



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.

Fondazione Milan's vision is closely linked to Sports' most virtuous values as sports are an extraordinary tool for education, aggregation and inspiration for young people and adults. Our identity leads us to embrace the demands of children and young people hindered by urgent social issues, such as poverty, violence and discrimination. In this context we want to be as proactive as possible in order to be the spokespersons of these needs, creating specific programs that can really be useful to young people for their personal development and for their effective integration into the community.

Now in its sixteenth year of activity, Fondazione Milan has promoted more than 150 projects, while more than 10 million euros have been donated to 118 organizations, located in 18 countries around the world, with an involvement of about 5000 kids every year on average.



Season Review

The projects carried out by Fondazione Milan come from the desire to tackle educational poverty, social distress and many other difficult situations through sports. The primary role that Sports play within Fondazione Milan projects makes our activity unique, specific and identifiable.

These are the grounds of three key projects:

- **Sport for Change:** is the project that uses sports as a driver of change to fight exclusion and social discrimination, and it is dedicated to young people aged 6 to 18 who are in situations of distress. Fondazione Milan develops a presence on the territory to support the network of organizations and associations that help children and young people in difficult conditions, also bringing relief to children involved in emergencies. To date, Fondazione Milan is active with 5 units across Milan's territory and in Lombardy, 4 units in Italy and 5 in the rest of the world.
- **Sport for All:** this program, created in collaboration with non-profit organizations that promote sports, health and integration, was born with the aim of supporting sports activities practiced by people with and without disabilities. The initiative aims to create a model and a cultural context that boosts the integration of disabled people in the community, as Integrated Sports may represent an added value for everyone. The main issue we try to deal with is the low number of children with disabilities approaching sports, drastically lower than the potential base in Italian schools. The lack of appropriate structures, inadequate training of dedicated personnel and lack of culture relevant to integrated sports are the main factors that hinder the spreading of sports activities for disabled people.
- **Fondazione Milan in the Community:** : the aim of this project is to support local initiatives promoting Sports values, respect and fair play. We organise meetings between young people and AC Milan's endorsers in schools and hospitals to convey Sports' most virtuous values and to bring relief and comfort to people who live in difficult situations. Among the various activities there is also the organisation of one-day tours at Milanello for disabled fans and their accompanying persons to watch the First Team's training sessions.

KPI - Sport for Change - Dati 2018

Early School Leavers in Italy	13,8%
Minors reported by the judicial authorities	15372
Minors in custody	5430

KPI - Sport for All - Dati 2014

Pupils with disabilities	209814
Autistic kids	1%
Pupils with intellectual disability	148700

KPIs - Fondazione Milan

Years of Activities	16
€ distributed by Fondazione	+10M
Youngsters involved every year	5000
Countries involved	18
Projects realised	150
Organisations supported	118

Project Sport4All

Sport4All is a sporting and social project that was created with the aim of promoting sporting activity practiced by people with and without disabilities, in order to boost social cohesion and integration in our society.

The project is based on a key concept: sports practiced by mixed groups, both abled and disabled people, is an extremely effective tool to enhance diversity as a resource for athletes' personal growth and for the growth of the community.

Therefore, the project provides for the organization of various multidisciplinary and integrated sports courses and events, led by qualified educators and teachers, at the PlayMore Sports Center! in via della Moscova 26, in Milan.

We also organise training sessions, workshops and meetings among the various partners of the PlayMore! network to boost the sharing of experiences and of the best practices in the world of integrated sports.

The variety and quality of the integrated sports proposed, the centrality of PlayMore! located in the heart of Milan, the professionalism of the staff involved, the experience of the network partners and the **support of Fondazione Milan** are the main strengths of the Sport4All project.

The abovementioned elements make the PlayMore! sports center a model of excellence within the city of Milan, thanks to its capacity to accommodate an ever- increasing number of recipients, with and without disabilities, beyond all differences and prejudices.



Sponsoring organisations

The project Sport4All is realised by PlayMore!, a no-profit organisation that promotes sports, health and integration since 2010 with Fondazione Milan's participation and support.

The relationship between PlayMore! and Fondazione Milan has started in 2016 thanks to the collaboration in the project PlayMore! Special, an integrated soccer school for people with or without disabilities. Between seasons 2016/17 and 2017/18, hundreds of people approached sports thanks to PlayMore! Special through weekly training sessions and special events.

The new Sport4All project has been designed to give continuity to the work done before, based on the same **integrated sports** philosophy and aiming to extend it to more recipients, thanks to a greater number of sports disciplines. PlayMore! partners' experience since 2016 is an important capital for the successful outcome of future initiatives at the center.

Venue

The Centro Sportivo PlayMore" is the home of the project Sport4All. A venue where physical activity becomes an opportunity to meet, to get involved and to grow. The center is located in Via della Moscova 26, downtown Milan, well connected through public transport.

The structure, owned by the Municipality of Milan, is managed in concession by PlayMore!.

The multifunctional structure is 4,000 square meters and there is a five-a-side football pitch with synthetic grass, a basketball court and a beach volleyball court, all illuminated. There is also a race track with 4 lanes and a play area for children with trampolines. There is also a 120 square metres indoor structure dedicated to indoor activities, 2 changing rooms with showers and a refreshment area / bar.

The DNA of the center is based on opening to and welcoming all sportspeople, in particular those who are in conditions of vulnerability or distress. It is a home for all those who believe that sports may be a way to break down small and large barriers, and let more and more people experience the benefits of the magic of Sports.

The Sport4All project, consistent with this philosophy, will allow the center to make a considerable leap forward, towards an increasingly wider accessibility to sports for those who have any kind of disability.

Recipients

The people involved in the project are people with or without disabilities who are accompanied by professional educators and coaches during the sporting courses and the events.

The activity is based on some fundamental values: the sharing of the methods of participation in the activities and of the rules and, more importantly, the enhancement of the relationship.

The project is aimed at people belonging to the most varied and distant contexts.

Each activity foresees an indirect involvement ranging from the sharing the path of inclusion (sharing of values through web platforms and social networks) to the presence of family members, friends and volunteers during the activities. People with disabilities involved in the project come from a large network of organizations, public and private, with which PlayMore! has built relationships over the years. The volunteers who take part in the activities and who continuously participate in the integrated sports proposal are a distinctive and qualifying element of the project. The involvement of volunteers, belonging to different contexts, matches the need to create a project with great communication and cultural potential.

The ambitious goal is to contribute to the building of a culture relevant to disability that is more and more aware and more and more distant from stereotypes.

Interview with Rocco Giorgianni, Secretary General of Fondazione Milan

1. Why did you establish Fondazione Milan and how did you structure it during its first years of activity?

In the years before the establishment of Fondazione Milan, the Club was among the promoters of social responsibility initiatives and activities, to answer to the community's demands. Fondazione Milan was founded on February 20, 2003 to convey these demands in a more organic and structured way, trying to offer more punctual and effective answers. The first 10 years of activity (2003-2013) were necessary to establish stable and lasting relationships with the territory and with our reference community. In this period, one large project has been chosen every year as well as many other smaller initiatives and the fundraising activity and the communication strategy were built around these projects. All AC Milan's areas participated in the fundraising, starting from the First Team, to the commercial and institutional departments. The support we receive from all the Club's departments, each pursuant to its level of competence, is the engine that ensures that Fondazione Milan can continue to develop its initiatives to support the social welfare projects.

2. How did Fondazione Milan change during the years?

The changes actually took place in a completely natural way, following and taking into account the general changes occurred in the world of sports, both internationally and in Italy. Over the years, we have developed belief that we should have a greater impact on the projects we supported with Fondazione Milan. The idea was to start support the activities not only with cash, but above all in terms of knowledge and human capital. In particular, what AC Milan has always been able to offer the community is related to its activity, ie the practice of sports, the knowledge of sports and their impact at all levels, from a physical, psychological and social well-being point of view. Sports are also very effective tools to fight educational poverty and to offer relief to children affected by various social problems due to various reasons.

3. Which are the situations you face daily with Fondazione Milan?

We have experienced the virtuous values we spoke about before over the years, by getting in touch with young people from the most diverse contexts of hardship, starting with young people with problems of school dropout, especially in the suburbs of large city. We also operate in real emergency situations as in the case of post-war contexts or in areas hit by natural disasters. We have experienced how much sport is a tool that can really and truly change people's lives and now it is a distinctive element of Fondazione Milan's activity. Through our dedication and commitment, we have gradually included it in our activities and made it more and more the cornerstone of our Vision and our Mission.

4. Many do not know that among Fondazione Milan's projects there are also the activities tied to the Milan Glorie That's right, the Milan Glorie project is a project that was launched by Fondazione Milan and, after 11 years, is still linked to us. The reason we started this adventure in 2008 was to actively support Stefano Borgonovo's fight against ASL. When Stefano started talking about his illness, we organized the first Milan Glorie match, to support the



establishment of the Fondazione Borgonovo and to help fight ALS. The very first experience was a match between the Legends and AC Milan and ACF Fiorentina First Teams, Stefano Borgonovo's two top teams; and that was the first of many unique experiences that, over 11 years, led us to play 22 matches in 14 countries around the world, from Argentina to the United States, involving 20 cities and more than 800 thousand spectators, with over 1 million euros collected. Throughout this time, Fondazione Milan's fundraising has been the main reason why the Glories are so available to participate. This project is also particularly interesting and important for us, as it allows us to spread the name of Fondazione Milan all over the world, thanks to the priceless participation of international players.

5. In the season 2018/2019 you organised the match AC Milan vs Liverpool FC

Yes, Liverpool contacted us in the summer of 2018 to organise such an appealing match. The basic idea was to play the “definitive” match after the two Champions League finals of 2005 and 2007. On March 29, 2019 the Glorie of both teams performed a beautiful show: fans appreciated a lot the participation of Pirlo, Kakà, Rui Costa and Gerrard and of many others and Anfield Road was sold out.

