Philadelphia—one of Pennsylvania's most underserved communities facing significant social challenges—this project became a powerful platform for community unity. Engaging over 130 local volunteers, including children, parents, teachers, and community elders, it was the first love.fútbol initiative in the U.S. to actively involve students in the building process. The space transformed from simple asphalt into a regulation-approved turf pitch, now actively used for soccer, flag football, gymnastics, and meditation. A highlight was the involvement of journalism students, who captured local stories, reinforcing community pride and engagement.

*Conwell Middle Magnet School,
Philadelphia - PA*

Every Space Has a Story

Sugaw Creek Park exemplified deep community engagement through powerful local partnerships. Led predominantly by senior residents, who took remarkable ownership, the initiative renovated two basketball courts with vibrant murals designed by ESPN and colors chosen by the community. The project notably received extensive local support, including in-kind donations and expertise from more than 15 local organizations, culminating in a build day that unified community members across generations and backgrounds. The local seniors' leadership created a lasting legacy of culture, community spirit and collaboration.

Sugaw Creek Park, Charlotte - NC



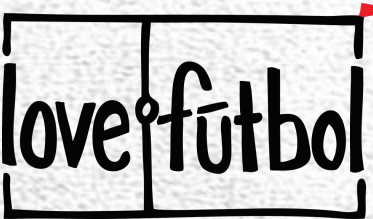
Every Space Has a Story

In Memphis, at the heart of the Heights neighborhood, this project revitalized community spirit by refurbishing two courts for soccer and basketball. Key partnerships included a local community development center, CDC Heights, which significantly expanded the project scope through additional fundraising. Community-inspired designs decorated the courts, reflecting local culture and identity. Engagement extended beyond construction, involving local youth directly in design decisions and build-day activities. The project's impact was immediately clear, with children enthusiastically eager to use the spaces, reinforcing the vital role of play in strengthening community bonds and local identity.

Treadwell Park, Memphis - TN



Milpa Alta - Mexico City



Mexico



Every Space Has a Story

Milpa Alta now hosts a beautiful community sports space featuring high-quality modular tiles, a rainwater catchment system, and recycled plastic benches and seating. Initially engaging fewer than 50 children, the project's programming quickly expanded, now involving over 90 local youth. The site also serves as a central hub for training coaches from various communities, including two notable sessions hosted by Manchester City, which brought together around 150 coaches. This project's thoughtful design and ongoing programming have become a cornerstone of community activity and pride.

Cancha 16, Milpa Alta - Mexico City



Sancho, Recife - PE



Arena Eden, São João de Meriti - RJ



Cruzeiro Velho, Brasília - DF

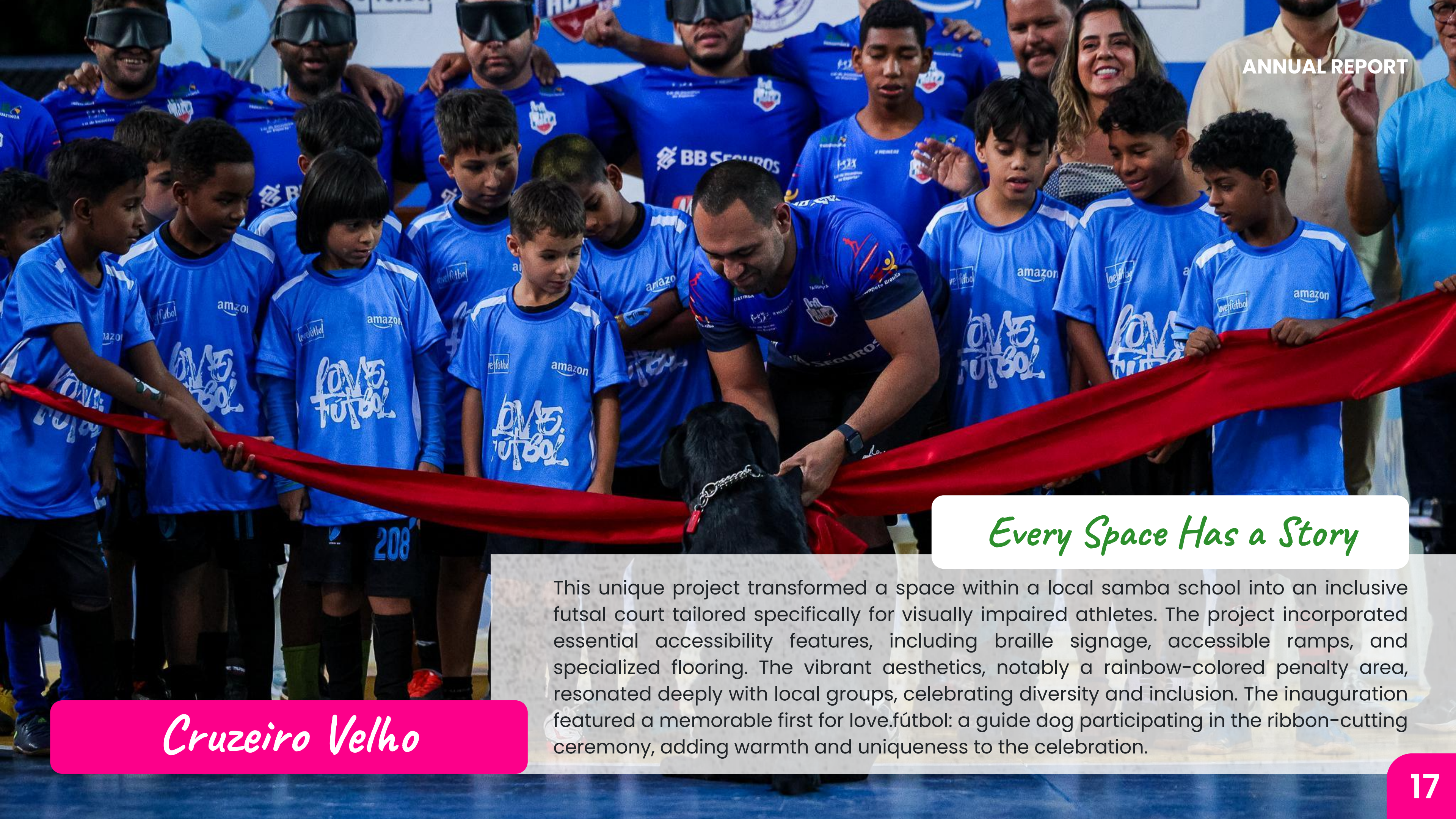
Brazil

A group of children in red and white soccer uniforms are playing on a vibrant, multi-colored outdoor court. In the background, a large yellow mural features soccer ball patterns and the Portuguese text "Tudo parece impossível até que seja feito".

Every Space Has a Story

In Sancho, Recife, we revitalized an abandoned sports space, deeply impacted by local violence, transforming it into a vibrant community hub. Sponsored by UEFA, this project symbolized resilience and renewal. Initially met with skepticism due to past trauma, dedicated community outreach and trust-building reignited local enthusiasm. The refurbished multipurpose court now hosts numerous community programs, serving as a beacon of hope and pride. A notable tribute included a mural honoring a beloved community member tragically lost to violence, encapsulating the community's journey of healing and reclaiming the space as a safe haven for play and community gatherings.

Sancho



Every Space Has a Story

This unique project transformed a space within a local samba school into an inclusive futsal court tailored specifically for visually impaired athletes. The project incorporated essential accessibility features, including braille signage, accessible ramps, and specialized flooring. The vibrant aesthetics, notably a rainbow-colored penalty area, resonated deeply with local groups, celebrating diversity and inclusion. The inauguration featured a memorable first for love.futebol: a guide dog participating in the ribbon-cutting ceremony, adding warmth and uniqueness to the celebration.

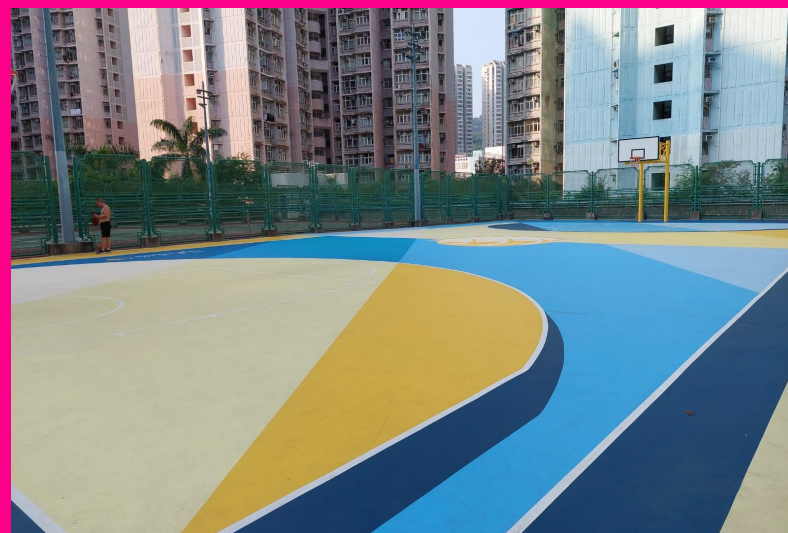
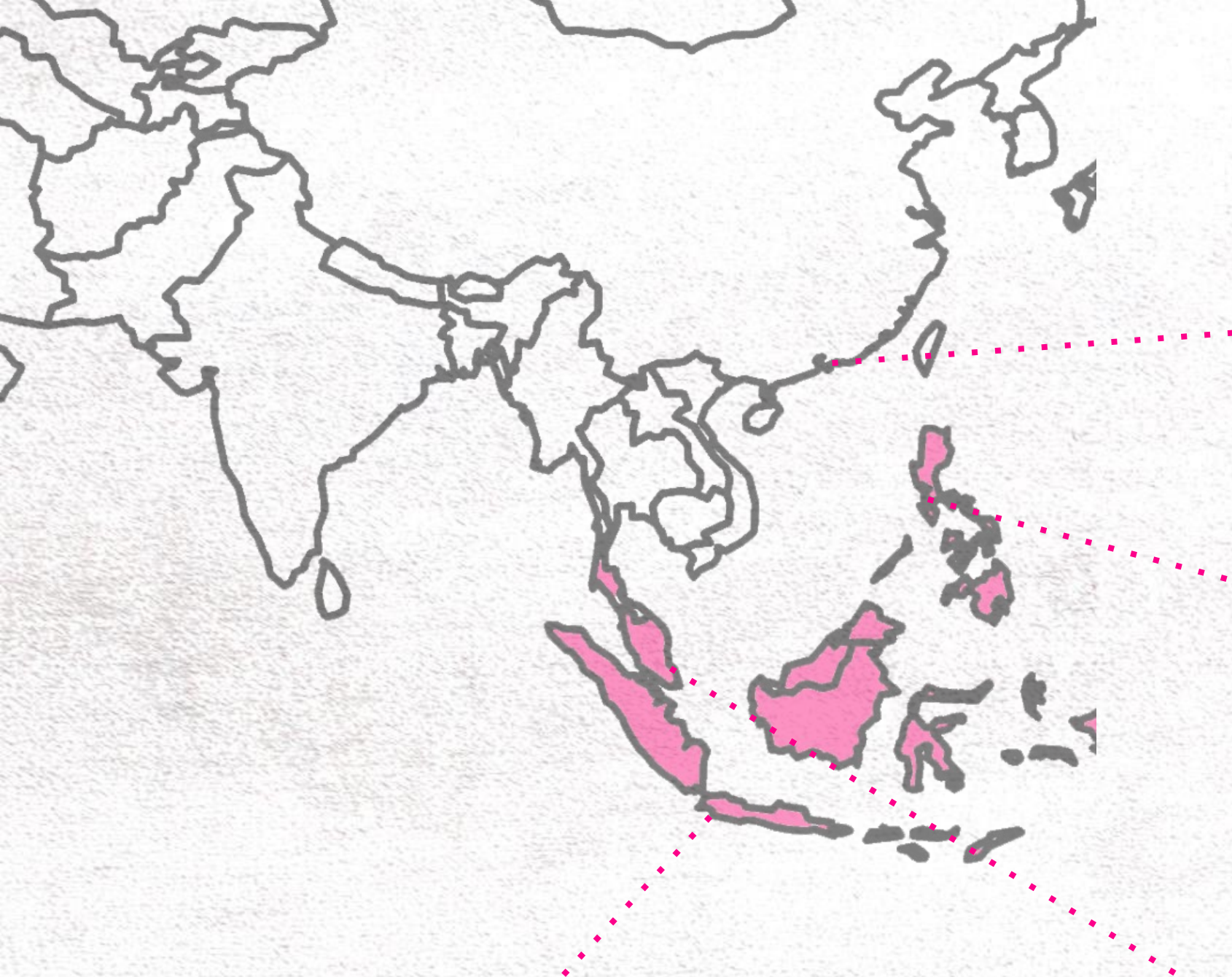
Cruzeiro Velho

A woman with glasses and a ponytail, wearing an orange t-shirt with 'lovefootball' written on it, is sitting cross-legged on a blue and yellow basketball court. She is holding an open book and reading to a group of about ten children. The children are also sitting on the court, wearing orange soccer uniforms with 'ÉDEN' and 'amazon' logos. The court has blue and yellow painted lines. In the background, there is a blue fence and some graffiti art. The scene is outdoors during the day.

Every Space Has a Story

In São João de Meriti, Rio de Janeiro, we delivered a transformative community project sponsored in partnership with Amazon, and local organization Projeto Inclusão. Known for its high levels of violence, the community actively embraced the initiative, reflecting deep respect and collaboration with local leaders and residents. The renovated space features accessibility for wheelchair users and vibrant mural art created by renowned local graffiti artists, reinforcing cultural identity and community pride. The project extended beyond sports, integrating educational elements like a reading corner stocked with over 100 books, enhancing literacy and community engagement.

Arena Eden



Wah Sum - Hong Kong



Legacy of Light Village - Philippines



Diana Jaya - Indonesia



Kuala Ampang - Malaysia

Asia

The background image shows a vibrant outdoor basketball court with a blue and yellow surface. A green safety fence surrounds the court. In the background, a massive, modern high-rise apartment building with many windows and balconies dominates the skyline. To the right, a basketball hoop is visible. In the far distance, a mountain range is visible under a cloudy sky.

Every Space Has a Story

Atop Wah Sum Shopping Centre in Fanling, Hong Kong, this revitalized basketball court has become a vibrant center for community life, impacting over 11,000 residents from predominantly low-income households. Through the Hoops & Health program, the court promotes health, unity, and education, creating essential gathering spaces and fostering community resilience in one of Hong Kong's densest public housing areas.

Wah Sum



Every Space Has a Story

In the rural heartland of Nagcarlan, Laguna, the Sun Life Covered Court provides a critical hub for community development, education, and recreation. Rooted in a rich local history dating back to 1583, the sports space strengthens community bonds and supports local economic empowerment through partnerships with nearby training and livelihood centers, transforming the area into a vibrant center for rural community life.

Legacy of Light Village

**HOOPS
HEALTH**BEYOND
SPORT

Every Space Has a Story

In the heart of Ampang Jaya, Malaysia, this community sports space revitalizes local traditions while bridging diverse cultures and generations. Established in an area historically significant for Malay cultural heritage, the court now hosts vibrant community events, senior fitness classes, and cultural festivals, becoming a hub for preserving local identity, promoting unity, and enhancing community well-being.

Kuala Ampang



Every Space Has a Story

Built through collective community efforts over two decades ago and recently refurbished by over 80 volunteers contributing around 500 hours, the Tanah Baru sports center embodies the Indonesian tradition of collaborative community development. This revitalized space now stands as a testament to local initiative and unity, providing a central venue for sports, social activities, and ongoing community engagement.

Diana Jaya



Cancha 16 - Mexico

Sports Spaces as Catalysts for Social Change

At love.futebol, sports spaces go far beyond recreation. They actively address critical social challenges such as gender equality, violence prevention, and environmental sustainability. Through our community-driven methodology, spaces like Cruzeiro Velho in Brasília promote inclusivity by creating accessible sports environments for visually impaired athletes, while the Éden project in Rio de Janeiro fosters safe spaces amid community violence and social tensions.

Stories from communities like Sancho in Recife highlight our role in reclaiming neglected spaces, transforming them into vibrant hubs of peace and resilience. Similarly, Charlotte and Memphis projects in the United States demonstrate the power of collaborative local partnerships, using sport to bring diverse community members together in a united effort towards meaningful change.

By sharing these impactful narratives directly from our team and community members, we amplify the profound potential sports spaces hold as platforms for social development and lasting change.

ANNUAL REPORT



Sancho

"It's been 34 years. Born and raised in here, right in front of this court. I can't put in words how I'm feeling right now. Starting today, I can proudly say this is also my kid's playground".

João Bosco,
Resident and Captain of the Local Communication Team



Cruzeiro Velho

Celebrating New Generational Spaces



At love.fútbol, a pitch becomes a generational space when it transcends its initial project phase to become a lasting platform for community life, opportunity, and pride. This status is earned through the ongoing efforts of community members and local stakeholders to care for, activate, and sustain the space over time. From day one, each project includes a sustainability plan with clear goals for maintenance, activation, and structural upkeep. In 2024, several communities stood out for their commitment and collective action, officially achieving generational status.



Chimalhuacán, Mexico. Our first project in Mexico, Chimalhuacán was inaugurated in 2016. The space promoted 60+ hours of use, per week, through open play, free programming and community festivals and events.



Rio Doce, Brazil. After 7 years, the community has replaced the artificial grass and the lights on the pitch. A playground, classroom, and an outdoors movie theater have also been developed, continuing to establish the space as a community center.



Penedo de Cima, Brazil. Inaugurated in 2014, the Penedo Arena was the first play space in the history of the community, built with the dedication of 400+ community volunteers. The space has been completely renewed. Streets have been paved and a public health clinic has been built next to the pitch.



Conwell Middle Magnet School

Signature Programs & Initiatives

Throughout 2024, love.fútbol continued to deepen its commitment to community-driven programming, activating 27 impactful initiatives across Brazil, Mexico, the United States, Argentina, and Colombia. These programs extended beyond traditional sports engagement, addressing critical social issues such as gender equity, environmental sustainability, youth empowerment, inclusion, and accessibility.

Partnerships with global brands and local organizations amplified the reach and impact of these initiatives, benefiting more than 3,500 children and youth, while equipping over 1,100 local coaches and educators through tailored training programs. Community members contributed over 12,000 volunteer hours, highlighting strong local ownership and engagement.

Notable programs included gender-focused initiatives such as Jugamos Juntas in Mexico and ShePlays in Brazil, environmental sustainability efforts through Move for the Planet (Adidas) and Xylem Water Conservation, and comprehensive digital coaching programs like Rompiendo Límites and Quebrando Barreiras, delivered across four countries. Additionally, targeted initiatives such as literacy and sports programs at Eden in Brazil, and heritage-focused activities in Castainho, further emphasized our holistic approach to community development.

Country	Program Type	Partners
Brazil	Gender Equity, Literacy, Antiracism	Amazon, Coca-Cola, Itaú, Eletrobrás, Scatec, Mercado Livre, Rexona, UEFA
Mexico	Gender Equity, Sustainability, Digital Coaching	Amazon, Nike, Dove, Laureus, Adidas, Rexona, Xylem, Manchester City, Rodri Foundation
United States	Sport for Development	ESPN, Philly City-Hub, City Group
Argentina	Environmental Sustainability, Digital Coaching	Xylem, City Group, Rexona
Colombia	Digital Coaching	Rexona

Kuala Lumpur

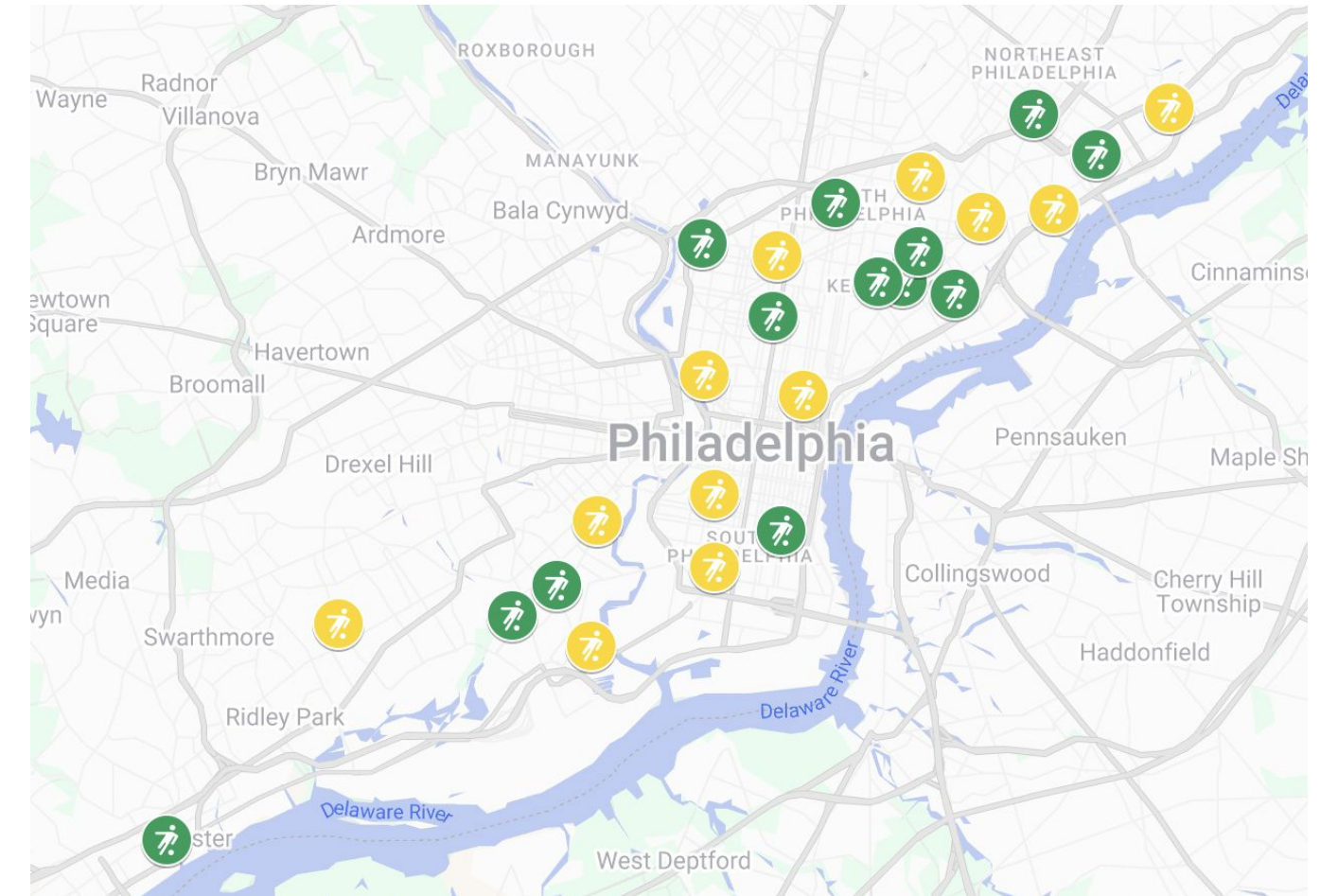
Introducing: Philly Plays

As Philadelphia prepares for the 2026 FIFA World Cup, Philly Plays is laying the foundation for a network of community-driven soccer spaces—known as Safe Play Corridors—that promote safety, inclusion, and opportunity across the city.

In 2024, love.fútbol worked on three new spaces under the Philly Plays initiative, engaging over 300 local volunteers and generating thousands of hours of free play and community use. Each project was co-created with the surrounding community, incorporating local voices in design, activation, and long-term stewardship.

The goal is bold: reaching the milestone of 26 community-built spaces by 2026, creating connected corridors of safe play and investing in the long-term well-being of Philadelphia's youth. Through continued collaboration with local partners, Philly Plays is redefining how sport can be used as a tool for generational transformation.

These spaces are not just places to play: they are platforms for connection, resilience, and pride. And this is just the beginning.



● 2025 ● 2026/27

PHILLY PLAYS PIPELINE



Sugaw Creek Park

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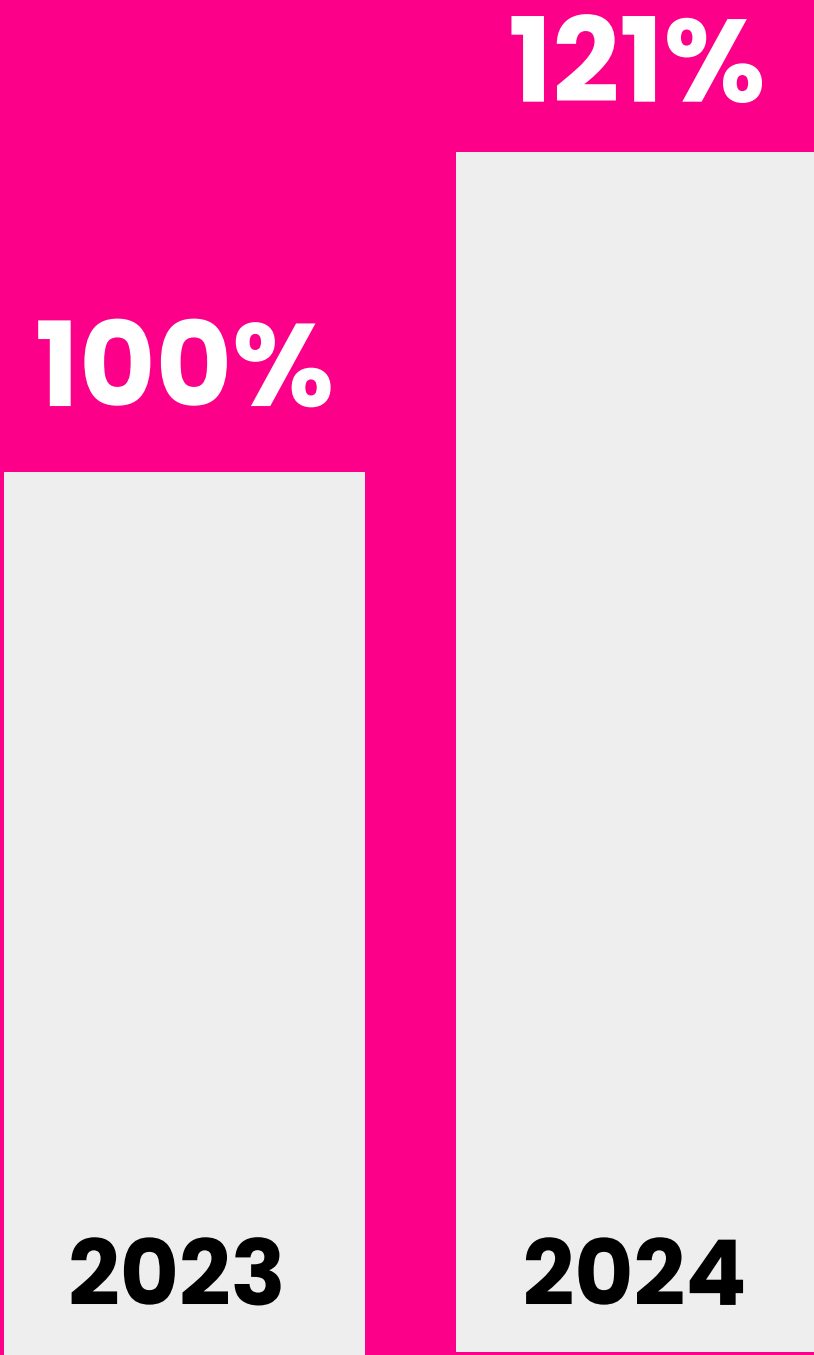
Treadwell Park

Financials

In 2024, love.fútbol had an Unrestricted Net Loss of \$(221,000), compared to a budgeted profit of \$141,000, following a net loss of \$(94,000) in 2023. This reflects our strategic decision to temporarily absorb short-term unrestricted losses to strengthen internal foundations, operational capacity, and systems for long-term sustainability and growth. These investments aimed to enhance our ability to consistently deliver high-quality projects, while also expanding unrestricted revenue generation through philanthropy and institutional partnerships.

Total Revenue	\$2,561,376.02
Project Expenses	\$1,777,695.16
Operating Expenses	\$1,018,371.37
Net Income	(\$222,000.00)

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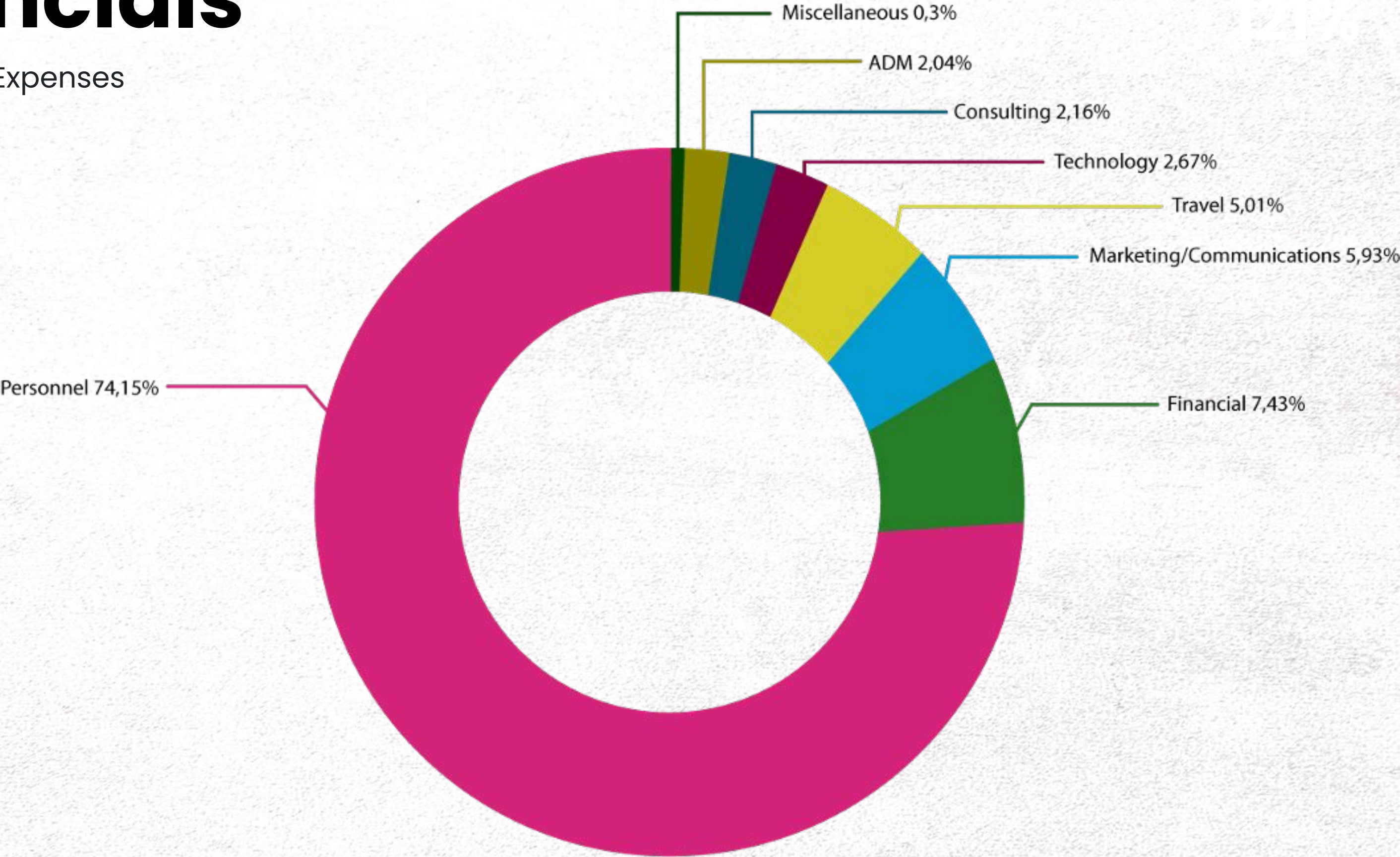


Executed Revenue Growth

Executed revenue grew 21% from 2023 to 2024, reflecting our increased fundraising effectiveness and community project scale-up.

Financials

Allocation of Expenses





Jakarta



With Gratitude

Looking back on 2024, we are filled with gratitude for the community that carried us forward: our supporters, partners, volunteers, and team members across the globe. Each project, each story, and each moment of transformation was made possible because of people who believed in the power of safe play and local leadership.

This past year, love.fútbol delivered more projects than ever before, expanded its presence across four continents, and deepened its partnerships with communities through creativity, trust, and collaboration. From inclusive sports spaces in Brasília and Charlotte, to multigenerational centers in Kuala Lumpur and Fanling, our work reflected the diversity, strength, and vision of the people we serve.

None of this would have been possible without your support.

Thank you for walking alongside us, for believing in this mission, and for helping us grow stronger in 2024. The impact we've built together this year lays the foundation for an even brighter future. We cannot wait to see what we will accomplish together in 2025.



Sancho



Looking Ahead: The Future of Play

In 2025, love.futebol is set to nearly double the number of projects delivered in the previous year. This bold growth is the result of a sustainable expansion strategy that strengthens our foundations and deepens our presence across Europe, Africa, Asia, and the Middle East.

Our global momentum is aligned with historic moments on the horizon: the 2026 Men's World Cup, the 2027 Women's World Cup, and the 2030 tournament cycle. Behind this growth is the quiet force of organizational transformation: an investment in people, systems, and strategy that enables us to scale with purpose.

As we look ahead, one thing is clear. This is not just about building more spaces. It is about unlocking possibility, inspiring generations, and creating a global movement where every child has a place to play, to grow, and to dream.

love of futbol

EXTRA PHOTOS

lovefútbol



Arena Eden

love futbol



Sugaw Creek Park

lovefútbol



Sancho

love futbol



Treadwell Park

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Conwell High School

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Conwell High School



Conwell High School



Conwell High School

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Conwell High School

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Sancho



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Arena Eden

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Cruzeiro Velho

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