



## Overview

Generation Amazing Foundation is the human and social legacy programme, which was initiated in 2010, during Qatar's bid for the FIFA World Cup 2022™.

Generation Amazing uses the power of sport to positively impact lives and create sustainable social development in communities around the world.

Using the power of football, Generation Amazing teaches programme participants key life skills such as teamwork, leadership and communication, to address social issues in countries with identified needs, in line with the United Nations Sustainable Development Goals (UN SDG).



## Outcome

The ultimate objective of Generation Amazing is to positively impact lives through football for development outreach and education. Targeting vulnerable and displaced communities, the programme empowers new generations of young leaders to transform their communities through football and create sustainable programmes which generate exciting social development opportunities long after the last ball has been kicked in 2022.

## Generation Amazing Methodology

This is based on our three main components:



### The Generation Amazing Manual

A coaching manual designed for trainers on the ground on how to deliver the programme depending on the needs of each community.



### The Partnership Framework

We partner with various Football for Development experts to support the deliver of programmes on our behalf. This helps us exponentially increase our reach into communities globally.



### The Coaching Structure

We rely on a "train the trainer" model as we select expert coaches to transfer the knowledge of Football for Development to other trainers, young leaders and youth.

## Programmes



### community club

Generation Amazing Community Clubs (GACC) function as multipurpose hubs that address issues around social inclusion and cohesion. Acting as safe spaces and incubators for youth empowerment, GACCs promote sustainable social development.



### football 4 development

Driven by our unique GA methodology, the F4D programme includes a series of activities designed to teach participants footballing values and essential life skills. F4D adheres to United Nations' Sustainable Development Goals like gender equality and social inclusion and promotes these in every aspect of its cycles.



### youth advocates

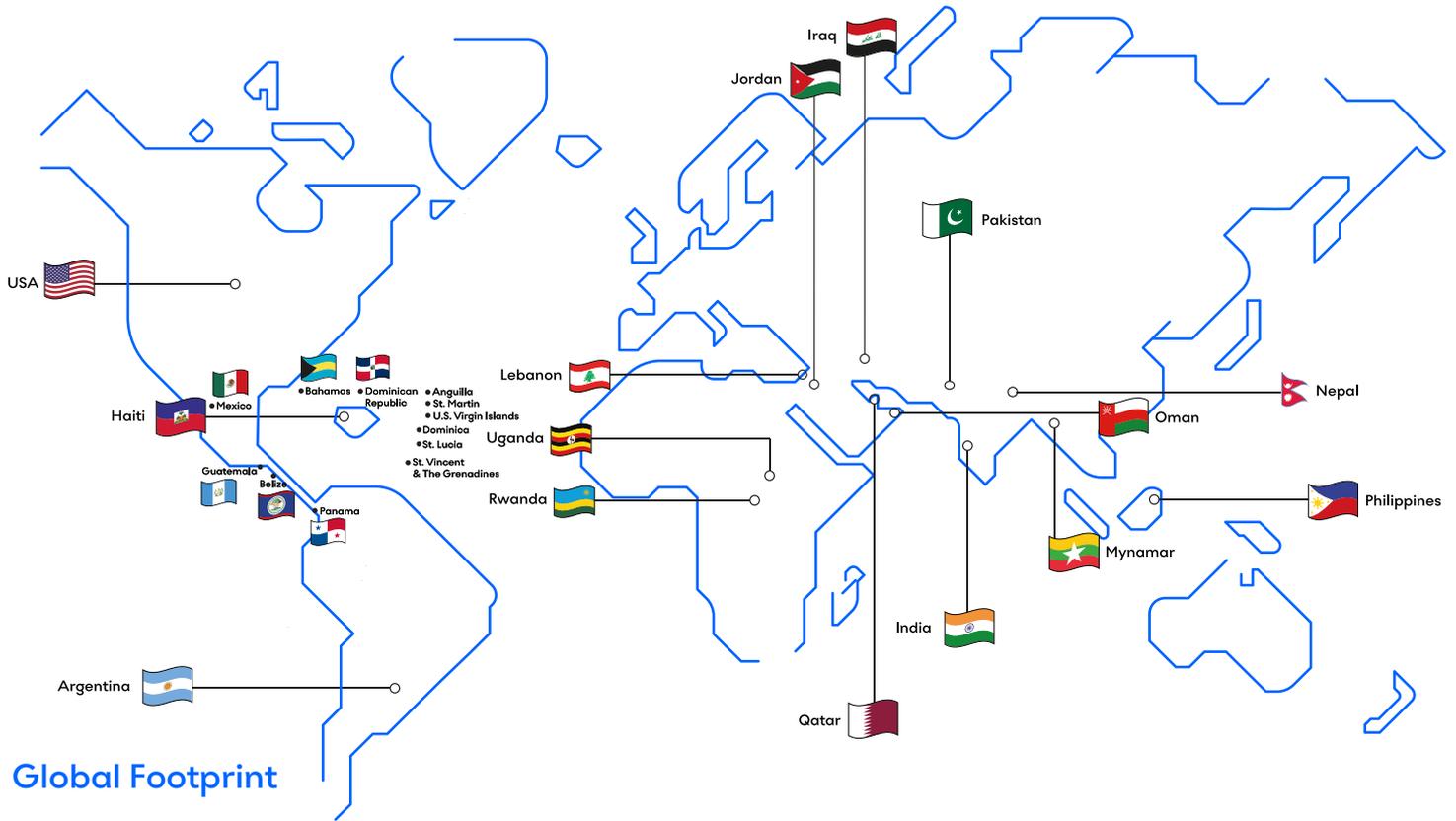
GA youth advocates are passionate people from communities where we run our football for development initiatives. They are alumni of the youth advocates programme that focuses on capacity building opportunities and transforming them into global citizens and leaders in their communities.



### youth festival

Held annually, the Youth Festival is an inclusive platform that aims to inspire the youth and introduce them to ways in which they can positively contribute to social change through sport in their communities.

# Global Footprint



## Global Footprint

1,000,000\*

Programme Reach

\*Direct & Indirect Impact

35  
Implementation Countries

80  
F4D Community Programmes

35  
GA Pitches

6  
GA Community Clubs

200  
Youth Advocates

6  
GA National Festivals (3 in Qatar)

## Achievements

- Our joint-programme with IFRC Uniting Through the Power of Football won the 2021 Peace and Sport Award in the 'NGO of the year' category.
- We participated in the 2021 Paris Peace Forum along with our partner CONCACAF to highlight our joint-programme 'Inclusion & Child Protection Through Football'.
- We have formed long-term programmatic partnerships with FIFA Foundation, IFRC, Education Above All, UNHCR, and CONCACAF.

## Partners



## Festival 2019

- Hosted during the FIFA Club World Cup Qatar 2019™
- Focused around 'Inclusion', more than 170 youth participants from 12 countries attended the event



## Festival 2020

- A virtual festival around the theme of 'Connectedness'
- Over 700 young leaders from more than 50 countries registered



## Festival 2021

Hosted during the FIFA Arab Cup 2021™  
Emphasized on Arab solidarity and unity, in partnership with the QFA and One Goal Arabia programme, the Festival had over 200 young leaders and from Arab nations participating in the FIFA Arab Cup 2021™



## Festival 2022

This will be the first ever international school exchange programme to be held alongside a FIFA World Cup™. The young leaders in attendance will participate in a yearlong programme called GOAL 22, designed to ensure a lasting legacy of FIFA World Cup Qatar 2022™ that embodies social responsibility. Through this programme, we create a network of schools committed to championing ethical and inclusive sport with the aim of nurturing a generation of change-makers and empowering communities.



## Ambassadors

Generation Amazing works closely with members of the Qatar Legacy Ambassadors Programme, notably:

- **Cafu:** Former Brazil captain and two-time FIFA World Cup™ winner
- **David Beckham:** Football legend and former England captain David Beckham has been with us to celebrate some big milestones, from handing our awards to winners of the GA Youth Festival 2021 to attending the launch of the Generation Amazing Community Club in Lusail on Qatar National Sports Day 2022.
- **Mohammed Saadon Al Kuwari:** A well respected sports journalist and presenter with beIN SPORTS
- **Samuel Eto'o:** Former Cameroon star who earned 118 international caps – including appearances at four FIFA World Cups™ between 1998 and 2014
- **Tim Cahill:** AFC Asian Cup winner in 2015. He was the first Australian man to score at a FIFA World Cup™
- **Xavi Hernández:** FIFA World Cup™ winner with Spain and former manager of Qatar Stars League club Al Sadd

