

KEY FACTS - LAUREUS SPORT FOR GOOD FOUNDATION

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. Sport can create hope where once there was only despair.”

Nelson Mandela, Laureus World Sports Awards, Monaco 2000

- The vision of the Laureus Sport for Good Foundation as defined by the first Patron of Laureus, Nelson Mandela, is that “Sport has the power to change the world.”
- The mission of the Laureus Sport for Good Foundation is to utilise the power of sport to address social challenges through a worldwide programme of sports related community development initiatives, using sport as a tool for social change.
- The Laureus Sport for Good Foundation carries the unanimous endorsement of the Laureus World Sports Academy who act as its guardians, trustees and ambassadors.
- Laureus is a global leader in research, expertise and best practice in supporting grassroots sports programmes around the world.
- The Laureus Sport for Good Foundation funds projects addressing key social issues including juvenile crime, gangs, HIV/AIDS, discrimination, social exclusion, landmines awareness and health problems such as obesity.
- The Laureus Sport for Good Foundation supports over 150 projects worldwide and since its inception has raised over €85 million for projects which have helped to improve the lives of millions of young people, through its global foundation and a growing network of eight subsidiary National Foundations in Argentina, Germany, Italy, Netherlands, South Africa, Spain, Switzerland and the United States.
- Laureus was founded by its Patrons Richemont and Daimler and is supported by its Global Partners Mercedes-Benz and IWC Schaffhausen.
- The Laureus Sport for Good Foundation is also supported by a growing number of Laureus Ambassadors around the globe.
- For a full list of projects supported by the Laureus Sports for Good Foundation go to <http://www.laureus.com/where-we-are>



LAUREUS

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NB: Information correct at time of going to press

Global Partners



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