

PLAY4 CHILDREN

FOOTBALL FOR THE GOALS 2024 ANUAL REPORT



**FOOTBALL
FOR THE GOALS**

Submitted to the United Nations – Football for the Goals Initiative



2024 marked a transformative year for our organization as we transitioned from **Joga Pelas Crianças** to Play4 Children.

This rebranding reflects our evolution from a grassroots initiative to a fully established non-profit association dedicated to making a tangible difference in the lives of children across Portugal.

NOTE FROM OUR BOARD

While our name has changed, our mission remains steadfast: to harness the power of sports to drive social impact and align our initiatives with the **Sustainable Development Goals (SDGs)**.

Through our partnership with *Football for the Goals*, we continue to push boundaries, create opportunities, and foster an inclusive future for all children.

Fernando Domingues
Play4 Children President

Fernando Domingues



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INTRODUCTION

Since joining the United Nations' Football for the Goals (FFTG) initiative in 2021 as Joga Pelas Crianças and rebranding to Play4Children in 2024, our organization has been dedicated to leveraging



- **Empowering Children**
- **Advancing SDGs**
- **Inclusivity and Gender Equality**
- **Community Engagement & Partnerships**
- **Commitment to Long-Term Change**

sports as a powerful tool for social impact.

Our mission aligns with the Sustainable Development Goal(SDGs), focusing on hunger eradication, health, education, and gender equality. This report highlights our key activities and accomplishments in 2024, demonstrating our commitment to making a lasting impact on communities across Portugal.

Accomplishments and Achievements

Play4 Children | The Game of Legends

This high-profile charity football match took place at **Estádio Algarve**, featuring a **two-part football event**:

- A match between **our ambassadors** (football legends, actors, and public figures) and former **Rangers FC legends**.
- A **mixed-gender** format, ensuring equal representation of both male and female players.
- Significant media attention, drawing national and **international awareness** to our cause.
- Raised substantial funds and provided **essential goods** such as clothing, school supplies, and food for underprivileged children in the **Algarve region**.

Play4 Children | Kids League

To further promote **youth engagement** and **gender equality** in sports, we organized a **youth tournament for local clubs and schools**:

- Two groups of **four teams** each, with **boys and girls aged 8 to 12**.
- Hosted on a **professional football pitch at Estádio Algarve**, giving children a once-in-a-lifetime opportunity to play in a world-class stadium.
- Encouraged young athletes to **develop their skills, teamwork, and sportsmanship** in a gender-inclusive environment.

Play4 Children Padel Cup

A back-to-back padel tournament series hosted across Portugal, including **North, Center, South, and Madeira Island**.

- Over **five padel tournaments**, engaging local and national sports communities.
- **Amateur players had the unique opportunity** to compete against renowned **sports legends and ambassadors**.
- Successfully raised funds to support **five full therapy sessions for children with mobility issues**.
- **Strengthened partnerships** with local clubs, businesses, and sponsors to foster **long-term community involvement**.

Education Support Initiative

Committed to **ensuring quality education**, Play4 Children distributed **school materials** to children from disadvantaged backgrounds.

- Provided over **150 children** with **full school starter packs** for the beginning of the academic year.
- Partnered with sponsors to ensure children from low-income families had the **necessary tools for education**.
- Additionally, Play4 Children supported **a local association** by donating clothing to families in need, ensuring

CASE STUDY – THE STORY OF MATEUS

MATEUS' STORY

A significant achievement in 2024 was the fundraising campaign for Mateus, a six-year-old diagnosed with **Spinal Muscular Atrophy with Respiratory Distress (SMARD)** and **Type 1 Diabetes**. Born under normal conditions, Mateus' life changed drastically after his genetic diagnosis, placing financial and emotional strain on his family.

Our Impact

With the support of our ambassador **Bruno Costa**, we launched a social media campaign featuring a heartfelt video depicting the daily challenges faced by Mateus and his mother.

The campaign reached over **1 million views**, received **17.5K likes**, **446 comments**, and **2,048 shares**.

Our initial goal was to raise funds for a **one-month treatment session**. However, due to overwhelming support, we successfully **raised €20,000**, covering an entire year of therapy for Mateus.

This initiative significantly improved Mateus' quality of life, providing him with critical medical support and easing his family's financial burden.





TOTAL IMPACT SINCE 2021

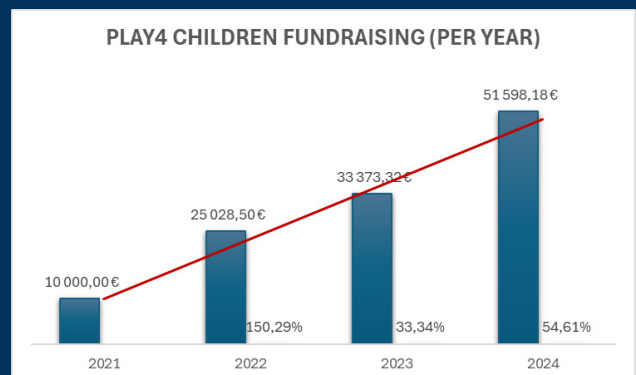
Over **€125,000** raised in monetary aid and essential goods.

Fundraising Growth Over the Years:

- 2021: €10,000
- 2022: €25,028.50
- 2023: €33,373.32
- 2024: €51,598.18

Top Fundraising Events:

- The Game of Legends: €96,709.32
 - Tour Escolas: €17,290.68
 - Padel Cup: €4,000
 - Boat Trip: €2,000
- Reached and supported **hundreds of children** across Portugal.
 - Strengthened partnerships with **key sponsors and media** outlets to amplify our mission.



External Events that Advanced the SDGs

Play4 Children actively participated in and organized events to further the United Nations SDGs, collaborating with local and national partners.

Key Collaborations & Fundraising Initiatives

MB WAY – Digital payment solutions facilitated easy and secure donations.

RFM – Radio partnerships provided nationwide visibility for our events.

Jornal da Madeira – Media coverage boosted awareness and community engagement.

MOP – Outdoor and digital advertising campaigns extended our reach to new supporters.

These collaborations were critical in securing funds and resources, allowing us to expand our impact and support more children in need.

Messaging Stemming from FFTG Membership

Our membership with Football for the Goals enabled us to:

- Amplify advocacy efforts through social media and FFTG campaigns.
- Align our initiatives with FFTG's sustainability principles.
- Engage in FFTG convenings, learning best practices for sports-driven social impact.

LOOKING AHEAD

Expanding Fundraising Efforts – Strengthen partnerships and enhance donation channels.

New Inclusive Sports Programs – Develop initiatives that support children with disabilities and encourage female participation in sports.

Strengthening Collaborations – Work with international organizations and UN partners to increase impact.

Advocacy & Awareness – Continue using sports as a platform to promote SDGs and sustainable development.



**"FOR EVERY CHILD.
ONE SMILE"**

