



SHAKHTAR
SOCIAL

ANNUAL REPORT 2019/20



Dear friends,

The development of children's grassroots football is the basis for the progress and popularization of professional football in the country. A passion for the sport originates not at academies and sports schools, but at the outdoor playgrounds, while playing with your friends in the yard. A person who has grown fond of football since childhood will always be close to it: someone will grow up to become a professional, someone will play at an amateur level and lead a healthy lifestyle, someone else will become a devoted fan. And our objective today is to do our very best for as many children in Ukraine as possible to have the opportunity to engage in football, play it and train on high-quality fields. So that football wins their hearts and becomes an important part of their lives forever.

That is exactly why we decided to establish the Shakhtar Social Foundation two years ago. For many years Shakhtar has been involved in charity work and the development of children's football, but to make those activities as effective as possible we decided to bring all our projects together within one structure. In Europe, almost every big club has its own foundation, and this is normal practice. In Ukraine, only FC Shakhtar has a charitable foundation. As in many other undertakings, we were the pioneers in this case. Our own experience was the only thing we had as a guideline, but the results of the foundation's activities over two seasons inspire great optimism and indicate that this step was absolutely right and timely.

Shakhtar has always been and remains a socially responsible club. This reputation has developed over

many years of charitable work, with our brand being known all over the world these days. Based on the 2019 performance results, the children's football project Come On, Let's Play! of the Shakhtar Social Foundation was recognized as the best in Europe. Our image allows us to involve increasingly more partners in our charitable activities and scale up the foundation's CSR projects. More than 10 companies and organizations have already joined us. Jointly with DTEK, we continue to actively develop the Come On, Let's Play!, constantly expanding its geography and involving thousands of children in football. With the support of the UN and UEFA, we are implementing a number of social campaigns: from gender equality in football and inclusive training sessions for children with disabilities to training young coaches and volunteers.

In 2020, the pandemic that affected the entire world of football has influenced the activities of Shakhtar Social. We made every effort to fight the coronavirus: together with the Rinat Akhmetov Foundation, we helped medical institutions with special equipment and medications, provided doctors with the necessary protective gear and patients with COVID-19 tests. I believe that those efforts were not in vain and that they saved the lives of thousands of Ukrainians. I believe that together we can cope with the epidemic and overcome all difficulties. And then we will enjoy life and football again!

*Yours faithfully,
Sergei Palkin
FC Shakhtar CEO*





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Sustainable development is not just a trend these days; it is a requirement that society applies to companies. Shakhtar Social supports the UN's 17 Sustainable Development Goals. The foundation conducts its activities based on three of them: ensuring healthy lives, providing quality education, achieving gender equality and empowering girls.

In the 2019/20 season, Shakhtar Social continued working on its major strategic objective - the development of children's grassroots sport in Ukraine. The foundation was directly involved in the implementation and scaling of CSR projects and programmes, also setting forth a transparent KPIs system to monitor performance.

During the second year, Shakhtar Social raised UAH 12.5 million for the implementation of social and charitable programmes, which is a million more than the previous year. Thus, over two years of operation, the foundation's projects budget amounted to UAH 24 million. Thanks to those funds of Shakhtar Social and the support of its general partner DTEK and other sponsors, more than five thousand children have the opportunity to play football on a regular basis.

Together with its partners, the foundation continued to develop and scale up the main

project called 'Come On, Let's Play!'. In the 2019/20 season, the number of settlements (36 cities, towns and housing estates) and sites (66) increased.

The 'Come On, Let's Play! continued to pursue the ideas of inclusiveness and football for all. 320 children with disabilities and developmental disabilities got the opportunity to attend project training sessions in six cities: Kharkiv, Mariupol, Ivano-Frankivsk, Kyiv, Lviv and Poltava (in the last four cities, the inclusive sessions were held owing to our cooperation with the Parimatch Foundation). The partnership with the UNFPA Ukraine and Special Olympics allowed us to form groups for girls with disabilities in four cities.

Football for girls was available both in the Come On, Let's Play! amateur project and at the professional level - in the FC Shakhtar team who had been working in Kharkiv for the second season.

In the 2019/20 season, a particularly important project called 'Football on the Contact Line' continued operating with the assistance of the UEFA Foundation for Children. Thanks to the latter, the kids residing close to the war zone (8 settlements) were able to play football under the guidance of experienced coaches and receive all the necessary equipment. This is how we solve not only the sport involvement

issue but also that of social inclusion of the disadvantaged children.

The foundation's efforts and the significance of Shakhtar Social projects have been recognized by a European award - the More than Football Award that the foundation received in Barcelona in 2019. The Come On, Let's Play! was recognized as the best CSR initiative among the social projects of 50 European football clubs, having won the competition against Juventus, Chelsea and Rangers in the final.

In March 2020, all of Shakhtar Social's training sessions and mass events were suspended due to the coronavirus epidemic. The Come On, Let's Play! which turned into a close-knit community, has gone online. The foundation conducted educational and entertaining activities for children, introduced them to the values of the project in the form of challenges, and attracted them to doing sports at home. But not a single online contest can replace training outdoors, so the foundation's primary objective was to ensure the kids' safety for their prompt return to the training fields.



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ABOUT THE FOUNDATION

Shakhtar Social is a non-profit foundation established by FC Shakhtar in 2018 to implement the club's social and charitable projects, as well as to develop children's grassroots football in Ukraine.

Its objectives are promoting healthy lifestyles, instilling the right values and creating equal opportunities for all those who like and play football.



Goals

Shakhtar Social operates within the framework of three of the UN's sustainable development goals*:

- > ensure healthy lives and promote well-being for all at all ages;
- > ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;
- > achieve gender equality and empower all women and girls.



*The Sustainable Development Goals (SDGs), officially known as 'Transforming our world: the 2030 Agenda for Sustainable Development,' is a set of goals for further international cooperation. They are planned to be reached between 2015 and 2030. The final document contains 17 global goals and 169 related objectives.

Major activity areas

Shakhtar Social implements projects in 5 areas: health, education, gender equality, social inclusion and charity.

Projects by areas



HEALTH

- > Come On, Let's Play!
- > Shakhtar Talent Day
- > Scoring for Health
- > Children's football festival marking Viktor Prokopenko's 75th birthday anniversary
- > Beach Football Fest

EDUCATION

- > Coach training
- > Digital PE
- > Children's book about football
- > Values challenge

GENDER EQUALITY

- > FC Shakhtar girls team

SOCIAL INCLUSION

- > Cooperation with the UN Foundation and Special Olympics
- > Cooperation with Parimatch Foundation

CHARITY

- > Darijo 33
- > 2,000 T-shirts for children

Funding sources

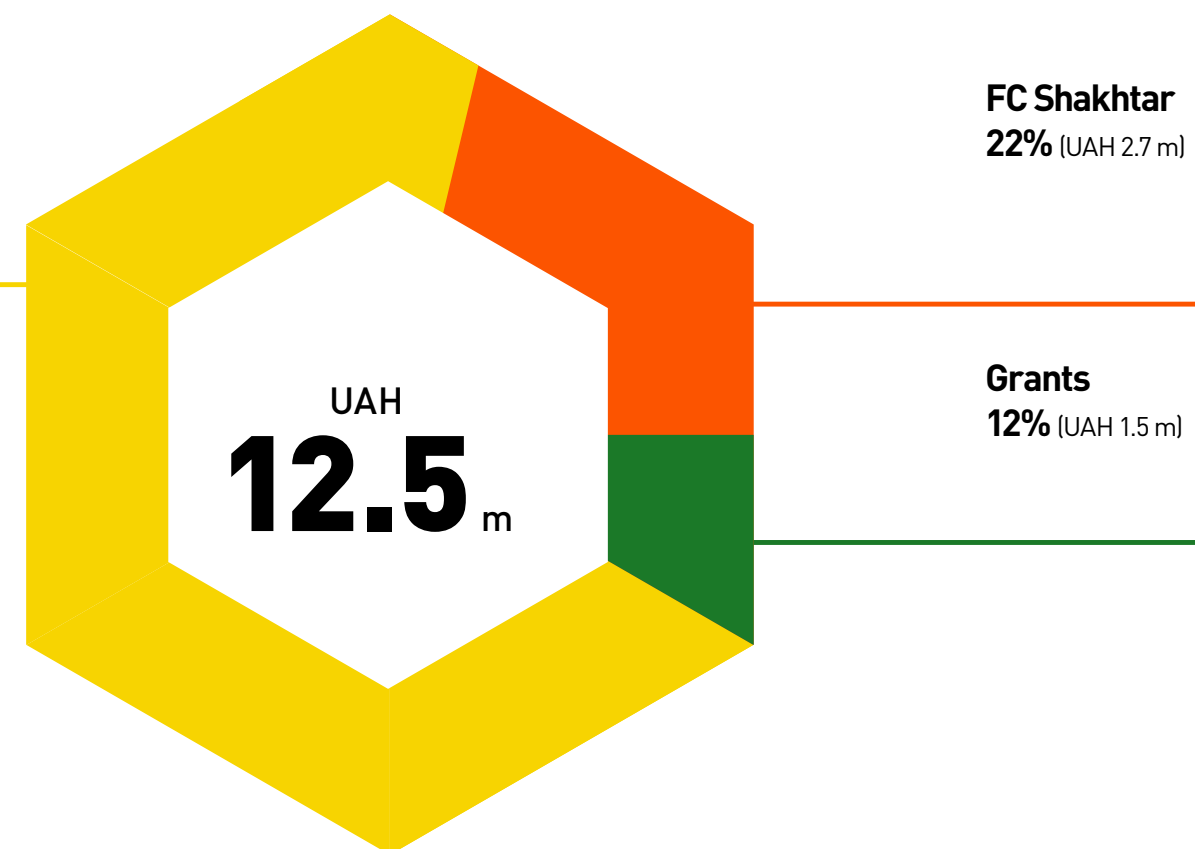
The budget for Shakhtar Social projects amounted to UAH 12.5 million in the 2019/20 season, which is UAH 1 million more than in the previous one.



Sponsors and partners
66% (UAH 8.3 m)

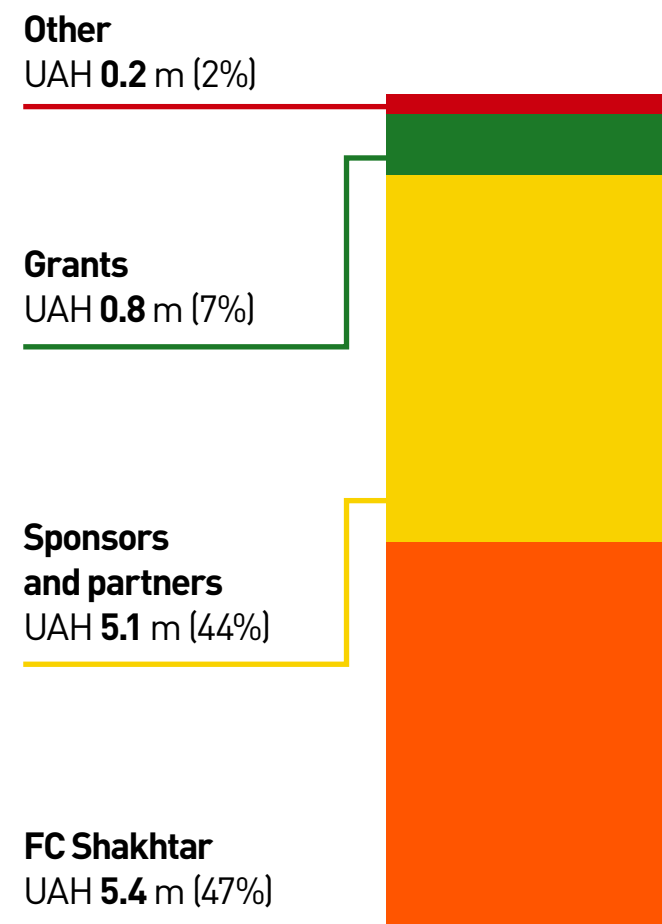
FC Shakhtar
22% (UAH 2.7 m)

Grants
12% (UAH 1.5 m)



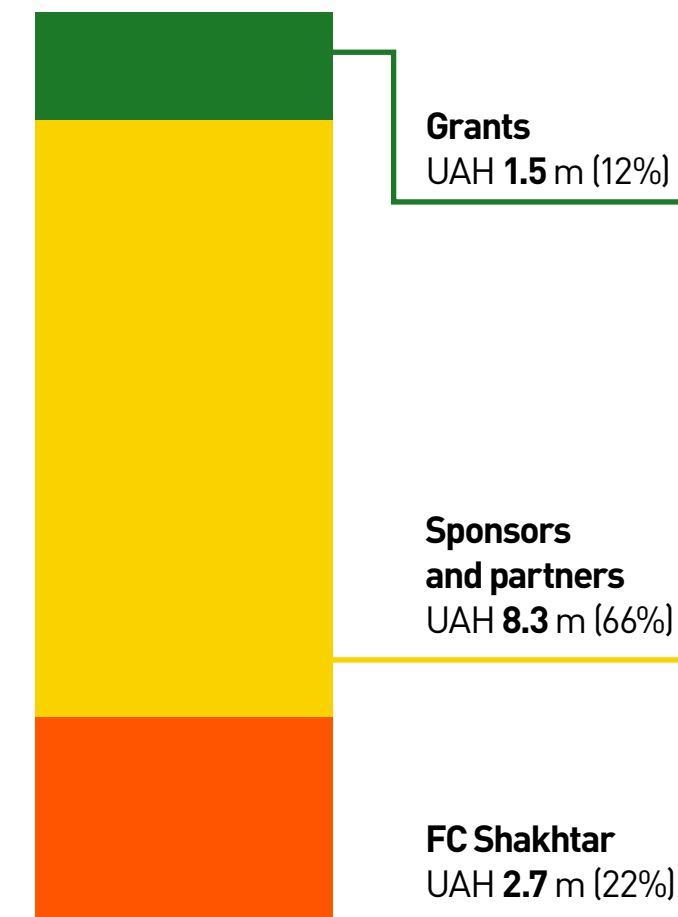
Shakhtar Social funding structure

The structure of funding has changed compared to the previous season. The funding of projects by the club has decreased: 22% in the total budget against 47% last season. The share of sponsors and partners in the foundation's budget increased, reaching 66% of the total amount. Funding of the foundation's projects by sponsors surged by a third which implies the partners' interest, the importance of Shakhtar Social's CSR programmes for the community, as well as their high efficiency.



Season 2018/19

UAH **11.5** m



Season 2019/20

UAH **12.5** m

Foundation team

Inna Khmyzova

Director

Anastasiya Kuzmenko

Assistant Director

Irina Panchenko

Accountant

Irina Dmitriyeva

Lead Budgeting & Controlling Specialist

Marina Golovnya

Lead HR Specialist

Damir Yusupov

Lead CSR Project Specialist

Anastasiya Saltavets

Lead CSR Project Specialist

Aleksandr Ovcharenko

Lead CSR Project Specialist

Nikita Filippov

Lead CSR Project Specialist

Yevgenii Akhunov

Lead CSR Project Specialist





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About the foundation

About the report

This report covers the Shakhtar Social activities in the 2019/20 season (from July 1st, 2019 through June 30th, 2020). The publication is structured to reflect all significant projects chronologically.



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COME ON, LET'S PLAY!



About the project

Come On, Let's Play! is the main project of Shakhtar Social. FC Shakhtar started implementing it in Donetsk back in 2013.

Come On, Let's Play! is the biggest CSR project in Ukraine aimed at developing children's grassroots football. In the 2019/20 season, its geography expanded to 36 settlements in the country. The initiative was joined by Stanytsia Luhanska, Zaporizhia, Demyaniv, Pokrovsk, Ladyzhyn, Demeshkivtsi, Kamyanka-Buhska, Bilytske, Zadnistrianske, Bovshev, Myrnohrad, Enerhodar and Poltava. More than 4,700 boys and girls aged 7 to 12 learned to play football on high-quality playgrounds with all the necessary equipment and under the guidance of coaches in the 2019/20 season. The general partner is DTEK. In November, the Come On, Let's Play! was recognized as Europe's best CSR initiative in 2019, and in December it received a UN award in the Society category.





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Come On, Let's Play!

“Being the biggest grassroots project for children’s amateur football in Ukraine, the Come On, Let’s Play! expanded its geography to 36 settlements. This season, it was recognized as the year’s best CSR project in Europe and received a UN award in the Society category. However, more important than any awards is the number of children having the opportunity to play football, as well as their genuine emotions and joy. By investing in children today, we are investing in the country’s health and shaping our future”

Sergei Palkin
FC Shakhtar CEO



Major objectives of Come On, Let's Play!:



**FORMING THE HABIT
OF PRACTISING SPORTS**



**FOSTERING UNIVERSAL
HUMAN VALUES**

The goal of the Come On, Let's Play! is developing through sports, specifically through football. The training process is designed for children not only to improve their health, but also to develop the attributes that are important both on the football field and in life. Here are the values of the Come On, Let's Play! project: respect, team spirit, knowledge, confidence, responsibility, initiative, creativity.

The Come On, Let's Play! values



1
RESPECT



2
TEAM SPIRIT



3
KNOWLEDGE



4
CONFIDENCE



5
RESPONSIBILITY



6
INITIATIVE



7
CREATIVITY

Come On, Let's Play! key figures

In the 2019/20 season, the Come On, Let's Play! project involved 4,787 children training in 36 cities and towns across the country.



36

CITIES AND TOWNS

Avdiivka
Bilytske
Bilozirske
Bovshev
Burshtyn
Volnovakha
Demeshkivtsi
Demyaniv
Dobropillia
Dobrotvir
Donetsk
Zadnistrianske

Zaporizhia
Zelenodolsk
Ivano-Frankivsk
Kamyanka-Buhska
Kyiv
Kramatorsk
Krasnohorivka
Kurakhove
Ladyzhyn
Lviv
Makiivka
Mariupol

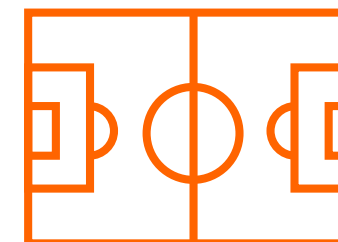
Mar'inka
Myrnohrad
Pokrovsk
Poltava
Popasna
Severodonetsk
Stanytsia Luhanska
Shchaslyve
Toretsk
Kharkiv
Chervonohrad
Enerhodar



4,787

CHILDREN


47

COACHES


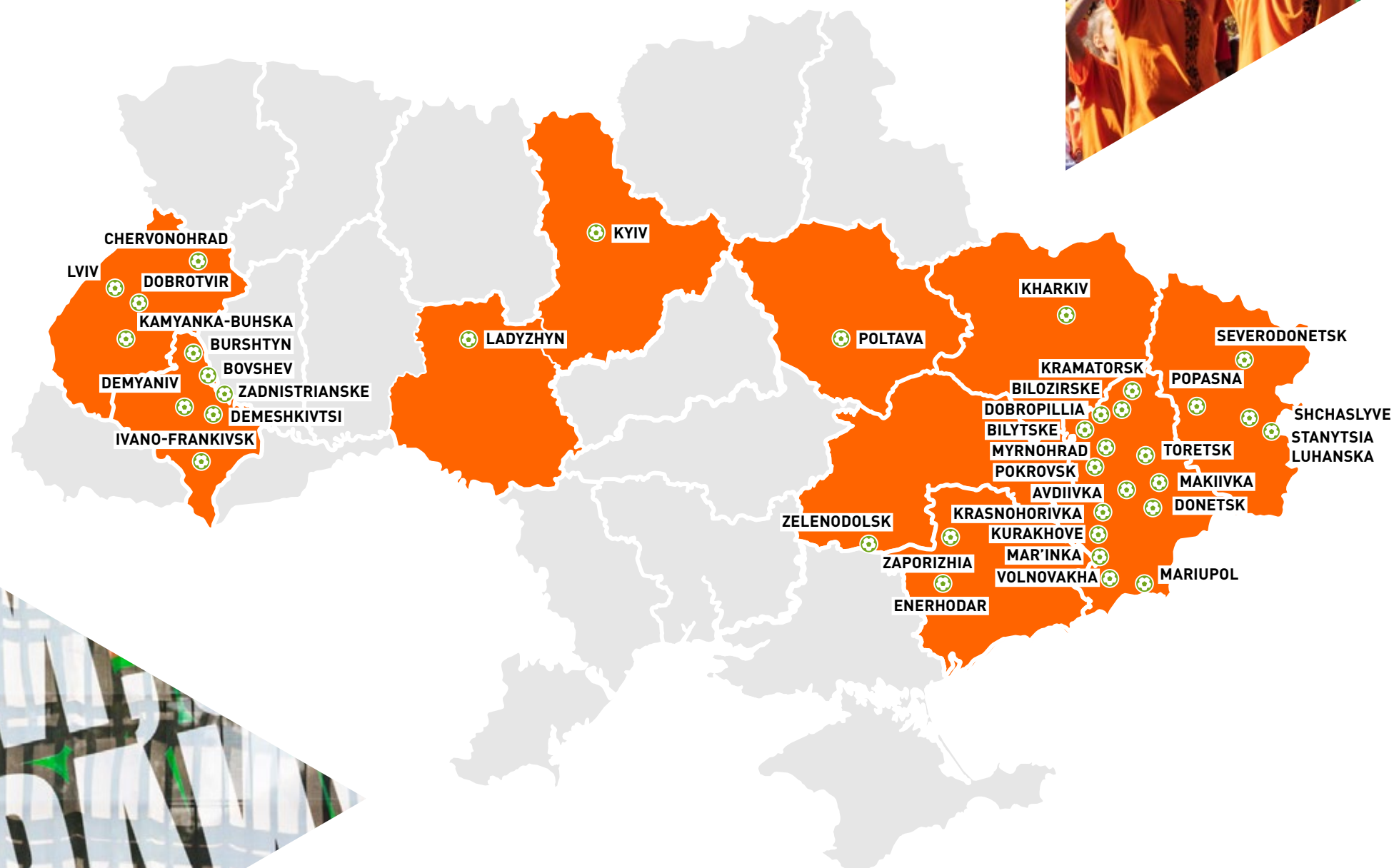
66

PLAYGROUNDS

Come On, Let's Play! spots map



Come On, Let's Play!





Football Near the Contact Line

In 2018, Shakhtar Social received a grant from the UEFA Foundation for Children to implement the Come On, Let's Play! project in the towns adjacent to the contact line.





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Come On, Let's Play!

In the 2019/20 season, the project sites continued operating in 8 settlements (Mar'inka, Krasnohorivka, Avdiivka, Kurakhove, Volnovakha, Toretsk, Shchastia, Stanytsia Luhanska). Over 500 kids started playing football there.

In the towns nearing the contact line, the Come On, Let's Play! is very often the only opportunity for boys and girls to engage in sports activities. The project performs not only a sporting & educational role, but also a social inclusion one by bringing kids back to normal life through football.





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Inclusion

Shakhtar Social creates the necessary conditions for children with special needs to engage in the sport. In the 2019/20 season, new partnership agreements were concluded, the geography of the inclusive Come On, Let's Play! grounds expanded, with more kids being able to play football.

290 children with mental and physical disorders (cerebral palsy, Down syndrome, autism) trained at the Come On, Let's Play! grounds in six cities (Mariupol, Ivano-Frankivsk, Kyiv, Poltava, Kharkiv and Lviv). The training sessions contribute to social inclusion of the children with special needs and develop their teamwork skills.



Come On, Let's Play!



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Come On, Let's Play!



Shakhtar Social and Parimatch Foundation teamed up in the framework of their projects called Come On, Let's Play! and Yes, I Can! Now, two groups of 15 boys and girls with mental and physical disorders train in Kyiv, Lviv, Kharkiv and Poltava.





Come On, Let's Play!

Gender equality

The Come On, Let's Play! continued to popularize football among girls. In the 2019/20 season, more than 200 girls trained together with boys on the project fields.



Best CSR project

In November, Barcelona hosted the 13th European Football for Development Network (EFDN) conference.

In the course of the More than Football Award 2019, they picked the best CSR project in Europe. About 40 continental clubs have taken part in it, with Chelsea, Juventus, Rangers, and Shakhtar being shortlisted as the last four, with Shakhtar Social's Come On, Let's Play! project being recognised as the best one.



SHAKHTAR SOCIAL

Shakhtar Social is a **non-profit foundation**, established by FC Shakhtar to implement the club's social projects, as well as to **develop children's grassroots football in Ukraine**



UN Award

In December, the Come On, Let's Play! won a UN award in the Society category.

The project participated in an international partnership competition between various stakeholder groups for sustainable development called Partnership for Sustainability Award 2019. In total, more than 80 cases from four countries have been presented across four categories.

Come On, Let's Play!





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Come On, Let's Play!

“We want to expand the Come On, Let's Play! project for many years for the number of participants to be measured in hundreds of thousands, and we will do our best to achieve that. DTEK is the best company in the energy sector, Shakhtar is the best team in Ukraine and a top team in Europe. I am sure this cooperation will lead us to new results”

Maksym Timchenko
DTEK CEO

Activities during quarantine

During the quarantine period in Ukraine in 2020, the Come On, Let's Play! training sessions were suspended. But as the project is a community, its activities have gone online.

Shakhtar Social organized a challenge for young football fans. Once a week, the children learned about one of the 7 values of the Come On, Let's Play! and, being subscribers to the project's social media pages, they used pictures or short videos to illustrate their understanding of each of the values. Shakhtar players decided on the winners to receive T-shirts, backpacks and books as presents.

Shakhtar Social also held an online contest called Quarantine Fashion. The children were invited to design and make an original face mask featuring the Shakhtar crest and colours. They were allowed to draw, sew and make it of improvised materials. The most creative guys received a recently released book called Football.





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BEACH FOOTBALL FESTIVAL IN ODESA



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Beach football festival in Odesa

On July 28, Odesa hosted a children's beach football festival **Come On, Let's Play!** organized by Shakhtar Social with the support of DTEK.

The football area was set up on the Big Fountain station 14 beach. During the day, anyone who wanted to play and test themselves in various football contests could do so and receive some memorable souvenirs as mementos. During the day, they played about 70 short games. A total of about 200 children took part in the **Come On, Let's Play!** festival.





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Beach football festival in Odesa



“There is no Come On, Let’s Play! ground in Odesa yet, so we introduced the guys to our project in this unusual way. There were no losers or winners in this event. It’s important for us that all children have fun and play football in the future”

Inna Khmyzova
Shakhtar Social Director



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DARIJO 33



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Darijo 33

In August, a former Shakhtar captain and the then assistant manager Darijo Srna awarded the winners of the Darijo 33 project which had lasted more than three months and covered almost the entire Ukraine.





Children's amateur, school and neighbourhood teams sent in applications telling the story of creation of their sides. Darijo picked the 33 best outfits and handed each of them 15 kits (a T-shirt, shorts, socks) and 10 footballs. Srna met personally with the Lastivky team (children with neuropsychiatric disabilities from the Kharkiv special educational complex 8) on the sidelines of the OSK Metalist field before one of the Ukrainian League games. A total of 495 children from 17 regions of Ukraine received player kits and footballs from Darijo Srna.





"I know how important it is to have good conditions for playing. A comfortable football uniform, professional balls are needed at an early age. I'm glad that the children liked the project. I hope football will guide the kids along the right path in life, helping them to be healthy and happy!"

Darijo Srna
FC Shakhtar Director of Football



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SHAKHTAR TALENT DAY



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Shakhtar Talent Day

In the 2019/20 season, Shakhtar Social continued the Shakhtar Talent Day project. One-day tournaments, at the same time being the first trial for entering the FC Shakhtar Academy thanks to the presence of scouting coaches, were held in Ivano-Frankivsk and Kharkiv.

In total, 178 children took part in two events. The winners received Shakhtar player kits as gifts based on the number of points, with all the beginner footballers being presented with some memorable souvenirs.





"There were some participants with pretty good attributes who didn't make it into the leading group by points, but we noted them and, when possible, we will try to invite them for trials. All of them are talented in their own ways. And the fact that the guys from the provinces also get a chance to prove themselves is an undoubted plus of such events"

Maksym Mozhaev
FC Shakhtar Academy scouting coach

ХАРКІВ



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COACH TRAINING





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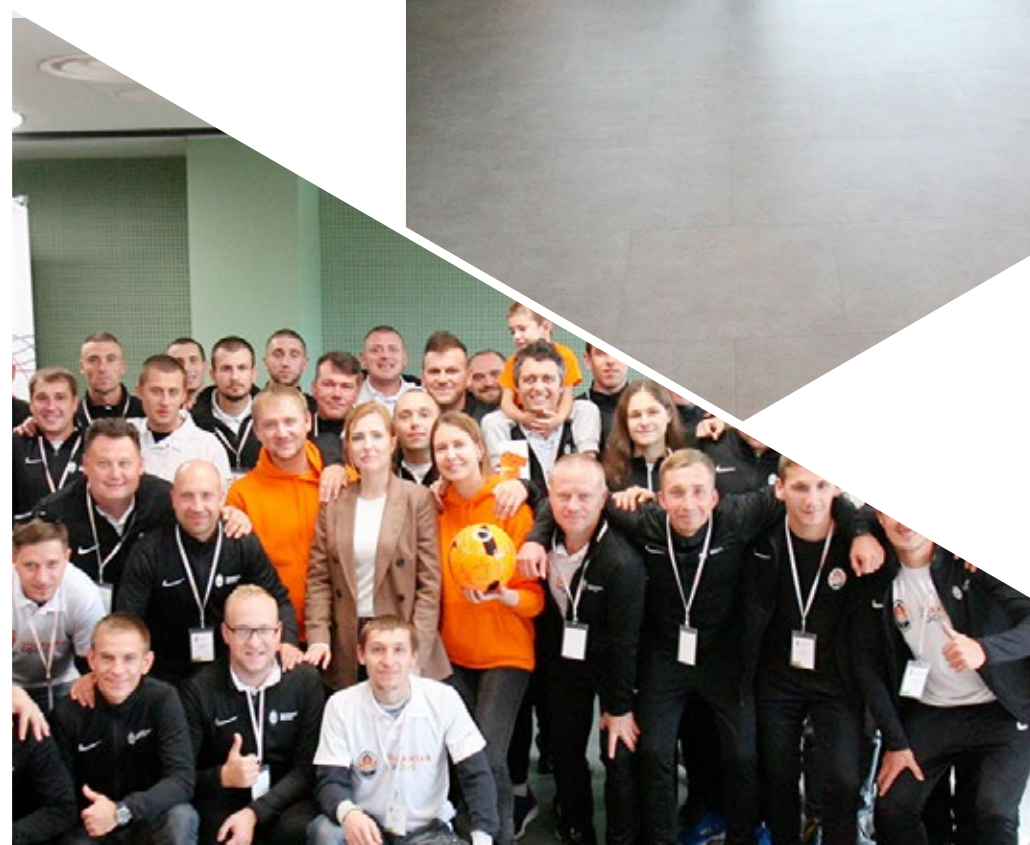
Coach training

In October, Shakhtar Social conducted a three-day training course for coaches of the Come On, Let's Play! project at the DTEK Academy.

The event was organized jointly with the United Nations Population Fund in Ukraine (UNFPA Ukraine) with the support of DTEK and UK AID. 50 Shakhtar Social coaches from 30 locations in Ukraine took part in it.



The course included a speech by the Academy Director Jorge Raffo, a Come On, Let's Play! methodology training, as well as UNFPA's new programme called Training Boys to Be Men. The key topics were the tools to prevent violence and aggression among players, the principles of tolerant and respectful attitude to the opposite sex, teammates and other social groups.





“My impressions of the course are the most pleasant! The material is presented based on practical examples and is really useful for working with teenagers. The training is interactive: working in groups, we tried out new methods and received some valuable feedback from our colleagues. It’s important that we can learn from the world-class professionals, from Jorge Raffo in this case. It’s necessary to instil in the young players a conscientious attitude towards football, leader attributes, the right perception of victories and resistance to defeats. Now our children study in an even more comfortable setting, and they aren’t afraid of making mistakes thanks to which they develop and achieve their goals!”

Oleksandr Fomichev
Come On, Let's Play! coach in Ivano-Frankivsk





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CHILDREN'S FOOTBALL FESTIVAL MARKING VIKTOR PROKOPENKO'S 75TH BIRTHDAY ANNIVERSARY



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Children's football festival marking Viktor Prokopenko's 75th birthday anniversary



In October, Odesa hosted a children's football festival dedicated to the 75th birthday anniversary of the former FC Shakhtar player, coach and sporting director who passed away in 2007. The tournament was held on the field of the secondary school No. 100, with 64 children taking part in it.



Children's football festival marking Viktor Prokopenko's 75th birthday anniversary

The festival consisted of a warm-up (football simulators, the Score a Goal vs Pyatov contest, squares, and ball juggling) and games. The children competed at four locations, with the best teams revealed. All participants in the Prokopenko Football Fest received commemorative medals and bags for sports shoes as gifts from the Shakhtar Social foundation, with 16 winners also getting the branded festival shirts. The children were awarded by Viktor Prokopenko's granddaughter Viktoriya and a former Shakhtar player Igor Leonov.





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Children's football festival marking Viktor Prokopenko's 75th birthday anniversary



"I would like everyone to recall my grandfather just this way - with positive memories, with joy, with smiles. I've never met a more positive and brighter person in my life"

Viktoria Prokopenko
Viktor Prokopenko's granddaughter



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COOPERATION WITH THE UN FOUNDATION AND SPECIAL OLYMPICS



In November, FC Shakhtar, the United Nations Population Fund (UNFPA) and the Special Olympics Ukraine announced the launch of a joint football project for girls with intellectual disabilities. They introduced the project at the Novopecherska school in Kyiv, where 20 girls with intellectual and developmental disabilities would train on a regular basis.

The first session was attended by a former Shakhtar player and the current Shakhtar U21 assistant manager Henadii Zubov. He helped them organize a few exercises, talked to the kids and had pictures taken with them, he also handed them gifts from Shakhtar Social.



The joint project was launched in four cities of Ukraine: Kyiv, Mariupol, Kharkiv, and Ivano-Frankivsk. 80 girls already play football there with the Come On, Let's Play! coaches according to an adapted methodology specially developed for Disability Football. In February, before one of the regular matches, Shakhtar's captain Andriy Pyatov and the team forward Danyil Sikan visited the school No. 124 in Kharkiv. The footballers trained with the young participants, signed autographs and had a joint photograph taken.



“Reducing gender inequality in sports is a really important thing. Together with U-Report, we conducted a survey among young people: about 30% of girls consider football to be exclusively a men’s sport, but at the same time, 45% of girls loved to play football in childhood. There shouldn’t be such a gender division. In the new project, we’ve taken it a step further and we want to support girls with intellectual disabilities, to give them the opportunity to play football, socialize, and develop”

Jaime Nadal
the United Nations Population
Fund representative in Ukraine



“Every day, thanks to sports, special children discover new talents and opportunities in themselves, they improve their performance, destroy barriers and prejudices. Women’s football is rapidly gaining momentum in the world. More and more girls are choosing this particular sport, and it is no coincidence that Ukraine women’s national football team have won gold medals at the Special Olympics World Games in Abu Dhabi. Therefore, we are launching a unique project. Girls participate in it for free. We believe that people with intellectual disabilities can succeed if we give them that chance”

Andriy Pidvarko
Special Olympics Ukraine
Executive Director



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SCORING FOR HEALTH





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Scoring for Health

In February 2019, we launched the Scoring for Health programme that had been co-founded by European Football for Development Network (EFDN) and the UEFA Foundation for Children. Shakhtar became its participant along with such European football clubs as Chelsea, Feyenoord, Club Brugge, Legia, Brentford, Hapoel Tel Aviv.



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As part of the project in November, a Football Festival took place in Mariupol on the field of the Illichivets indoor sports complex. 200 boys and girls representing 10 secondary schools of the city competed at five locations in shuttle running, dribbling through the cones, jumping along the coordination ladder, keeping the ball on the knee against the clock and doing keepy-uppies. All children received memorable festival T-shirts and souvenirs as gifts from Shakhtar Social.



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FC SHAKHTAR GIRLS TEAM

Since December 2018, the girls team of FC Shakhtar have been training in Kharkiv on a regular basis. There are 20 girls aged seven to nine years old. They regularly participate in city tournaments along with boys and beat the latter from time to time. The team leader Milana Kovtun scored 23 goals in nine games in 2020.

In February, the club released a video about the team called 'Shakhtar girls team. If boys can score goals, why can't girls do the same?' Football is considered to be a non-female sport, with girls often facing the prejudices of others and even of their family members when they want to play football. Shakhtar Social helps them to overcome stereotypes because football is a sport for everyone.



GIRLS TEAM





“The girls have become more disciplined and learned to listen. We stepped up the physical side and are working to ensure that they perform every technical element at speed. We are moving forward! Our objective is not to dodge the ball in a difficult situation, but to continue learning to receive and trap it”

Iryna Pidkuiko
FC Shakhtar girls team coach



“Our training process forms on the basis of playing and tactical exercises to prepare for tournaments. Children perceive information well and try to fulfil everything that we offer them to do. At each session the progress is noticeable, and most importantly we see that the girls find it interesting”

Iryna Dzhurenko
FC Shakhtar girls team coach





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NEW YEAR'S TRADITION

Traditionally, before the winter holidays, Shakhtar invited children to attend one of the year's final training sessions.

This time, in Kyiv, 60 Come On, Let's Play! project participants with special needs aged seven to fifteen came to watch the Miners prepare for the Champions League match vs Atalanta, Italy. After the session, the players handed gifts to the young fans.





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New year's tradition

*"Shakhtar always holds such events ahead of the New Year.
I think the kids really liked it, we were also delighted to chat
with them. It always gives us some positive emotions and energy"*

Taras Stepanenko
FC Shakhtar midfielder



“Any activity with a child that disciplines them is leading to good results. At the last training session, Masha behaved much better. For us, this is a great success and progress. It’s not so much the game itself that’s important to us as communication and teamwork”

Mother of a Come On, Let's Play! participant



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2,000 T-SHIRTS FOR CHILDREN





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2,000 T-shirts for children

For the 19th time in a row, on the occasion of St. Nicholas Day in December, they organized the biggest New Year charity event in Ukraine called Rinat Akhmetov to Children! FC Shakhtar traditionally joined it.

2,000 children involved in the Come On, Let's Play! project and representing 23 settlements in Ukraine received Shakhtar player shirts as gifts.



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PLAYER CHARITY



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Player charity

The players' personal charity events for the Come On, Let's Play! participants have turned into a tradition. During the 2019/20 season, several CSR initiatives were implemented by Shakhtar players.



Andriy Pyatov presented 43 sets of Nike goalkeeper gloves in branded autographed boxes to all the goalkeepers involved in the Come On, Let's Play! project; David Khocholava presented branded indoor shoes to children of the U9 and U12 teams of the Mariupol secondary school No. 30; Viktor Kovalenko gave 60 pairs of shinpads to the project participants in Zelenodolsk. And a 7-year-old Myron Chekhovskyi won the contest organized by Mykola Matviienko. The boy filmed the best video in support of his favourite team, received from the defender an autographed player shirt and flew to Lisbon with the Shakhtar team for the game vs Benfica.





“My first gloves that someone gave me had holes, but I still experienced great joy. It’s good that now I have the opportunity to give children new ones. I wish them to achieve in the sport the things they want. We do our best for the guys to develop and be happy. Everyone will choose their own path, and we will help them. Play football, love football! Come On, Let’s Play!”

Andriy Pyatov
FC Shakhtar goalkeeper





SHAKHTAR
SOCIAL



DIGITAL PE



In April, FC Shakhtar and the Rinat Akhmetov Foundation jointly with the Ministry of Digital Transformation of Ukraine presented a new educational series called Digital PE Classes for Schoolchildren Involving Sports Stars.

The project included 12 video lessons featuring the Shakhtar players Andriy Pyatov and Sergii Kryvtsov. The players motivated schoolchildren to exercise at home during quarantine by demonstrating in detail the performance of some basic exercises. The youngsters who were isolated from their teams by necessity, have been able to keep fit, join a healthy lifestyle, try new interesting exercises and learn the life hacks of multiple champions of Ukraine. Their video tutorials were uploaded on the YouTube channels of the Rinat Akhmetov Foundation and FC Shakhtar.





"We believe that children should play sports, even while staying at home. Our players have shown how to do that. Shakhtar players have always participated in social projects, and this time they also gladly agreed to participate. Moreover, Andriy Pyatov and Sergii Kryvtsov are parents having many children, so they know firsthand the importance of training for children"

Inna Khmyzova
Shakhtar Social Director





SHAKHTAR
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CHILDREN'S BOOK ABOUT FOOTBALL





In the 2019/20 season, FC Shakhtar released the exclusive edition of a popular book titled 'Football' by the French writer Aurelie Sarrazin that had been adapted for Shakhtar fans.

The illustrated book tells little readers in detail about every aspect of football - from training and picking the right gear to the rules of the game. The edition is charitable and all proceeds from the book sales will be used by the Shakhtar Social Foundation for the development of children's football and the Come On, Let's Play! project.





SHAKHTAR
SOCIAL



EVENT & PROJECT TIMELINE



2019



JULY 26

UKRAINE

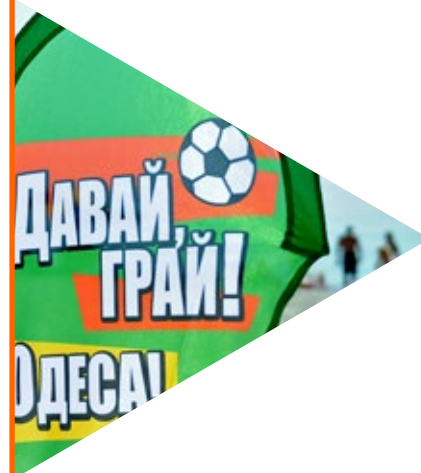
Andriy Pyatov presented goalkeeper gloves to the Come On, Let's Play! project participants



JULY 28

ODESA

Beach Football Festival



AUGUST 15

ZAPORIZHIA

Viktor Kovalenko's master class at the opening of the Come On, Let's Play! grounds



AUGUST 22

POKROVSK

Opening of the Come On, Let's Play! ground



AUGUST 18

DEMYANIV

Valerii Bondar's master class at the opening of a Come On, Let's Play! ground



AUGUST 27

Final of the Darijo 33 project



AUGUST 31

IVANO-FRANKIVSK

Shakhtar Talent Day



SEPTEMBER 22

BURSHTYN

Andrii Totovytskyi's master class at the opening of a Come On, Let's Play! ground



SEPTEMBER 25

KHARKIV

Shakhtar Talent Day



SEPTEMBER 28

**KRASNOHORIVKA,
KURAKHOVE, MAR'INKA,
SHCHASTIA, AVDIIVKA,
STANYTSIA LUHANSKA,
VOLNOVAKHA, TORETSK**

Local tournaments of the
Football Near the Contact Line
project



OCTOBER

MARIUPOL

David Khocholava presented
boots to the Come On, Let's
Play! project participants



OCTOBER 4-6

KYIV

Coach training



OCTOBER 5

KYIV

Master class by Serhii
Bolbat and Mykola
Matviienko at the opening
of a Come On, Let's Play!
ground for children with
disabilities



OCTOBER 24

MARIUPOL

Opening festival of the
Scoring for Health project



OCTOBER 26

ODESA

Children's football
festival marking Viktor
Prokopenko's 75th birthday
anniversary



OCTOBER 29

MYRNOHRAD

Opening of a Come On, Let's
Play! ground



NOVEMBER 2

LVIV

Opening of a Come On,
Let's Play! ground for
children with disabilities



NOVEMBER 3

**KYIV, KHARKIV, IVANO-
FRANKIVSK, MARIUPOL**

Start of training the teams
of girls with disabilities





NOVEMBER 10

KHARKIV

Opening the Come On, Let's Play! grounds

NOVEMBER 16

KYIV

Joint training session of the Shakhtar U19 players and the Come On, Let's Play! participants



NOVEMBER 19

BARCELONA

The Come On, Let's Play! project won a More than Football Award

NOVEMBER 27

ENERHODAR

Opening of a Come On, Let's Play! ground



DECEMBER

ZELENODOLSK

Viktor Kovalenko presented shinguards to the Come On, Let's Play! participants

DECEMBER 8

KYIV

Gifts for children from the footballers at the last training session of the year



DECEMBER 19

2,000 T-shirts for children

DECEMBER 20

Shakhtar Social won a UN award





2020

FEBRUARY 17

KYIV

Junior Moraes visiting a Come On, Let's Play! ground



FEBRUARY 23

KHARKIV

Andriy Pyatov and Danyil Sikan attended a training session of the team of girls with disabilities



MARCH 1

POLTAVA

Vitor Severino, Antonio Ferreira and Vitao attending the opening of a Come On, Let's Play! ground for children with disabilities



MARCH 3

LISBON

Mykola Matviienko presented a trip to Lisbon to the Come On, Let's Play! project participant



APRIL 8-23

UKRAINE

Digital PE



APRIL 14

Children's book about football released



APRIL 17-21

Drawing competition



MAY 14 - JULY 2

Come On, Let's Play! Values contest



JUNE 17

Shakhtar Social won a UEFA Foundation for Children grant





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