



## FONDAZIONE MILAN

Fondazione Milan is a public charity linked to the wider scope of AC Milan's **Corporate Responsibility**. It was founded in 2003 and as the Club strongly wanted to set up a structure to respond to the needs of the community, in particular for those who find themselves in situations of hardship and **focuses on projects that use sport and its values to help young people in need for their personal development.**

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Now in its sixteenth year of activity, Fondazione Milan has promoted more than **160 projects in 18 countries**, while more than **11 million euros** have been donated.

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## Season Review

These are the grounds of Fondazione Milan three key projects

- **Sport for Change:** It is a program dedicated to young people at risk of social exclusion who may find themselves in difficulty, without role models or excluded from their peers' network. The aim of the program is to promote the spread of sport as a tool to tackle educational and economic poverty, promoting integration and social inclusion in suburban areas and neighbourhoods of large cities; to create identity and a sense of belonging of the communities most at risk who live in contexts with few social-cultural models.

In the 2019-2020 season we carried out two projects:

- a) building of a **5-a-side football pitch** and a sports ground at the **Alda Merini school in Milan**. An initiative that is part of a wider project aimed at spreading sport as an integration and inclusion tool in big cities' suburban districts;
  - b) backing the "**Prevention plan**" project dedicated at the medical screening of young people from **Nairobi's** slums that were followed by a team of experts during the Covid-19 emergency.
- **Sport for All:** Aims at fostering and encouraging the development and access to sports for people with disabilities, promoting social cohesion and integration. The program is carried out in collaboration with top partners who have gained experience and work standards that are a reference point for the territories in which they are implemented.

In the 2019-2020 season we continued to focus on the **Playmore!**, integrated sports project that sees people with and without disabilities take the field together, in mixed teams, showing that diversity is a treasure for our community. The sports practiced are many: football, fencing, gymnastics, beach volleyball, multi-sports and the **Blind Sport Days**, dedicated to blind and visually impaired people.

We also sealed a collaboration with the **Giuliani Foundation** in Vittoria (RG), Reggio Emilia and Rome aimed at **promoting the development and access to sports of 200 children and young people with disabilities**, fostering social cohesion and integration.

- **Fondazione Milan in the Community:** A program designed to foster and share the values of sport with young people and help them face reality in a positive way. We met children in schools, with AC Milan ambassadors who told their experience and shared the values of sports. AC Milan and Fondazione Milan are working hard to **raise awareness on the issue of racism**, with actions aimed at tackling discrimination.

Between September 2019 and June 2020, we organised five meetings, initially in presence and then virtual attended by **over 1500 young people**.

YOUNG PEOPLE MET AND/OR SUPPORTED:

**4.780**

SEASON'S DONATIONS:

**OVER 2.000**

NEW DONORS: **+1.200**

## Focus

Due to the pandemic, some major events scheduled for the year 2019/20 have been cancelled, in particular the “Gala Dinner” which was to be held in mid-March. However, the **collection activities continued through the digital media** and the activities alongside those companies that supported our emergency projects, in particular:

- the large **collection** carried out to support AREU recorded over **500,000** euros that were used to purchase of equipment to tackle the health emergency, with the direct involvement of the Club, the management, the players and of our fans. The online event “From Milan with Love” was launched on May 3 and recorded over **412 million ‘impressions’ on Twitter, 2.5 million total views and more than 50 countries linked;**
- the project “**Insieme per Milano**” supported more than 16.000 people in Milan thanks to the Food Policy activity dedicated to people in need and carried out by Milan’s municipality that collected over 100.000 euro. Our ambassadors Franco Baresi and Daniele Massaro visited the hub and helped the volunteers.





## ★ GOALS:

The 2020/21 season will certainly be quite particular for Fondazione Milan.

The resumption of all activities is going to require a rethinking of the way we carry out the work, both in the design phase and in the fundraising approach.

We strongly wish to continue along the programmatic guidelines that mark the identity of Fondazione Milan based on sport as a tool for inclusion and discovery of one's talent.

We're going to focus on Milan's broader large area where the new forms of poverty and the educational emergency require a strong commitment from all stakeholders who care about the lives of the youngest and their future. For this reason we're going to start again from schools and from sports, two fundamental and inseparable elements in the life of every boy and girl, but above all of the most fragile and to whom we're going to dedicate all our efforts also in the new year.



