

Introduction to love.fútbol



Mission and Vision

love.fútbol partners with impoverished communities to build simple, safe soccer fields for at-risk youth.

We envision a day when all children have the opportunity to fulfill their passion for soccer. The game provides hope and inspiration, and is a platform for personal and community development.

The Problem

Across the globe, youth face great challenges to play soccer. They run barefoot in trash dumps, chase balls through sewage and dodge cars in the streets. They play on prohibited land at night when there is enough moonlight. They are desperate and determined to play the game they love.



In their efforts to play they are often injured and, in some cases, killed. Less easy to see, they become frustrated and lose interest in the game.

love.fútbol works with communities to ensure that children have the opportunity to stay on the field and off the streets

Community-Driven Development

love.fútbol engages, mobilizes and empowers communities to build their own soccer fields. We finance raw materials, provide guidance and ultimately serve as a catalyst; locals donate land and labor, and plan and execute their own project. *The success of our work is dependent on the community.*



As a result, love.fútbol projects are community-building experiences. They are easily understood, agreed upon and achievable ventures for disadvantaged communities. A love.fútbol soccer field is more than a place to play—it is a lasting and tangible symbol of community strength, proof of successful collaboration with an outside organization, and a platform for future change.



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The love.fútbol Street Soccer Field

love.fútbol develops small, concrete soccer fields where *futsal*, *fútbol sala* or, in Guatemala, *papifut* is most commonly played. Similar to indoor soccer, the game is played on concrete widely across Latin America, Europe and Asia.

A love.fútbol soccer field is simple, practical and tailored to community needs. The facility is safe and secure for children, optimal for play, requires minimal maintenance and is designed to last for generations.

By keeping our product simple and low-cost, we expend resources on extending our reach to meet a global demand.



The love.fútbol Representative (Rep)

love.fútbol hires and trains regional “natural soccer leaders,” or love.fútbol Reps, to implement our mission on the ground. love.fútbol Reps identify communities, empower locals, provide ongoing guidance and oversee projects. The love.fútbol Rep is the basis for our growth model.

History in Guatemala

Since 2007, love.fútbol has catalyzed six community-driven soccer field projects that currently serve thousands of children in Guatemala.

Our work spans distinct ethnic, linguistic, and demographic divides. The dynamic success of our community empowerment model indicates the potential for scale throughout Latin America and beyond.

The Future

Our teams in the United States and Guatemala are working with our partners to significantly expand our operations in 2011. We broke ground on our seventh project, in Juil, Guatemala, in July 2010 and anticipate starting our eighth project in Guatemala this fall.

Soccer is the world’s game. Our vision is to address a global demand.



Poverty is the absence of opportunities to develop one’s own talents.

Jorge Amado