



KARACHI UNITED FOUNDATION



ANNUAL REPORT

A YEAR IN REVIEW

2022-2023

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ACKNOWLEDGEMENT

We express our heartfelt appreciation to all the individuals, organizations, and partners who have contributed to the success of Karachi United's mission. Your unwavering support and commitment have played a pivotal role in our efforts to harness the power of football for development. We acknowledge and thank:

- Our dedicated players and coaches for their relentless passion and hard work in driving our programs forward.
- Our esteemed partners and sponsors for their invaluable support which has allowed us to expand our reach and impact.
- The parents and families of our young athletes for their trust in our vision and their continuous encouragement.
- The local communities and schools that have welcomed us and participated in our initiatives, helping us create a positive social impact
- The volunteers who have generously given their time and energy to assist us in various endeavors

Over the past 12 months, as we emerged from the challenges posed by the pandemic, KU has fully reinstated a vibrant timetable of face-to-face sessions. We have also shifted our focus toward addressing the immediate needs of our communities, particularly in areas related to employability, mental health, and physical activity. The efforts made by Karachi United have significantly contributed to a 40% increase in the number of young people participating and engaging in football initiatives. This increase is due to the rise in participation after Covid, as well as the inspiration provided by the Fifa World Cup 2022. Moreover, Karachi United has taken the initiative to establish two new Community Centers in Lyari and Mangophir, which are located in deprived and low socioeconomic areas of Karachi.

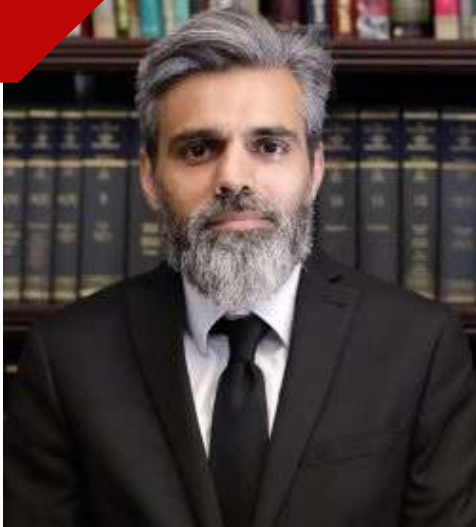
As we move forward, we are committed to building on our work, continuously improving, and delivering greater value to our communities. The journey continues, and we extend our thanks to everyone involved with Karachi United for their collective efforts, which are well reflected in this report.



EXECUTIVE SUMMARY

Karachi United's vision to promote excellence in football and empower communities has made a lasting impression on the world of sports. With over 5000+ young individuals trained in football and imparted with essential life skills, in the past 12 months, KU has successfully extended its initiatives beyond the field to promote values of teamwork, leadership, and resilience. The establishment of new Community Centers is emblematic of KU's unwavering commitment to reducing inequalities and advancing gender equality, especially in regions where women's sports participation remains limited. Through football events, KU has encouraged talent and created a vibrant football culture, serving as a catalyst for community engagement that transcends social and economic disparities. With a strong emphasis on sustainability and alignment with the United Nations' Sustainable Development Goals, Karachi United's journey represents a beacon of positive change in sports. Herein, empowerment, equality, and opportunity converge to create an enduring legacy of impact and inspiration for generations to come.

LEADERSHIP



Taha Alizai - Chairman/Founder & Director Football

Taha Alizai - Chairman, Founder & Director Football Operations
Taha Alizai founded KU in 1996. He is a practicing lawyer having earned his LLB (Hons.) from the UK. Having been called to the Bar (Lincolns Inn), he is an Advocate of the Supreme Court of Pakistan and regularly appears before the Superior Courts of Pakistan, including the High Court of Sindh. Taha was player/manager of the original KU team (which is now the 'A' team) from 1996 to 2018 and has coached both the Men's Pro and Women's Pro team at different times. Currently, he is Manager of the KU Women's Pro Team. Taha founded the Karachi Football League in 2003 and co-founded the KUSC in 2005. As with the other Directors, he is very passionate about all things football and community development.



Imran Ali - Director Youth & Community

Imran Ali, currently serving as Group Chief Operating Officer at Centegy Technologies in Dubai, brings over 20 years of international experience in technology and management roles spanning the US, UK, Pakistan, and UAE. At Karachi United, Imran's passion for football excellence and coaching drives his leadership. He spearheaded the Youth program and Academy, and his commitment extends to Community programs, engaging over 1000 participants and earning recognition from organizations like Engro and Standard Chartered. His pursuit of UEFA coaching certifications reflects his dedication to elevating coaching standards at Karachi United. Imran's diverse expertise in technology, management, and football coaching has been pivotal in the club's growth as he continues to cultivate talent and build healthier communities through football.



Ali Ata - Director Business Development

Ali Ata boasts a professional career spanning over two decades in Enterprise Leadership, Supply Chain Management and Sports Management, having worked for global organizations like Unilever, Mondelez and others. He currently serves as a member of the Management Committee at FrieslandCampina Engro Pakistan.

With an Engineering background, his proficiency in planning and execution coupled with financial acumen, serves Karachi United well. As Director for Football Development, Ali is committed to promoting talent, aiming to leave a lasting impact on the community and aspiring to catalyze football excellence nationwide. He envisions Karachi United as Pakistan's football epicenter, blending global standards with local talents.

**AND VALUED
SUPPORT OF BOARD
OF TRUSTEES**

Furkan Ali, Nida Riaz Khan, Nighat Fatima Asad

DRIVING FORCE BEHIND KARACHI UNITED



Talib Hussain
Deputy General
Manager



Khurram Khan
Stadium & Events
Manager



Anwar-ul-Haq
Stadium & Community
Coordinator



Rameez Imtiaz
Finance
Manager



M. Abdullah
Finance
Executive



Daniyal Alvi
Youth Program
Head



Asad Essa
Youth Program
Mangaer



Faizan Liaquat
Youth Program
Asst. Manager



Waseem Ullah
Youth Program
Coordinator



Bilal Akram
Stadium
Coordinator



Shaikh Hamdan
Pro Men
Head Coach



Saima Baig
Pro Women
Coordinator



Shah Nawaz Gul
Pro Women
Asst. Coach



Daniyal Naeem
Pro Men
Asst. Coach



Meer Sohrab
Pro Men
Goal Keeping Coach



Najeem Ullah
Academy Asst.
Coach



M. Hussain
Academy
Asst. Coach



Nabeel Ahmed
Academy
Asst. Coach



Misbah Rasheed
Asst. Manager
Community



Sameer Ahmed
Community
Coordinator



Ahmed Khan
Business Dev.
Manager



M. Hassan
Marketing
Executive

VALUES

Respect

Karachi United values respect and encourages a culture where everyone's uniqueness, contributions, and perspectives are recognized

Honesty

Karachi United values honesty, trust, transparency, and ethical conduct both on and off the field, creating a nurturing environment

Courage

Courage fuels Karachi United, emboldening individuals to innovate, challenge norms, and create positive transformations in society through football

Discipline

Discipline is the cornerstone at Karachi United, instilling focus, dedication, and a strong work ethic, vital for sustained growth and progress

Ambition

Driven by ambition, Karachi United aims to inspire change, set high standards, and empower individuals to dream big in football and beyond

Team Work

Karachi United thrives on teamwork, nurturing a collaborative spirit, unity, and synergy among players, coaches, and the community.

WHO ARE WE?

Vision

We aim to make Karachi United a recognized global leader in football

Mandate

We strive to develop communities by using the power of football as a social tool and also seek to develop talent at the grassroots to help achieve excellence for Pakistan

Aspiration

Apart from developing football as an industry in Pakistan, our aim is to make Karachi United champions of Pakistan and to represent our country on the global football arena

Karachi United Model

Football Excellence

Coaches International Accreditations

Academy

Men & Women Pro Team

Grassroot Development

Youth Program

School Championship

Youth Competitions

Community Development

Centers of Excellence

Education and Health Collaborations

Community Events



OUR STORY

Karachi United started in 1996 with its mission to develop sports excellence, create football opportunities and promote happy, healthy, and empowered communities in Pakistan.

Today, Karachi United is synonymous with Football in Pakistan and has become the go-to club for football and sports for development.

Football Industry in Pakistan

197th

in the FIFA Ranking

1200+

registered clubs in Pakistan.

TOP 20

Globally in terms of football-playing population

70 Mn

Qatar World Cup 2022 Viewership from Pakistan

Karachi United is a community-based sports for development organization and football center of excellence in Pakistan. Since its inception, for 27 years, Karachi United has been serving its mission of reviving the true spirit of sports and nurturing football talent at the grass root level. Owing to the two-decade efforts of Karachi United in promoting sports and development, the organization has become synonymous with football in Pakistan and played a vital role increasing multiple avenues to help youngsters engage, benefit, and make careers in sports in Pakistan.



MEN PRO TEAM

Karachi United's Men's Pro-Team competes in elite competitions within the national football structure. From registering as a professional club in 2010, the Men's team qualified to the pinnacle of Pakistan Premier League in 2020 with home grown talent.

27

**National Team
Call-ups**

30

**Active Contract
Players**



Played 9th last edition
PPL (2022)

Strategic Partner



WOMEN PRO TEAM

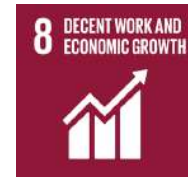
KU Women's Team, founded in 2010, is the most celebrated team which consistently features amongst the top 3 professional teams in Pakistan. The pipeline of Women footballers in Pakistan is a pressing issue, and Karachi United has been a steady source of national talent.

10

**National Team
Call-ups**

30

**Active Contract
Players**



Runners-up in the last completed Women's National Championship 2019



KARACHI UNITED IMPACT

Over the past 26 years, Karachi United (KU) has been a driving force at the grassroots level in Pakistan. Our mission has been to empower youth through football, nurturing local talent, developing coaching expertise, and instilling a culture of healthy sportsmanship

50,000+

Youth empowered through training & coaching

400+

Coaches developed and trained

27

National call-ups -
KU players
represented
Pakistan

KU continues to shape the future of football in Pakistan by creating a legacy of skilled players, passionate coaches, and a vibrant football community.



In Picture: Mishal Bhatti representing Pakistan National Team against Nepal

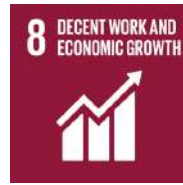
IMPACT AREAS

Karachi United (KU) is committed to building healthy, happy, and sustainable communities in Pakistan using sports as a development tool.

In the past 12 months, KU's **12 Community Centers** have served as engagement hubs, providing training to over **1,000** young players aged **between 4-25** years in football and life skills free of cost. Critically commonplace in impoverished areas, this helps take these children off the streets and away from society's vices (gangs, drugs, petty crime). Additionally, KU works with community stakeholders to help form a bond of healthy, active, and inclusive communities driven by the ideals of sport and sportsmanship.

All 12 centers are strategically located in economically disadvantaged areas, ensuring that players have access and exposure to engage in KU initiatives that they otherwise would not have access to. In addition to receiving football coaching, all players at Karachi United undergo **life skills classes** designed to enhance their confidence, communication, and leadership qualities aimed at their **holistic development**.

Moreover, Karachi United has fostered partnerships with organizations, such as **Standard Chartered, Engro, Common Goal, IRD Global, and other local organizations** focusing on promoting community mobilization, gender equality, reducing inequalities, and advancing other areas related to the **Sustainable Development Goals (SDGs)**.



12 Community Centers serving as excellence hubs in Pakistan



Education and Life Skills



Reduced inequalities



Good Health and Wellbeing



Gender Equality



Community Engagement



Sports and Physical Activity



No Poverty



Peace and Justice





Changing
lives with
Football

COMMUNITY REACH IN THE CITY

12

FREE-OF-COST FOOTBALL CLINICS IN UNDERSERVED AREAS



EMPOWERING 1000+ YOUNGSTERS EVERY YEAR THROUGH FOOTBALL TRAINING



Karachi United has established 12 Community Centers in **underserved** areas of Karachi. These centers offer free football training, life skills, and mentorship to 1000 aspiring athletes, developing football excellence and providing opportunities to represent Pakistan at **local, regional, and international levels**.

The impact of these centers extends beyond just athletic achievements. These centers play an instrumental role in bringing communities together and **promoting a sense of belonging** amongst community members of different **races, ethnicities, and religions**.

Community centers such as Lyari General Center in Karachi serve as a beacon of hope in areas that once suffered from **violence and extremism**, providing a platform for youth to unite, celebrate diversity, and share sportsmanship. Through these centers, Karachi United is not just building **football excellence** but also creating a better future for the youth of Pakistan.

Community Centers

25,000+

Children empowered with free football clinics and mentoring

300+

Coaches and staff employed on stipends

3,000,000+

Hours Played in past 12 months

250+

Matches Played in past 12 months



EDUCATION EXCELLENCE AND LIFE SKILLS DEVELOPMENT: EMPOWERING THROUGH FOOTBALL

Karachi United is committed to the holistic development of its players. In addition to regular coaching and tactical football training, life skills sessions play a pivotal role in fostering all-around player growth. Over the past 12 months, Karachi United has intensified its focus on three critical areas: **confidence, communication, and leadership skills**. KU conducts **three weekly sessions**, each lasting **30 minutes**, facilitated by dedicated life skills trainers and experts.

The majority of players enrolled in all 12 community centers at KU come from underprivileged communities and attend public schools where access to quality education is limited. Consequently, these life skills sessions serve as a bridge, addressing the gap in players' skill development, which ultimately enhances their on-pitch performance and also makes them into more confident, empathetic individuals equipped to face life's challenges with resilience and leadership.



1,000+

Hours
invested in
Life skills
training

KU Player Development Progress Assessment

92%

Players reported a notable increase in self-confidence since participating in life skills sessions.

88%

Players attributed their improved strategic decision making skills on the pitch to the life skills training.

75%

Players reported an increase in their physical performance during matches, with better leadership qualities.



ADVANCING GENDER EQUITY THROUGH FOOTBALL



Karachi United places a special focus on increasing **women’s participation** in football. Recognizing that sports continue to be less accessible to women in many parts of Pakistan, KU is dedicated to breaking these barriers and providing women with coaching, mentorship, and opportunities to excel in the world of athletics, fostering a culture of equality and female empowerment in the realm of sports.



The majority of women engaged with Karachi United come from areas like **Lyari, Orangi Town, Manghopir**, and Gulshan, where women's participation in activities has traditionally been limited. Through KU Centers, these women receive training, breaking down barriers and offering opportunities for active participation, particularly in sports. Karachi United is playing a pivotal role in promoting inclusivity and gender equality in these communities.

12-25

Age group of females engaged in football

500+

Hours Played

200+

Females engaged iin past 12 months



CREATING INCLUSIVE COMMUNITIES WITH JUVENILE TRAINING PROGRAM



Strategic Partner

48

Juveniles
Engaged

60

Football
Sessions

120

Hours
Played

30

Life Skills
Sessions

Karachi United, in partnership with Legal Aid Society, provided free football training and life skills coaching to 48 young prisoners at the **Central Jail, Youthful Offenders (YOIS) Industrial School Karachi**. Many of these juveniles were released in 3-6 months. Karachi United has also taken initiatives to enroll the released youngsters in their Community Centers to engage in productive sports and help them become engaged members of the community.

The activities included:

- Provision of football training and coaching to juvenile prisoners
- Encouraging engagement of juveniles in external football clubs upon release

The **5-month** project included football coaching that aimed to boost the confidence and self-esteem of juveniles by adopting a **restorative** and **rehabilitative approach**.

Karachi United engaged Head Coach Abdul Waheed and Asst. Coach Muhammad Hussain. Both of these coaches have expertise in coaching disadvantaged communities and come with several years of playing and coaching experience.

After the conclusion, Karachi United engaged Juveniles in Football matches with Karachi United Old Golimar and Moin Star. These matches allowed Juveniles to participate in healthy competitions and reflect their hard work, dedication, and merit, irrespective of their juvenile background

FOSTERING HEALTH & WELL-BEING THROUGH FOOTBALL



250 Direct
Beneficiaries

500 Indirect
Beneficiaries

Collaboration with IRD Global

Karachi United partnered with IRD Global to set up a medical camp at the Orangi Town Community Center to provide basic health diagnoses, especially for **Tuberculosis**, to over **100 women** and **children**. The camp also aimed to raise health and hygiene awareness, empowering young athletes and their families to proactively safeguard their health.



Collaboration with Karachi Down Syndrome Program

Karachi United partnered with the Karachi Down Syndrome Program to promote **mental well-being**, raise awareness of Down Syndrome, and normalize sports for **differently-abled** people. KU organized an awareness session and a friendly match involving **50 KU players** and **50 children** with **Down Syndrome** to showcase the power of sports to unite people and promote inclusivity.



Collaboration with Indus Hospital

Karachi United partnered with the Indus Hospital for the "**Voice Against Tobacco**" project, training **40** young athletes to prioritize their well-being and promote healthier living in their community by advocating against tobacco use. As a result, these athletes have become champions of health and fitness, promoting a tobacco-free future in communities.



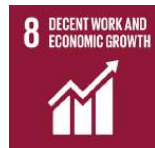
EMPOWERING THROUGH SKILLS

172

Athletes trained by LFC trained coaches under LFC TTT program

6000

Total no. individuals impacted by LFC TTT program trainers



Karachi United empowers marginalized youth to break the cycle of generational poverty through tailored football training and life skills development. By providing avenues for sports engagement and exposure to inter-school competitions, KU broadens horizons and instills aspirations for a brighter future. KU's emphasis on **coach development** ensures a sustainable approach to **poverty alleviation** within the community. These coaches become catalysts for empowerment, breaking the generational cycle of poverty and transforming into productive contributors to society.



Train the Trainer

Karachi United (KU) has taken a unique approach to youth development, working with **Liverpool Football Club (LFC)** to train coaches and athletes in the sport. In 2020, KU sent 12 coaches to Dubai for a three-day training program led by LFC. The goal? To empower young people in communities by creating employment opportunities and instilling life skills through football. Since then, KU has trained over 100 athletes and worked with other football organizations like Right to Play to expand this initiative to Quetta and Islamabad.

TTT covers five areas of player development: tactical, technical, social, mental, and physical skills. Through the Train the Trainer program, KU coaches have elevated their skills and knowledge, allowing the program's syllabus and coaching methodology to be seamlessly integrated across all their Community Centers, ensuring that the quality of coaching remains consistently high.

ESTABLISHED 12TH COMMUNITY CENTER - MANGHOPHIR, KARACHI

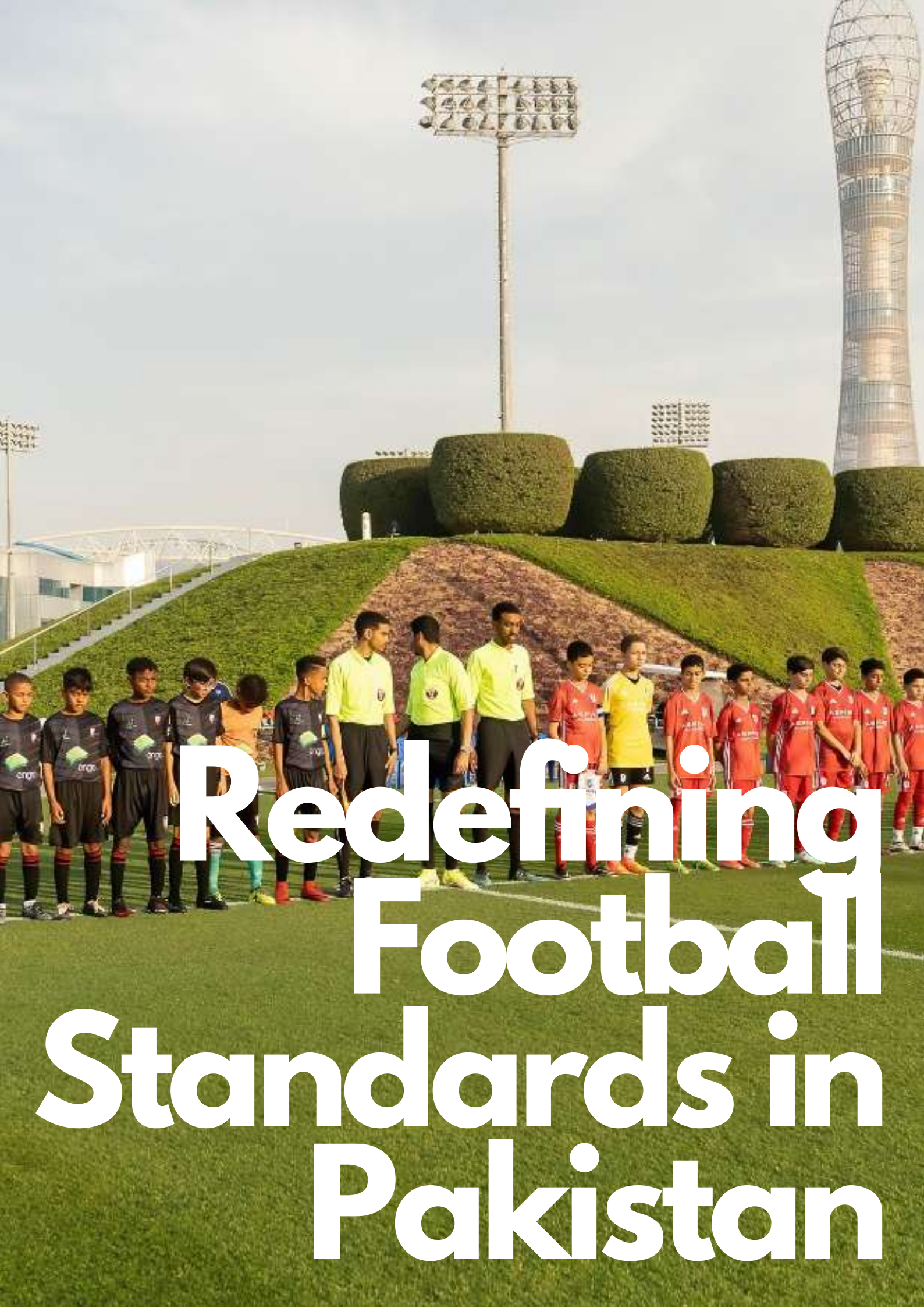


In March 2023, Karachi United opened the **12th** community center located in Manghopir, Karachi, specifically designed to cater to the needs of the **Hazara community**, who are considered a minority in Pakistan and often lack access to such opportunities.

By integrating members of the Hazara community into the center alongside other ethnic groups, such as Baloch, Sindhi, Pathan, and Punjabi, the center aims to promote **cultural exchange** and encourage interaction among diverse communities of Karachi. This helps foster unity and understanding among players sharing different races, religions, and ethnicities to coexist peacefully.

The center offers sessions designed to engage and empower the Hazara community, providing opportunities for personal growth and skill development. The center works to **reduce inequalities** and create inclusive communities through the promotion of football and life skills education.





Redefining Football Standards in Pakistan

UNPARALLELED PLATFORMS

STANDARD CHARTERED KARACHI UNITED YOUTH FOOTBALL LEAGUE



Karachi United collaborated with Standard Chartered Pakistan for the fifth **Youth Football League**, continuing a five-year legacy of community engagement. The three-month program brought together more than **1,000** young footballers, providing them with opportunities to improve their skills and participate in the competition. This event was part of an ongoing effort to encourage boys and girls to thrive through sports, engaging around 5,000 youngsters in leagues annually over the past five years.

KU has conducted **five leagues** in Karachi and one in Islamabad, uniting young people from diverse communities through sports. This shared platform offers an excellent opportunity for youth to enhance their skills and engage in constructive activities, especially youngsters who do not attend schools and belong to **neglected communities**. The event features categories of U10s, U12s, U14s, U16s for boys and a special category for Girls and Schools.

SCB League 2022 | Stats

74

Total number of
Community Teams
Participated

213

Total Matches
Played in the
League

1200+

Players engaged
in competition



KU Academy Celebrates a win with their Coach at SC-KU League '22-23



KU CEFA Center U10s Category Match Shot



Lyari Football Academy vs Social Bond Match for Girls Category at SC-KU League 22-23



KU Ladies (Champions - Girls Category) at the closing ceremony



Lyari Football Academy lifts their trophy with SC Country Head (CABM) Khadija Hashmi

UNPARALLELED PLATFORMS

ACADEMY TOURS TO QATAR ACADEMY



The Karachi United Academy team visited Aspire Academy on invitation for a friendly bilateral and tri-series. Karachi United Academy has an impeccable record at Aspire Academy, where it has consistently won against Aspire Academy – Qatar, Fenerbahce FC – Turkey by good margins, among other teams.

Karachi United values its relationship with Aspire Academy and has visited seven times for a friendly series. The trip gave KU teams an opportunity to train at fully equipped facilities and play on world-class pitches. Taking on teams from international sports academies was a far-fetched dream for some players who struggle to eat three nutritious meals a day.

This year the visiting squad comprised of under-11 and under-12 teams that played three matches each, trained at the Academy's facilities, watched a match in the local football league, and returned home with their hearts filled with hope for a future in the sport.





Academy U11s Team Photo with Coaches Aspire Tour '23



Academy U12s Team Photo Aspire Tour '23



KU Academy U12s vs Aspire Academy U12s - Pre Match Handshakes



Anus & Zaviar (Academy U11s) Pose for a Post Match Photo



Raheem puts the fight on for possession during the U12s match

UNPARALLELED PLATFORMS

KARACHI UNITED SCHOOL CHAMPIONSHIP



Karachi United School Championship once again featured 40 top school teams in Karachi vying for the right to be called the best school football team. KUSC is one of the core events staged by the club for the promotion of football at the grassroots. It serves as a forum not only for schools to showcase their combined talent but also an event from which clubs, such as KU, look to shortlist quality talent.

Set up in 2005 with the objective of providing a forum for students to play competitively in a safe and professional environment while putting the onus on schools to invest in their football program, KUSC provides a platform for students to showcase their skills and allows the opportunity to nurture and harness the best football talent at the school level. The competition has 4 categories: Senior Boys, Senior Girls, Junior Boys, and Junior Girls.

Development through years

2005: Start; longest-running football competition in Pakistan

2012: Expanded to include Senior Girls

2019: Expanded to include Junior Boys (U14)

2019: Highest participation with 124 teams competing

KUSC 2022 | Stats

65

Total number of
Schools Teams
Participated

148

Total Matches
Played in the
League

1500+

Players engaged
in competition



Activations at Whales College



Cedar vs Lyceum Pre Match Photo for KUSC 22-23'



Foundation Public School lifts up their winning trophy for the KUSC Junior Category (U13)s 22-23'



Onground Engagements on the KUSC Snr. Boys Semi-Final



Promotional visit to Dawn TV Show for KUSC 22-23 Hype



Developing
off the Field

HOLISTIC DEVELOPMENT OF ATHLETES

Sponsor A Star

To build a legacy of athletes, particularly footballers, and support its most deserving talent in areas of **health, nutrition, and education.**

Initiated in **June 2022**, the Sponsor A Star project aims to invest in the emerging talent of Karachi United at the grassroots level and transform its players into **excellent athletes, good humans, and ambassadors of society.**

Rationale

90% percent of players at Karachi United:

- Hail from lesser privileged areas,
- Study in government schools,
- Have access to only 1.5 meals per day



4

players enrolled in schools

624

Hours
Trained

4,380

Meals
distributed

Achievements

As a pilot program, Karachi United, with the support of its donors, has invested in the holistic development of **4 players**, which include the following:

- **Full-time education – providing quality education at reputable institutions**
- **Customized nutritional plan – including healthy and hygienic meals thrice a day**
- **Advanced football training (supervised by European Qualified Coaches) – at KU**



EDUCATION THROUGH COLLABORATION: SHINING BEYOND THE FIELD

Zayyan A. Karim, and Murad M. Waseem, Karachi United's stars, also thrive as students at Kiran Foundation's DCTO campus, benefiting from KU's partnership



Zayyan, and Murad, Academy players at Karachi United, have also enrolled at **Kiran Foundation's DCTO campus**. Through KU's collaboration with Kiran Foundation, players from marginalized communities receive quality education and essential skills.

These exceptional footballers earned an extraordinary opportunity: a fully sponsored 5-day orientation at Cadet College Jhang, thanks to **Next-Gen Impact's Community Engagement & Service Programme**. This initiative aims to immerse underprivileged children in discipline, academics, and sportsmanship.

Zayyan and Murad found their passion at KU and are now headed to Jhang for a transformative experience, backed by the collaboration between Karachi United and Kiran Foundation. This partnership highlights the importance of education in sports and showcases how such collaborations positively impact communities. Next-Gen Impact's initiative emphasizes the power of sports in instilling discipline and academic excellence among marginalized youth.

YOUTH COACHES VISIT TO LIVERPOOL FOOTBALL CLUB

Eschal and Yaseen's passion for football started many years ago at Karachi United, where they began honing their skills and abilities as players. They represented Karachi United in various national tournaments while working hard to improve their game. Following their involvement in the Standard Chartered KU Youth League, they also started transitioning into coaching in their community.

In February 2023, they received a life-changing opportunity to attend a coaching workshop at the Liverpool Football Academy. During this workshop, LFC shared its best practices for coaching children of different ages, abilities, and environments.

They are now replicating their approach to coaching players in Pakistan, making a positive impact in their community.



YOUTH MENTORSHIP INITIATIVE

KU has always been at the forefront of promoting sports and encouraging young athletes to excel in their respective fields. One of their key focus areas is youth mentorship, especially for women. KU understands that young girls face several barriers when it comes to pursuing sports as a career. The lack of exposure, limited opportunities, and societal pressure often discourage them from following their passion

To address these challenges, KU conducts mentorship sessions to provide young female athletes with the guidance and exposure they need to succeed in sports.

The last mentorship session engaged 50 female footballers who were passionate to make a mark in football and explore football and coaching as a career.

These mentorship sessions were conducted by Karachi United footballers who have been engaged with the organization as part of women's football team and have also represented KU at national and global forefront.

The impact of such mentorship sessions is immense. It provides young girls with the necessary exposure to the sport and helps them break down barriers and challenges they may face. Additionally, having role models who have represented the country on a national level inspires young girls to work harder and pursue their dreams with more determination.

50
aspiring
footballers
mentored
12-18
age
bracket





**Fostering
Positive Spirit**

GRASSROOT DEVELOPMENT

Open Youth Tournament

Karachi United successfully organized the 27th edition of the Open Youth Tournament, engaging over 80 teams. The three-day quarterly event allows young footballers to showcase their skills and passion for the sport. The tournament is open to all youngsters from different academic institutions, football organizations, and community organizations to participate and engage in friendly competitions.

With age-specific categories catering to players **under 11**, **under 14**, **under 17**, and **under 20**, the tournament ensures accessibility for all young individuals between 8 and 20 years old. This inclusivity fosters a nurturing environment where talent knows no bounds, allowing every participant to shine regardless of age.

At its core, the tournament's primary objective is to ignite and nurture youth involvement in football while striving to cultivate a more conducive and supportive football culture within Pakistan.



880
players

80
matches
played

80
teams
participated

Pakistan Tour

Karachi United recently took its Under 16 and Under 18 youth teams to Islamabad to play football against diverse teams and represent Pakistan. All of the participants were young athletes who had trained throughout the year, mostly school and college students aged between 15 and 18 years old.

During the tour, Karachi United played against six teams, including Kings Football Academy, Gladiators Football Academy, Highlands FC (Youth), Smurfs FC (Youth), Popo FC (Academy team), and Total Football (practice match against various teams). The tour helped young footballers improve their athletic skills and gain national-level exposure as most of the players traveled for the first time.

Parents were happy that their kids represented Karachi United nationwide and believed that this travel would enhance their children's exposure and future educational experiences.



6
teams
participated

66
players

12
matches
played

GRASSROOT DEVELOPMENT

Ramazan Futsal Cup

Karachi United organized the annual three-day event during Ramazan, the **Ramazan Futsal Cup**. The tournament attracts participants from various backgrounds and professions who engage in healthy and conducive events. The majority of the teams that participated in the event belonged to the corporate sector, providing them with an excellent opportunity to engage in football and enhance their working experience with their teams.

In addition to the football tournament, the Ramazan Futsal Cup also included a variety of other activities and entertainment options for participants and spectators alike. These included food stalls and other fun-filled events that create a festive atmosphere.

The league is an excellent opportunity for people to come together and celebrate the spirit of Ramazan while engaging in physical activity and promoting team building and camaraderie.



36
teams
participated

360
players

72
matches
played

Summer Camp

Karachi United organized an annual two-month summer camp program for children in June and July. Players from all backgrounds were welcomed to participate in and improve their football skills. Besides honing sports skills, the program also served as an excellent opportunity for players and parents to network, gain more exposure, and develop a deeper understanding of sports careers and sports ecosystem in Pakistan

The summer camp program offered a variety of activities and training sessions designed to cater to the needs of children from different age groups and skill levels. The program included daily practice sessions, friendly matches, and workshops on sports psychology, football careers, nutrition, and fitness.

Besides football coaching the core aim of summer camp is to provide a safe and inclusive environment for children to learn, grow, and have fun, and leave a positive impact on their lives.



700+
players

350
males

150
females

4-18
age group



Creating
Superstars

Success Stories

"From Club Pride to National Honor: The Inspiring Success Story of Mohibullah Afridi"



Against all odds, Mohibullah's passion and dedication for football led him to become a national player and a role model for thousands of youngsters. His journey from a KU's Community Center in Baldia town to the national team is nothing short of remarkable. This is the story of a young man who defied all odds to achieve his dreams.

Mohibullah's success story is an inspiration for all. He started his journey as a player at Baldia Center of Karachi United in 2014 at the age of 13. Based on his dedication, he was soon promoted to the Karachi United Academy team. Mohib is part of the Karachi United Pro team and has proudly represented Pakistan's national team. His journey from club pride to national honor is a testament to his hard work and perseverance. Mohibullah's success in football has empowered him and his family, as he is now financially supporting them.

Success Stories

Breaking Barriers to the National Team Mishal Bhatti

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Mishal Bhatti is a 20-year-old dynamo and a formidable force on the Karachi United (KU) women's football team. Mishal's journey with KU began just one year ago, but she has carved out an inspiring story of determination, passion, and excellence in this short span. Hailing from the vibrant neighborhood of Gulshan, Mishal is not just an active member of KU, Mishal is also a name synonymous with the Pakistan National Team. She has proudly donned the green jersey, representing her nation on three separate occasions, including an unforgettable tournament in Nepal.

Her story is a tale of breaking barriers and shattering stereotypes. In a society where women often face obstacles in pursuing a career in sports, she's a shining example of perseverance and resilience. With KU as her steadfast supporter, Michel's star will undoubtedly continue to rise, inspiring generations of women to chase their dreams, break barriers, and excel in the world of sports

Success Stories

Najeeb's Remarkable Journey: From Struggles to Coaching Success



As the eldest child in his family, Najeeb faced tough times when his father retired, leaving him to sell betel nuts to make ends meet in Lyari, a marginalized and strife-ridden area. However, football was his enduring passion, and he found solace and hope in the games at the Karachi United Community Center. His dedication caught the eye of KU coach Javed, who invited Najeeb to join the team in 2014. This marked the start of a transformative journey. From humble beginnings in Lyari, he was scouted to play for Karachi United's Men's team in 2016.

Najeeb's exceptional performance, unwavering discipline, and positive attitude made him a role model for aspiring players, not only in Lyari but beyond. Recognizing his potential, he was appointed as a coach at the Karachi United Lyari Center and has now been promoted to the KU Academy, where he's entrusted with nurturing the future generation of football talent.

Success Stories

Teaching and Playing: Muneer's Inspiring Story at Karachi United

“It's not just about the game; it's about a mindset of growth, teamwork, and adaptability. I encourage all young enthusiasts to embrace football—there's a world of learning and opportunities waiting for you” - Muneer Ahmed Baloch

My name is Muneer Ahmed Baloch, and I have been a dedicated teacher at a private school for the past 4 years. Beyond the classroom, I channel my passion into playing football. I am a proud Alumni of the Old Golimar Community Center. My association with Karachi United goes back to my formative years, and I am grateful for the mentorship received from our remarkable coach, Shaukat.

I participated in the 2017 Standard Chartered Youth League Under 16 category, which proved to be a defining moment for me. It provided not only a platform for honing our football skills but also imparted crucial life lessons in discipline and leadership. Under the guidance of our Head Coach, Shaukat, we learned invaluable lessons, enabling our team to progress to the semi-finals—a testament to the dedication and teachings we received. I took the lessons from football and applied them to push my personal development. I am now a full time teacher at a private school.



FROM THE FIELD TO YOUR SCREEN: THE DIGITAL IMPACT

Karachi United leads the charge in mobilizing youth through football, making waves of change within the community. With a robust social media community of over **200,000** football enthusiasts across platforms like Facebook, Instagram, TikTok, LinkedIn, and X, the organization harnesses the power of the social media revolution.

Through engaging content and active participation, Karachi United builds a vibrant community passionate about football. Their mission extends beyond the field; they aim to inspire and empower the youth in every online interaction.

#KarachiUnited

#FootballDevelopment

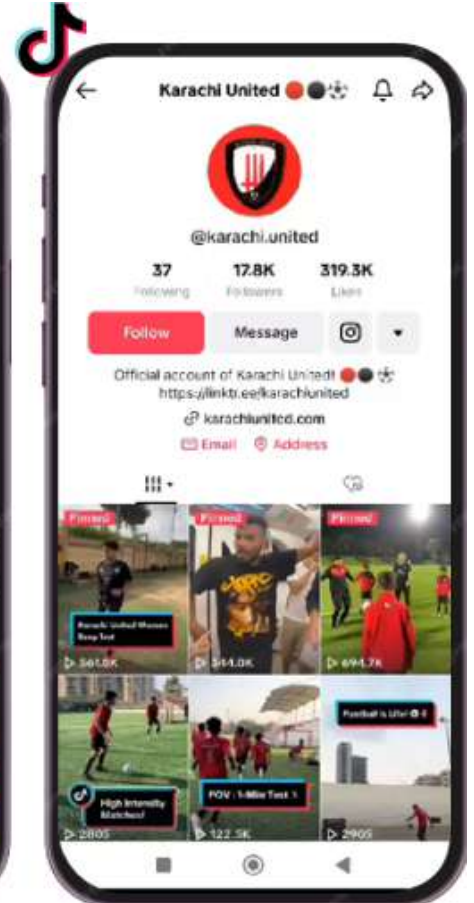
#KarachilsUnited



119,000



15,700



17,800

SUSTAINABILITY AND FUTURE PLANS

Sustainability is at the heart of Karachi United's vision. As an organization deeply committed to empowering communities and fostering excellence in sports, KU recognizes the need for long-term impact and a sustainable future.

Sustainability of Programs

All programs of Karachi United are meticulously structured to create long-lasting change. By championing youth development, addressing inequalities, and providing quality education through life skills training, our initiatives are pivotal in breaking the cycle of poverty and empowering individuals to become agents of change. The sustainability of KU's mission is deeply intertwined with the principles of **gender equality, reducing inequalities**, and providing access to **quality education**. These core values guide every aspect of the organization's work, ensuring its programs drive positive, enduring change.

Future Goals and Expansion

Karachi United's aspirations for the future are aligned with the SDGs and revolve around deepening its impact and extending its reach

- **Youth Development:** KU seeks to enhance its youth development programs, working with even younger talent and introducing the transformative power of sports to new communities.
- **Infrastructure:** Investment in infrastructure is vital, with plans for state-of-the-art Community Centers and facilities that are not only hubs for sports but also centers for quality education and empowerment.
- **Gender Equity:** KU is committed to advancing gender equality in sports, aiming to inspire and mentor more young women to pursue careers in football
- **Community Engagement:** The organization aims to strengthen its connections with communities, making football an inclusive force that transcends social and economic disparities
- **Global Outreach:** On the global stage, KU aspires to make an impact, forging partnerships and networks that enable its players to compete and learn from the best worldwide while also contributing to the global goals of peace and prosperity.

DONATION DRIVE: EQUIPPING YOUTH FOR SPORTING SUCCESS

Karachi United has been generously donating football equipment to support aspiring athletes across its 12 Community Centers, as well as affiliated schools and community organizations. These donations, including footballs, training kits, match kits, cones, bibs, tracksuits, first aid supplies, etc., are critical for nurturing sports talents, especially young football players who aspire to play regularly but lack resources.

- **Footballs**
- **Training and match kits**
- **Tower & Marker cones**
- **Football nets**
- **Air pumps**
- **First Aid Kits**
- **Water Coolers**
- **Goalposts**

24+	Total communities impacted
15,000	Football kits distributed total
1200+	Football kits distributed in 12 months
1000	Covid ration bags distributed to the community
300	Footballs distributed across 12 community centers

The procurement of these sports supplies has been made possible through various funding sources, including KU-sponsored pay-to-play programs, local and international grants, contributions from individual donors, and corporate sponsorships. By providing these essential sporting supplies, Karachi United aims to eliminate financial barriers and ensure the necessary equipment is available for training and competitions.

Furthermore, these donations have also supported the maintenance and refurbishment of the football ground to provide a conducive environment for nurturing football talents and encouraging youth participation in various sporting activities. Additionally, KU places a strong emphasis on enhancing the skills and capabilities of these young athletes through coaching sessions aimed at improving their tactical abilities, imparting valuable life skills, and creating a supportive atmosphere that fosters holistic personal growth.

To support KU initiatives in driving a change [click here](#)



Uplift A Community Through Football

Football can change individuals AND communities. Using sport for development, we engage 1000 children - boys and girls - in a year-round community outreach football program where we provide free coaching....

GlobalGiving

MOMENTS AND HIGHLIGHTS

KARACHI UNITED MET PRINCE AND PRINCESS OF WALES TO SHOWCASE THE POWER OF SPORTS IN COMMUNITY DEVELOPMENT

A proud moment when Karachi United was invited as part of a delegation to meet the Prince and Princess of Wales during their visit to Pakistan. The aim of the meeting was to demonstrate the power of sport in community and youth development. The delegation was led by Program Manager Talib Hussain, along with participants from Old Golimar Community Center who interacted with the Prince and Princess of Wales. This was an excellent opportunity for Karachi United and its youth to explain their purpose and mission, which is to use football as a tool for positive social change.



MOMENTS AND HIGHLIGHTS



Karachi United partnered with Coca-Cola during the FIFA World Cup Trophy Tour that landed in Pakistan on a whistle-stop tour of the world.



Mikael Silvestre visited Karachi United Academy to review Talent Development Programs



MOMENTS AND HIGHLIGHTS



Karachi United and KU women's team met legendary footballer Michael Owen at sports for development seminar hosted by British Council



KU Directors met the Pakistani Consul General in Qatar during visit to Aspire Academy to discuss developing talent from underserved communities



KU Director Imran Ali met London Mayor Sadiq Khan at the DOSTI Program culmination event organized by the British Council



KU Hosted Aldershot Football Club Chairman Shahid Azeem at KU Stadium to Develop Relationship with Aldershot Town Football Club

OUR PARTNERS



CONCLUSION

Karachi United is dedicated to promoting excellence in sports and development in Pakistan. Over the past year, the organization has impacted over 5000 players, reaching out to communities and empowering youth through football. From training over 1,000 young individuals in football and equipping them with valuable life skills to expanding Community Centers and advancing gender equality, KU has become a beacon of positive change in Pakistan. Through our Academy, designed to nurture talent and instill a vibrant football culture, we have set a precedent for excellence.

One of the organization's key initiatives is its commitment to inclusivity and community involvement. KU has made a conscious effort to reach out to underprivileged communities, providing access to opportunities that would otherwise be unavailable. This includes establishing Community Centers in low-income areas and scholarships and financial assistance for those who cannot afford training.

Karachi United has also been a trailblazer in promoting gender equality, recognizing the importance of providing equal opportunities for both genders. The organization has provided girls with the necessary resources and support to excel in football, ensuring they are not left behind in the pursuit of their dreams.

The positive impact of Karachi United's efforts extends far beyond sports, with the organization's work having a ripple effect on the wider community. By instilling values such as dedication, hard work, and teamwork in its young athletes, KU has helped create a generation of empowered individuals poised to impact their communities positively and beyond.

As Karachi United looks to the future, it is clear that the organization will continue to be a driving force for positive change in Pakistan. Through its unwavering commitment to excellence, inclusivity, and community involvement, KU will continue to inspire and empower individuals, leaving a lasting legacy of positive change through sports.



At Karachi United, our journey of empowerment and impact is ongoing. As we set our sights on the future, we envision a world where football becomes a vehicle for lasting positive change. Together, we will continue to champion excellence, equality, and opportunity, holding the promise of a brighter and more inclusive future for all.

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