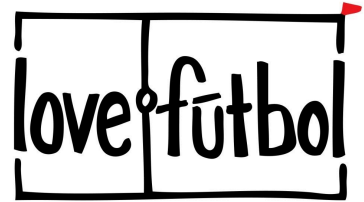


LF Organizational Culture



Our Essence

At love.fútbol, we are more than an organization; we are a movement. We are not confined by the formal structure of an institution, but connected by a shared purpose that drives us to take action. We believe that the love for the game goes beyond the field and manifests in the relationships we build. We are fueled by passion, trust, and teamwork, always placing people at the heart of our mission.

Our Principles

1. Trust and Transparency

We foster an environment where everyone feels safe to share ideas, learn, and grow. We seek to cultivate trust in people and in humanity as a fundamental pillar of our organization, creating opportunities for genuine interaction. When we trust people, they tend to act at their best. This belief underpins collective well-being and productivity. We value open and honest communication at all levels of the organization.

2. Collaboration and Teamwork

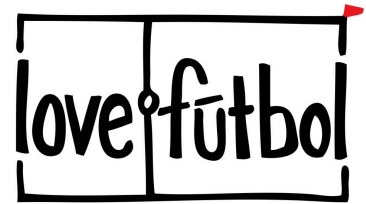
Collaboration is one of the core pillars of love.fútbol. The impact we seek is only possible through collective effort. We believe that collective intelligence is stronger than any individual talent, and we promote an environment where everyone can contribute, learn, and grow together. We work as a team, learn from one another, lift in each other and celebrate our shared achievements, always strengthening our network of support.

3. Empathy and Respect

We listen attentively, practice empathy, and foster an inclusive environment where everyone is respected and recognized for their contributions. Respect is the foundation of healthy and constructive relationships. We celebrate diversity and continuously learn from it.

4. Passion and Purpose

Passion is the driving force behind everything we do. It keeps us motivated, inspires us to dream big, and gives us the energy to overcome challenges. Our passion for fútbol and social impact guides us every step of the way, ensuring that our work has meaning and generates real transformation.



5. Ownership and Commitment

Every person at love.fútbol is encouraged to take responsibility and act with initiative. We value autonomy with accountability, fostering creative and effective solutions.

6. Innovation

We constantly seek new ways to reinvent approaches and challenge established patterns. Innovating means improving what already exists while creating meaningful and efficient new solutions. We encourage a culture of experimentation, where mistakes are seen as part of the learning and growth process, always with openness to new ideas and perspectives.

7. Global Connection

We believe that we are all much more alike than we often imagine, regardless of any differences we have in language, culture, religion, etc. The dot in love.fútbol symbolizes this connection between languages and diverse realities.

8. Commitment to Social Justice

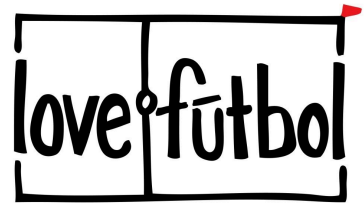
At love.fútbol, we take a stand against injustice and advocate for fundamental human rights. We do so without judgment and without political or partisan justifications. We are non-partisan, but we have a voice, and we use our platform to promote equity, respect, and inclusion in all our actions.

9. Authenticity and Simplicity

We believe in the power of authenticity and the importance of communicating our mission clearly, accessibly, and without barriers. Being authentic means acting with coherence between what we think, say, and do, creating genuine connections with the people and communities we work with. Simplicity does not mean reducing depth, but ensuring that our impact is direct, efficient, and understood by all.

10. Sustainability

We approach sustainability in two dimensions: the long-term impact of our work and our relationship with the world we live in. We aim to strengthen local autonomy and the self-sustainability of the projects we implement, ensuring that communities can maintain and evolve these initiatives over time. We also recognize our environmental responsibility and promote sustainable practices that minimize our impact on the planet.



11. Well-being and Growth

We believe that a healthy and balanced environment is essential for each person's development. Our commitment is to promote a workplace that fosters joy, personal and professional growth, and balance across all areas of life. We value a supportive environment where individual well-being is a priority and encourage habits that strengthen mental, emotional, and physical health.

How We Live Our Culture

- **Exposure to Different Cultures and Realities:** We seek to broaden our worldview through a global perspective. We encourage exchange with different cultures and realities, promoting experiences that enrich our journey and strengthen our global connections.
- **Collaboration in Daily Practice:** We work together, share knowledge, and value collective intelligence to achieve our goals.
- **Commitment to Social Justice:** We use our voice and our platform to promote equity, respect, and inclusion, always from a non-partisan and human-centered perspective.
- **Rituals and Moments of Connection:** We create spaces to celebrate achievements, share learning, and strengthen bonds.
- **Continuous Feedback:** We believe that growth comes from learning. We encourage constructive and regular feedback and an active listening channel for anyone in the team to share their thoughts, concerns and suggestions.
- **Authenticity and Inclusion:** Everyone should feel happy and comfortable living their identity to enrich our team.
- **Integrated Well-being:** We value practices that promote health, balance, and joy, recognizing that our impact is greater when we care for all dimensions of our lives.

At love.fútbol, our culture is alive and created collectively.