

2025 ANNUAL REPORT

EVERY CHILD. EVERYWHERE.



TABLE OF CONTENTS

Mission.....	02
Our 2025 Foundations.....	03
A milestone year.....	04
Impact.....	05
A World of Safe Play: 2025 Project Gallery.....	06 -14
Signature Programs & Initiatives.....	15
Philly Plays: From Concept to City-Wide Reality.....	16
Our Team & Partners.....	17
Financials.....	18-19
2050 Vision.....	20



OUR PURPOSE: THE POWER OF A SAFE PLACE TO PLAY

Our Mission

To empower communities worldwide through the creation of safe and inclusive sports spaces that serve as vibrant hubs for social cohesion, physical and mental well-being, and youth leadership. We don't just build courts; we build the foundations for community-led change.

Our Vision 2050

A world where every child, in every community, has access to a safe place to play, thrive, and belong. We are committed to evolving from a project-based organization into a global catalyst, making the right to play a reality for all.

Our Core Pillars

Empowering Local Leadership: We partner with community leaders to ensure that every project is owned and sustained by the people it serves.

Fostering Sustainable Development: We transform neglected areas into lasting assets that drive long-term social and environmental impact.

Nurturing Inclusive Interaction: We create spaces where everyone, regardless of gender, age, or background, is welcome to participate and lead.



RESILIENCE, CAPABILITY, AND GLOBAL EXPANSION: OUR 2025 FOUNDATIONS

Dear friends and partners,

2025 was a defining chapter in the history of love.fútbol as we celebrated the milestone of our 100th project (Hissey Playground, Philadelphia, USA). It was the year we transitioned from a period of intense resilience to one of proven global capability. We're evolving toward our goal of meeting the magnitude of the challenges facing children worldwide.

The numbers from the past year speak to this newfound strength. We achieved a remarkable 80% growth in total revenue, reaching \$4.6M. More importantly, we doubled our unrestricted revenue, allowing us to establish a three-month operating reserve for the first time—a milestone that provides the financial stability necessary to plan for the long term. This growth was mirrored by our impact on the ground: we doubled our project output, moving from 11 projects in 2024 to 22 in 2025.

Beyond the numbers, 2025 was the year we solidified our Digital Transformation. We have advanced our data infrastructure, creating a stronger foundation for more intelligent and scalable global operations. This professionalization of our internal systems ensures that every resource is optimized, from strengthening our presence in Mexico and Brazil to establishing our legal entity in Spain. We are now a truly global organization, ready to act as a catalyst for community-led change.

As you read through this report, you will see that every court built and every program launched is a testament to the power of a safe place to play. Thank you for being the foundation of this success.



A MILESTONE YEAR: OUR 100TH PROJECT

The path from our first project in Villa Nueva to our 100th milestone at Hissey Playground reflects the evolution of love.fútbol: from a local initiative to a global model for community-led change.

While our reach has expanded, our core remains the same: by supporting local leadership, we help secure the right to play for generations to come.



IMPACT IN NUMBERS: PROJECTS AND PROGRAMS

● 2025 SPORTS SPACES PROJECTS *



*Safe places to play, created or revitalized with local communities

● 2025 SPORTS FOR DEVELOPMENT PROGRAMS **



**Educational initiatives that use sport to promote inclusion, health and leadership

● 2006-2025 PROJECTS AND PROGRAMS



A WORLD OF SAFE PLAY: 2025 PROJECT GALLERY

FROM LOCAL DREAMS TO GLOBAL REALITY:
EXPLORING THE 22 COMMUNITIES WE
PARTNERED WITH THIS YEAR.



USA



| Project #83

SafeHub: A Youth-Driven Sanctuary in Philadelphia

In Philadelphia, we demonstrated our strategic commitment to urban renewal by supporting the development of the SafeHub indoor field, our 6th project in the city. By focusing our efforts on this dedicated athletic space, we have helped transform a neglected area into a vital, year-round safe haven where local youth are empowered not only to participate, but to lead within their community.

Key Facility Highlights:

- Inclusive Play: Fully wheelchair-accessible multi-playground.
- All-Weather Impact: Indoor soccer field for year-round programming.
- Community-Led: 100% youth-driven volunteer and engagement model.



| Project #91

Castleberry Hill: Beauty from Ashes

In the heart of Atlanta, a fire two weeks before opening couldn't stop this community. Together with ESPN, we repaired the field in record time, proving that when a community owns a space, it becomes indestructible. Today, it's a safe haven for 1,600 residents.

Project Highlights:

- 1,600+ residents with direct access to safe play.
- Dual-sport: Integrated Flag Football and Soccer infrastructure.
- Sustainability: Long-term wellness programming led by local partners.



| Project #100

Hissey Playground: A Century of Impact

The transformation of Hissey Playground marks a historic milestone: our 100th project. In a community once hindered by mistrust and the shadow of drug-related issues, we partnered with local heroes to reclaim an abandoned public space. Today, it stands as a vibrant hub for soccer and basketball, featuring the artistic vision of Odili Donald Odita. This project is a testament to the power of perseverance, turning a forgotten corner into place that reflects the strength and spirit of the community.

Project Highlights:

- Artistic Integration: Features a unique mural by world-renowned artist Odili Donald Odita.
- Community Trust: Helped foster a sense of trust, ownership, and optimism within the community.
- Global Solidarity: A landmark event attended by international partners, symbolizing our global scale.

THE BAHAMAS



| Project #89

Rock Sound: Connection at the Shore

Part of the "Play Project" in Eleuthera with Disney Cruise Line, the Rock Sound initiative focused on transforming a public space near the coast into a safe hub for families. By installing high-quality playgrounds, we addressed the lack of collective community spaces, ensuring that children in this rural area have a dedicated environment to play, separate from the school grounds.

Project Highlights:

- **Strategic Design:** Features special protective painting to withstand the coastal environment and proximity to the beach.
- **Community Connection:** A key focus was creating a safe space for parents to connect while their children play, fostering social cohesion.
- **Inclusive Observation:** The project included the installation of fencing designed to allow residents to watch the games and activities comfortably.



| Project #86

Greencastle: The Play Project in Eleuthera

The Greencastle project takes place in one of the most rural and remote areas of the Bahamas. In a community where access to imported materials and recreational spaces is a major challenge, we delivered a vibrant, high-quality playground. The playground was an efficient and timely solution to provide access to play, offering a quicker and more adaptable solution than building a full sports field.

Project Highlights:

- **Strategic Efficiency:** Playground solution tailored for rural areas where large pitch construction faces logistical hurdles.
- **Community Spirit:** Build Days brought the community together to build custom picnic tables for families.
- **Cultural Roots:** The project was embraced by a deeply respectful and nationalist community, starting and ending with local traditions and prayers.



| Project #85

Hatchet Bay: The Heart of Community Engagement

In partnership with Disney Cruise Line, the Hatchet Bay project is a standout example of rapid community mobilization. Designed to provide safe play for children who previously lacked dedicated public spaces, this intervention transformed the local landscape. Passionate residents, ensured that the new playground became a vibrant center for the community from day one.

Project Highlights:

- **Rapid Engagement:** One of the fastest community mobilizations in the region, with local residents taking immediate ownership.
- **Integrated Infrastructure:** Beyond the playground, the project included a basketball court and the construction of spectator seating (grades) to foster social interaction.
- **Youth-Centric Impact:** Specifically designed to benefit children, providing a safe alternative to playing in school-only areas.

THE BAHAMAS



| Project #88



| Project #87

Tarpum Bay & Deep Creek: Expanding Horizons

In partnership with Disney Cruise Line through the Play Project, we transformed school sports spaces in Eleuthera. By delivering new playgrounds and upgrading existing courts, this initiative ensures that schools serve as active community hubs where play, development, and social connection naturally intersect for every student.

Project Highlights:

- Diversified Sports: Upgraded basketball courts and added new athletics facilities, including long jump areas.
- Infrastructure Synergy: A comprehensive solution combining playgrounds with formal sports tracks to increase participation.
- Community Hubs: Reinforced schools as central meeting points for the broader community beyond school hours.

Wemyss Bight: A Flagship Milestone

As the host of the first official inauguration for the Play Project Phase 1, the transformation of Wemyss Bight Primary School marked a historic milestone for our initiatives in Eleuthera. This project delivered a brand-new playground to a southern island community, creating a vibrant safe haven for students and families to connect after school hours.

Project Highlights:

- Flagship Launch: Selected as the premier site to kick off the island-wide "Play Project" partnership.
- Community Anchor: Strengthened the school's role as a vital social hub for a close-knit community of fewer than 100 students.
- Immediate Impact: Provided the first dedicated, high-quality playground infrastructure in this remote southern district.



| Project #84

BRAZIL



| Project #97

Passagem do Juazeiro: Advancing Climate Adaptation on the Ground

In partnership with Common Goal and adidas, through the Move For The Planet initiative, the project in Passagem do Juazeiro, Rio Grande do Norte, delivered a purpose-built sports space as a strong example of community-driven adaptation in Brazil's semi-arid region. The space was developed from the ground up, transforming a previously bare area into an environment designed to respond to extreme heat and desertification, while supporting long-term local resilience.

Project Highlights:

- **Innovative Surface Design:** One of love.futebol's first pitches to use a modular flooring system designed to reduce heat absorption and improve safety and comfort in hot climate.
- **Multidimensional Space:** Beyond sports infrastructure, the space will be used for education, culture, and community gatherings in a context with limited access to free public spaces.



| Project #92

Vila Guaíra: From Local Roots to Future Dreams

Belonging anchors the Vila Guaíra project in Valparaíso de Goiás. In the community where Endrick grew up, just 500 meters from his childhood home, love.futebol, New Balance, and Endrick co-created the revitalization of a local sports space, transforming it into a place where children feel seen, valued, and able to dream big.

The space was fully revitalized and now serves as a powerful driver for opportunity.

Project Highlights:

- **Expanded Space:** Includes a graffiti mural honoring the community, a gelateca (community fridge with books), and a community garden.
- **Weekly Reach:** The fully revitalized space now serves more than 700 children every week, providing a daily environment to play, learn, and imagine new futures.



| Project #101

Largo da Galícia: A Street Turned Community Stage

Through the A Quadra da Minha Rua program (My Street, My Pitch), love.futebol partnered with Make Your Own Ball Day and the NGO Dream Fields to support Golzinho da Galícia in Salvador, Brazil, a weekly street tournament that unites the community.

Instead of building new infrastructure, the project improved safety, functionality, and identity, strengthening the street as a hub for sport, culture, and belonging.

Project Highlights:

- **Space Revitalization:** Upgrades included signage, protective barriers, new nets, goal restoration, and overall site organization.
- **Cultural Identity:** Murals and artistic interventions co-created with the community strengthened local identity and pride.
- **Program Continuity:** Support included uniforms for children and infrastructure for major events, including ISFA World Tour stages.

BRAZIL

Paraisópolis: Where History Meets a New Generation

In partnership with EA SPORTS FC and LALIGA, we revitalized Arena Palmeirinha, a historic community club dating back to the 1970s, transforming it into an even stronger hub for social inclusion and youth development through sport. As part of the global FC FUTURES initiative, the project went beyond infrastructure, incorporating training tools inspired by EA SPORTS FC, strengthening community engagement, and amplifying the social impact already present in the territory.

Project Highlights:

- Structural upgrade: Rehabilitation of the pitch, renewal of the fencing, and reconstruction of the stands, which previously presented structural risks.
- Identity and belonging: Artistic painting in the surrounding area brought new life to the space, strengthening the community's connection to the Arena.
- Innovation and programming: Integration of training tools inspired by EA SPORTS FC and expansion of inclusive, year-round activities.



| Project #95



| Project #102

São Benedito: A Model of Public-Private-Community Collaboration

In Cajamar, São Paulo, what was once an abandoned sports court was brought back to life through a collective effort. Together with the community, Amazon, and the Municipality of Cajamar, we co-created and supported the transformation of the space, turning it into a safe meeting point for around 500 families.

This project marks another chapter in the partnership between love.futebol and Amazon, initiated in 2022.

Project Highlights:

- Full Revitalization: The court received new flooring, LED lighting, new basketball hoops, and a complete renovation, becoming a safe space for soccer and volleyball.
- Community Mobilization: More than 100 volunteers, including Amazon employees, joined community build days, strengthening local ties.
- Inspiration: The presence of player Carol Baiana at the opening ceremony marked as a powerful source of inspiration for future generations.

MEXICO



| Project #98

Cancha del Viento: Rooted in Tradition

In partnership with Amazon, this project transformed a secondary school space serving 1,000 students. It stands out for integrating a unique local tradition where new students plant a tree upon enrollment, symbolizing the growth of both the environment and the community's future.

Project Highlights:

- Strategic Partnership: Collaboration with Amazon to deliver high-quality sports infrastructure.
- Environmental Legacy: Integration of the school's tree-planting tradition into the project site.
- Scalable Impact: A safe space designed to support a large student body and promote long-term health.

Cancha del Bosque: A Community-Driven Transformation

In Mexico, a primary school self-funded the recovery of a ruined site into a vibrant sports hub. With love.fútbol's support, the community reclaimed this space to provide local youth with a high-quality environment for sports, health, and creative expression.

Project Highlights:

- Versatile Space: Features a 5-a-side football pitch and a mini-athletics track.
- Artistic Core: A collaborative mural designed and painted by parents and students.
- Local Ownership: A school-led model that ensures long-term maintenance and pride.



| Project #103



| Project #94

La Martinica: Empowerment Through Play

In partnership with Club Atlas Femenil and Eurocolors, this project reclaimed a neglected multi-sport court in Zapopan. Located in an area with high social vulnerability, the space was transformed into a high-quality sports sanctuary, providing a safe and inspiring environment specifically designed to empower local girls and youth.

Project Highlights:

- Elite Partnership: Collaboration with Club Atlas Femenil to promote gender equality in sports.
- Premium Upgrades: Installation of professional-grade lighting and secure fencing for night-time use.
- Urban Renewal: Transformation of a vandalized concrete area into a vibrant center for community pride.

MEXICO



| Project #93

Cancha Legaria: A Second Chance Through Sport

Located in a dense urban area of Mexico City, the Legaria project transformed a neglected space into a vibrant community hub. Despite a very limited budget, the project succeeded by leveraging high local participation to create a multi-sport sanctuary that addresses challenges like overcrowding and youth violence.

Project Highlights:

- **Resourceful Transformation:** Maximized a low budget to deliver a multi-use concrete court, new restrooms, and a dedicated boxing area.
- **Social Synergy:** The space now hosts four soccer schools, including "Andrea's Soccer," which focuses specifically on empowering young girls.
- **Community Leadership:** Led by a local resident whose personal journey of redemption has inspired deep community commitment and new cultural activities.



| Project #104

Cancha Teotihuacán: Innovation and Heritage

Located near the historic pyramids, this landmark project in partnership with Manchester City and Xylem addresses local water scarcity through innovation. It features our first synthetic turf pitch equipped with a specialized rainwater harvesting system, providing the community with a sustainable source of clean, drinkable water.

Project Highlights:

- **Sustainable Technology:** A unique system capable of capturing and purifying up to 10,000 liters of rainwater.
- **Youth-Led Design:** The pitch features a central "drop" emblem, chosen from over 40 drawings created by local primary school children.
- **Cultural Identity:** The space integrates local heritage with murals and court designs inspired by the Teotihuacán pyramids and traditional herbalism.

Cancha Indeco: Resilience and Diplomacy

In partnership with Amazon, this project in the high-density area of Iztapalapa was a lesson in complex negotiation. We successfully rehabilitated a vital public plaza into a safe sports hub, navigating local dynamics to ensure the space remains a neutral and protected sanctuary for the community.

Project Highlights:

- **Diplomatic Success:** Managed complex community expectations to secure a safe, neutral space.
- **Strategic Partnership:** Collaborated with Amazon and Fútbol Más to revitalize a key urban area.
- **Direct Impact:** A high-visibility project that transformed a contested territory into a center for play.



| Project #99

ARGENTINA & COLOMBIA

Santa Ana (ARG): A Futsal Court Reborn as a Community Anchor

For years, the San Isidro community had been waiting for this moment. The transformation of their beloved local futsal club, Basi FC, into a renewed space for connection and play. Located in a densely populated area of monoblock housing with limited infrastructure, the neighborhood faces daily challenges, yet remains deeply united through soccer. Selected by the local government and the Secretariat of Sports, the project replaced a deteriorated pitch with a new 20x40m concrete court built to official standards.

Project Highlights:

- Community Commitment: Local contributions, including benches donated by Boca Juniors from its stadium, supported the project from the start.
- Symbolic Tribute: A community-led mural honors Manku, a beloved local figure.
- Resilient Context: Built in a densely populated area with limited infrastructure, the project responds to real and urgent needs.



| Project #96



| Project #90

Santa Inés (COL): A Beacon of Cultural Inspiration

In partnership with EA SPORTS FC FUTURE and LALIGA, the Santa Inés project transformed a vulnerable space in Colombia into a premier sports and art center. The inauguration, featuring global icon J Balvin, turned the pitch into a symbol of hope, bridging the gap between local dreams and international soccer excellence.

Project Highlights:

- Global Partnership: A flagship FC FUTURE site, combining EA SPORTS' innovation with LALIGA's football expertise.
- Cultural Catalyst: The presence of J Balvin and local leaders sparked record-breaking community engagement.
- Multifaceted Space: Beyond sports, the court serves as a stage for youth to explore music, dance, and creative arts.

PROGRAMS & INITIATIVES

In 2025, love.fútbol deepened its commitment to community-driven programming, executing 24 impactful initiatives across Brazil, Colombia, Argentina, and Mexico. These programs continued to extend beyond traditional sports engagement, adopting a holistic approach to community development by addressing critical social issues such as gender equity, environmental sustainability, youth empowerment, inclusion, and accessibility. Through these initiatives, the love.fútbol reached over 12,500 people.

The success of these 2025 initiatives is rooted in strong community-driven mobilization and strategic partnerships. Collaboration with global brands and local organizations was essential to amplify the reach and impact of the projects across various regions, ensuring the initiatives were both effective and long-lasting.

Country	Program Type	Partners
▶ Brazil	Gender Equity, Democratic Civic Participation, Health Promotion, Sustainability, Disability, Ethics and Anti-Racism and Digital Coaching Training	Coca-Cola, Amazon, Mercado Livre, Itaú, Rexona, UEFA, adidas, Parliamentary Amendment
▶ Mexico	Gender Equity, Sustainability, Disabilities, Digital Coaching, Health Promotion	Nike Laureus, Dove adidas, USA Embassy, Rexona Fundación Rodri, City Group (Manchester City), Novo Nordisk, Team Atlas
▶ Argentina	Digital Coaching Training	Rexona
▶ Colombia	Digital Coaching Training	Rexona

PHILLY PLAYS: FROM CONCEPT TO CITY-WIDE REALITY

2025 marked the year Philly Plays evolved from an ambitious vision into a citywide movement.

As Philadelphia prepared to host the FIFA World Cup 2026, love.fútbol demonstrated what a lasting tournament legacy could look like: not a single field or one-time investment, but an interconnected network of community-driven spaces designed to strengthen neighborhoods for generations to come.

With 11 projects delivered or underway and more than \$3.2 million invested in infrastructure, programming, and community engagement, Philly Plays became our most ambitious city initiative to date. Through partnerships with schools, local organizations, civic leaders, and residents themselves, each project contributed to something larger than the space it created.

Because at love.fútbol, the field is not the outcome. It is the platform.

A platform for young people to lead. For communities to gather. For belonging to grow. And for soccer to become a catalyst for healthier, safer, and more connected neighborhoods.

As momentum built toward the FIFA World Cup 2026, Philadelphia emerged as a model for how the world's game can create a legacy that extends far beyond the final whistle.



GLOBAL AND REGIONAL BOARDS

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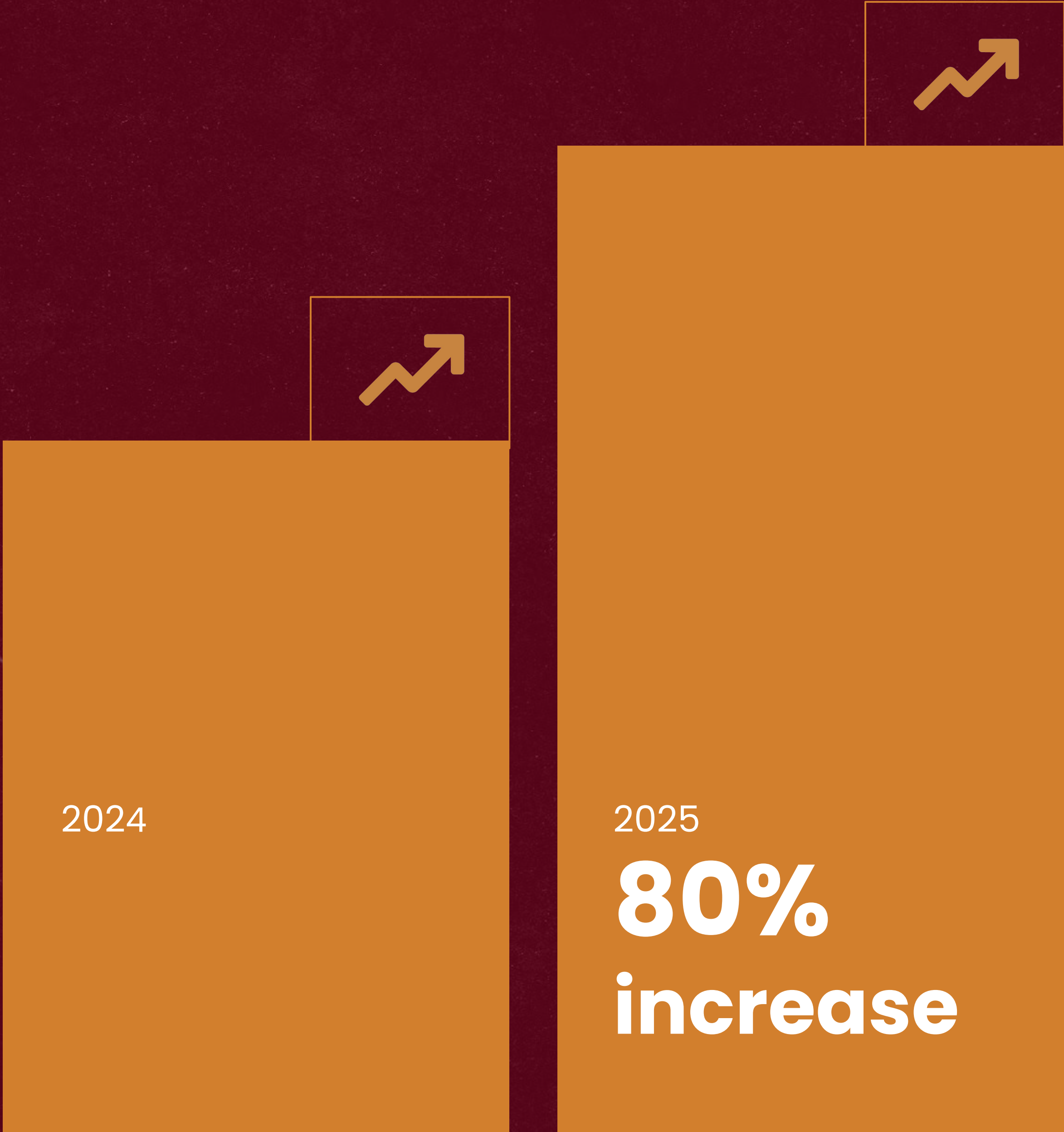
Gustavo Paiva Fernandes
João Cabral da Costa
Marcus Vinícius Sampaio

FINANCIALS: STABILITY AND SCALABLE GROWTH

2025 marked a historic financial milestone for love.fútbol. We achieved total revenue of \$4.6 million, representing a robust 80% increase over the previous year.

This growth was driven by a strategic increase in unrestricted revenue, providing the flexibility needed to establish our first three-month operating reserve, a critical step toward strengthening our long-term institutional resilience and sustainability.

At the same time, we continued to improve operational efficiency, expanding our capacity to deliver 21 projects while maintaining rigorous fiscal discipline. These results reflect not only our progress toward scale, but also our partners' trust in our ability to transform investments into sustainable, community-led change.



EXECUTED REVENUE GROWTH

TOTAL REVENUE: \$4,615,521.19

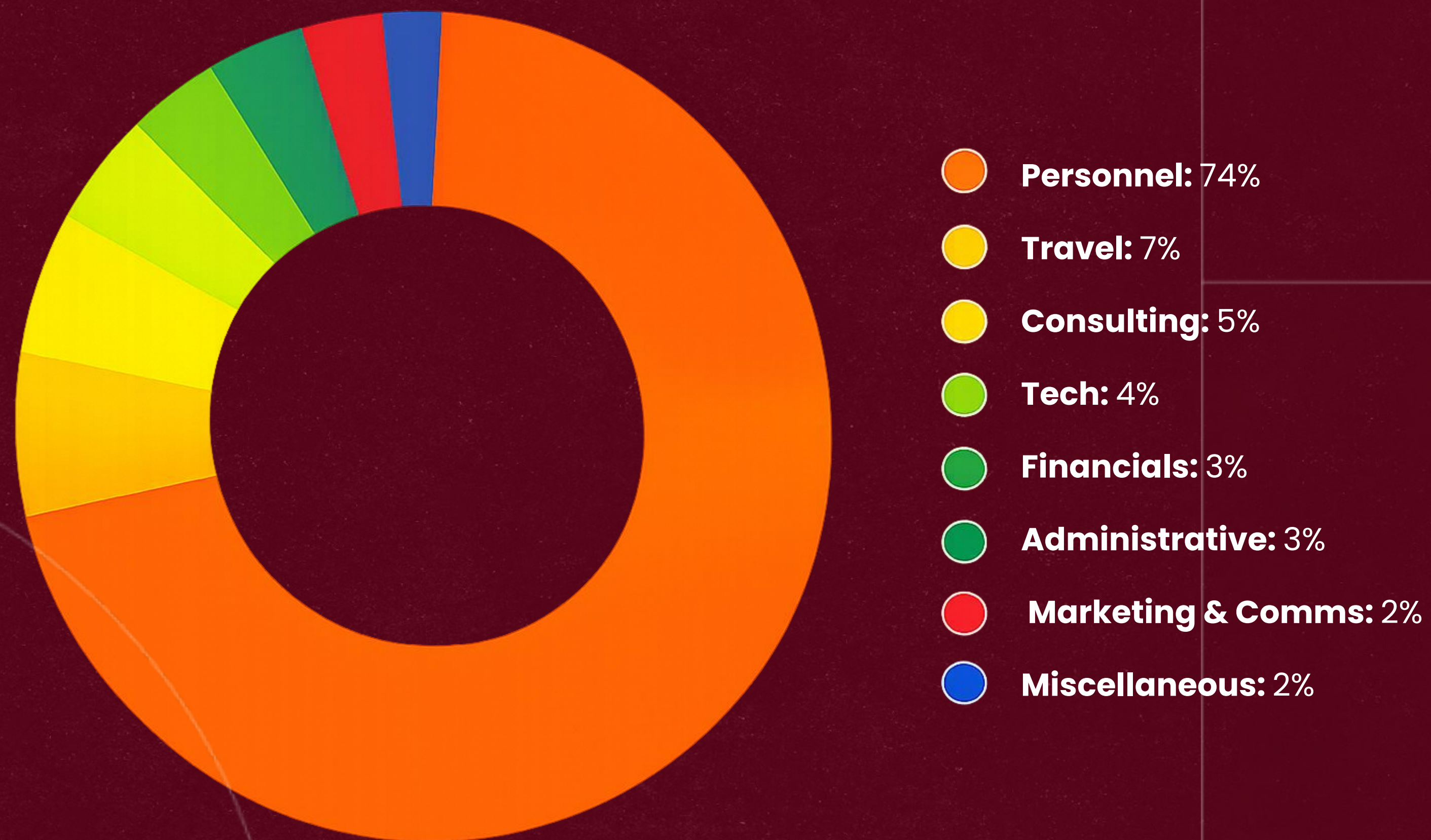
PROJECT EXPENSES: \$3,015,503.38

OPERATING EXPENSES: \$1,485,966.81

NET INCOME: \$98,344.13

OPERATIONAL EXPENSES BY AREA

Beyond our project and program investments, these operating expenses represent the infrastructure, people, and systems that allow love.fútbol to advance its mission. They provide the foundation needed to support current projects, strengthen our organization, and expand our impact in the years ahead.



2050 VISION: SCALING THE DREAM

As we look back on the achievements of 2025, our focus shifts immediately to the horizon. Our "2050 vision" is no longer just a dream; it is a strategic roadmap. We are committed to ensuring that every child, everywhere, has a safe place to play, and 2026 is the year we accelerate toward that goal.

The year ahead marks a defining moment for love.futebol. As we celebrate our 20th anniversary alongside the 2026 World Cup, we are entering a new phase of growth shaped by bold partnerships and scalable models. We aim to reach \$5.86M in revenue and deliver up to 28 projects while expanding our City-Wide approach across the U.S., launching the Built with Love Seal in Canada, establishing a new regional hub in Spain to support operations across Europe and expansion into Africa, and building momentum toward the 2027 Women's World Cup legacy of inclusion in Brazil.

Innovation will remain our greatest multiplier. The continued rollout of our AI-powered tools and platform approach will help us respond to community needs at unprecedented speed, enabling partners to deliver lasting impact beyond individual projects. Together, these advancements are accelerating love.futebol's evolution from a project implementer into a global platform for community-driven change.

We are moving from building spaces to building a movement. We invite you to join us as we leverage the world's biggest sporting moments to create a lasting legacy for the next generation. The best is yet to come.

Together for the game,
The love.futebol Team





THANK YOU