



## Who we are

The Futbol Forever Foundation is a non-profit organization with experience in comprehensive development of programs whose objectives are focused on improving the quality of life of children, youth, families and neighbors who live in the most deprived and neglected communities.

It was founded in 2003; the Foundation has developed its activities and programs in Zambia and South Africa. Since 2005 it has extended such work to El Salvador, where its mission has helped more than 10,000 children and their families.

Alexander Gutman, President of the Foundation, created an innovative program called Futbol Forever consisting of 26 clinical trainings that utilize the practice of soccer as a tool for children and young to incorporate a new learning model. This learning model can be used in the four basic areas of life: in relationship with himself/herself, in his relationship with his family, the relationship with school and the relationship with his/her peers. Futbol Forever amplifies the ability to learn and reinforces the basic values of the emotional development of children by giving them a way to get ahead.

The program provides them with the necessary elements so that through soccer we can build a generation of intelligent children that can make better life choices when the time comes for them to decide what do next. (See box Futbol Forever's Program.) While the results in these areas have been excellent (see sidebar Results Forever) we believed that it is necessary to maximize these gains with a more comprehensive view.



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Therefore, we decided to expand in the community and designed a model that we call Infinite.

Forever's Infinity Model is a comprehensive development program aimed to substantially improve the quality of life of children, youth, neighbors and communities in need, through a series of activities selected to produce a real impact in the areas of health, education, training, employment, microcredit, sports, cultural and recreational activities, among others.(See Infinity Model).

Another of the contributions and innovations that Futbol Forever is providing to the aid system is related to the document to be released on March 30, 2011, where a series of criteria is established and that it must be taken into account by the different organizations and institutions that are part of the aid system in order for their programs to substantially improve their living conditions for millions of Salvadorans.

This integration involves personalities, national and international private and public, private enterprise, other government sectors, universities, community leaders, volunteers, gang members, families, neighbors, etc..

Futbol Forever's programs are developed through the active participation and support of schools, communities (ADESCO), freelancers, students, Oak Group, Marriott Courtyard Hotel, Mitre, Citibank, Don Bosco University, Pedagogical University, University Simeon Cañas (UCA), Universidad ESEN, El Salvador Football Federation, mayor of Soyapango, INDES (National Sports Institute of El Salvador), ISSS (Salvadoran Social Security Institute), FEPADE, INSAFORP, advertising agency Conill United States and also various news media such as La Prensa Gráfica, YSKL Radio, TCS Group, Channel 33 and Megavision among others.



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Futbol Forever's activities have been permanently released by the national media and international among which we mention CNN, Telemundo, Univision, ESPN, Sky Sports (Germany), televisa (Mexico), Caracol (Colombia), Telefe (Argentina) , global news agencies like Reuters, AP, EFE, Notimex, Agence France Press, and foreign newspapers including The New York Times, The Los Angeles Times, The International Herald Tribune, Miami Herald, among others.

The national press has also provided extraordinary coverage of everything been done by the foundation through the newspaper La Prensa Gráfica, El Diario de Hoy, television channels 2, 4, 6, 21 and 33 and radio stations and YSKL and the Megavisión group.

Among the most important personalities who have visited Futbol Forever' Foundation in El Salvador, we can mention Carlos " el Pibe" Valderrama (Colombia's former World Cup player three times 1990, 1994, 1998), Christian Karembeu (World Champion with France and the Real Madrid), Dr Danny Jordaan (chief executive of the organizing committee of the FIFA World Cup South Africa 2010),

Bora Milutinovic (technician who participated in five World Cups),

Marcelo Bielsa, the Argentine coach who led Argentina and Chile ), Jorge "Magico" Gonzalez (former Salvadoran World Cup player) the players of the United States and El Salvador, Andres Cantor (most prominent sports journalist of the Hispanic press in the United States and one of the most important in this country ), Rafael Salguero (member of FIFA Executive Committee) and Jorge Hidalgo (Vice-president of Telemundo Network sports) among others.



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The majority of funding for the development of this program over the years has been done by Alejandro Gutman, who lives in the United States and is the President of Futbol de Primera ([www.fdpradio.com](http://www.fdpradio.com)), one of the most important and largest media company in the country.

His partner and friend Andres Cantor has also contributed with major financial support which enabled the smooth running of the program. Moreover, through FIFA's program Football For Hope collaborated with the Foundation financially for several years.