

# ANNUAL REPORT 2023-2024



**KARACHI UNITED**





# ACKNOWLEDGEMENTS

We extend our heartfelt gratitude to all individuals, organizations, and partners who have played a crucial role in supporting Karachi United's mission. Your unwavering commitment has been instrumental in using football as a tool for development, empowering young athletes, and fostering positive change in communities.

We acknowledge and thank:

- Our dedicated players and coaches for their passion, discipline, and relentless efforts in driving our programs forward.
- Our valued partners and sponsors whose support has enabled us to expand our reach and deepen our impact.
- The parents and families of our young athletes for their trust, encouragement, and belief in our vision.
- Local communities and schools that have welcomed and collaborated with us, strengthening our shared mission.
- Our volunteers who have selflessly dedicated their time and energy to assist in various initiatives

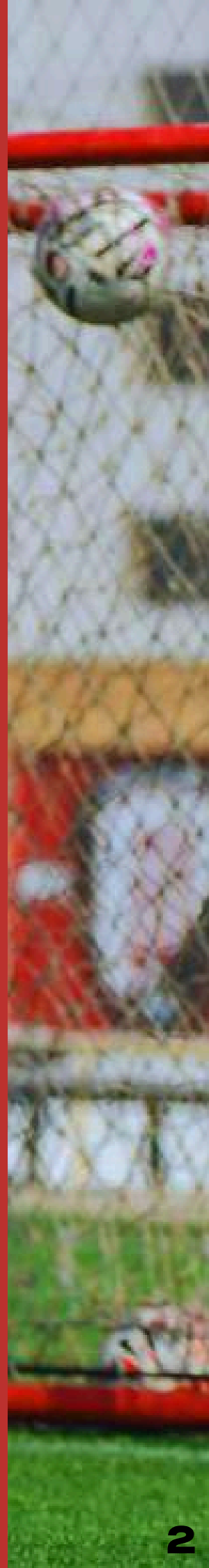
Over the past year, Karachi United has continued to grow, reaching more young athletes and broadening its impact. In 2023-2024, we successfully:

- Increased participation in our football and development programs by providing more opportunities for young players across Karachi.
- Expanded our Community Centers to new areas, ensuring access to football, education, and life skills training for underserved communities.
- Strengthened our women's and girls' football initiatives, breaking barriers and fostering inclusion in sports.
- Enhanced our focus on employability, mental health, and leadership development, ensuring holistic growth for our youth.
- Continued our partnerships with international clubs and organizations, opening new avenues for young athletes to learn and grow

As we move forward, we remain committed to innovation, excellence, and community development through football. This report reflects the collective efforts of everyone involved in Karachi United, and we deeply appreciate your contributions. The journey continues - together, we change lives.

# TABLE OF CONTENT

- 4 Executive Summary
- 8 Who We Are
- 9 Values & Objectives
- 10 Karachi United at Grassroots
- 23 Unparalleled Platforms
- 27 Partnerships & Networks
- 33 Flagship Events & Tournaments
- 40 Creating Role Models
- 45 Conclusion and Way Forward



# KARACHI UNITED OVERVIEW PART 1



---

## EXECUTIVE SUMMARY

Karachi United remains at the forefront of driving positive change through football, leveraging sport as a powerful medium for empowerment, inclusion, and community development. Over the past year, the organization has impacted the lives of over 5,000 young people, providing not just professional football training but also fostering critical life skills like leadership, teamwork, and resilience.

Through dynamic grassroots events, community-based programs, and collaborations at both national and international levels, Karachi United has cultivated talent while nurturing a strong football culture that connects individuals across socio-economic divides. Its initiatives are grounded in the principles of sustainability and closely aligned with the United Nations Sustainable Development Goals, ensuring that efforts create meaningful, long-lasting impact.

The organization's vision goes beyond the pitch, aiming to provide a comprehensive environment that supports the growth of young individuals in all areas of life. By building community pride and a sense of belonging, Karachi United is helping to shape not just skilled athletes, but future changemakers committed to a more inclusive and equitable society. Each year, the organization's unwavering dedication reinforces its role as a transformative force in Pakistan's football ecosystem.

By championing gender equality, expanding access to opportunities, and fostering deep community engagement, Karachi United continues to break down barriers and leave a lasting legacy of inspiration and empowerment for future generations.



# LEADERSHIP & DRIVING FORCE



Talib Hussain  
Deputy General  
Manager



Khurram Khan  
Stadium & Events  
Manager



Anwar-ul-Haq  
Community  
Coordinator



Rameez Imtiaz  
Finance  
Manager



Asad Essa  
Youth Program  
Manager



Omer Quershii  
Finance  
Executive



Waseem Ullah  
Youth Program  
Coordinator



Faizan Liaquat  
Youth Program  
Asst. Manager



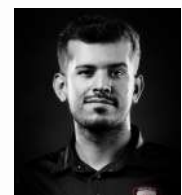
Bilal Akram  
Stadium  
Coordinator



Shaikh Hamdan  
Men  
Head Coach



Saima Baig  
Women  
Coordinator



Sameer Ahmed  
Community  
Coordinator



Najeeb Ullah  
Academy Asst.  
Coach



M. Hussain  
Academy  
Asst. Coach



Nabeel Ahmed  
Academy  
Asst. Coach



Misbah Rasheed  
Asst. Manager  
Community



Daniyal Naeem  
Men  
Asst. Coach



Shahnawaz Gul  
Women  
Asst. Coach



Ahmed Khan  
Business Dev.  
Manager



M. Hassan  
Marketing  
Executive



Meer Sohrab  
Men  
Goal Keeping Coach



Taha Alizai  
Director  
Football



Imran Ali  
Director Youth &  
Community



Ali Ata  
Director Business  
Development

## VALUED SUPPORT OF BOARD OF TRUSTEES

**Furkan Ali**

**Nida Riaz Khan**

**Nighat Fatima  
Asad**

# BEYOND THE GAME: KARACHI UNITED'S REACH AND RESULTS



**5,000** Players Engaged



**300** Days of Matches & Events



**200+** Females Engaged in Football



**150+** Days of Life Skills Training Sessions

# KARACHI UNITED AWARD WINNING PROJECTS

## KU wins KHI Awards thrid time in a row

Karachi United has once again been recognized for its outstanding contribution to community development through sports, winning the **K-Electric Karachi Award** for the third consecutive year.

This year, Karachi United triumphed in two categories: Empowering Women and Sports.



**“Our main aim is to create a community of football lovers that hail from the cities or slums and improve the quality of football in Pakistan. The recognition received by KE KHI Awards is very important in motivating us to keep going forward. Football is a poor man’s sport that works with teamwork and collaboration. Karachi is a melting pot city and this kind of collaboration can only spread love and harmony.”** **Ali Ata, Director Development of Karachi United**

## Winning categories

- Empowering Women
- Sports



# WHO ARE WE?

Founded in 1996, Karachi United is a multi-tiered football club and social enterprise with a mission to elevate football in Pakistan while using sport as a vehicle for community development. Inspired by the models of top global clubs, KU blends professional training with grassroots outreach, focusing on youth development, mentorship, and civic engagement.

Karachi United has grown into a national leader in Football for Development — nurturing local talent, strengthening communities, and reviving the true spirit of sport.

Through world-class training programs, inclusive community centers, and strategic partnerships, Karachi United has opened new pathways for thousands of youth — helping them build life skills, pursue careers in sports, and become agents of positive change in their communities.

## We aim to

make **Karachi United** a recognized **global leader** in football

## 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.

## We aspire to

to make **Karachi United champions of Pakistan** and to represent our country in the global football arena.



# CONTINUING FOOTBALL EXCELLENCE IN PAKISTAN

## VALUES



### HONESTY

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



### RESPECT

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



### DISCIPLINE

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



### COURAGE

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



### 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.

## OBJECTIVES

### FOOTBALL EXCELLENCE

- Coaches Accreditations
- Academy
- Men and Women Teams

### GRASSROOTS DEVELOPMENT

- Youth Program
- School Championship
- Youth Competitions

### COMMUNITY DEVELOPMENT

- Community Centers
- Education & Health Collaborations
- Community Events



# KARACHI UNITED AT THE GRASSROOTS PART 2



# KU COMMUNITY CENTRES IN INNER CITY AREAS

# 12

## FREE-OF-COST FOOTBALL CLINICS IN UNDERSERVED AREAS



# ADVANCING THE SUSTAINABLE DEVELOPMENT GOALS THROUGH GRASSROOTS DEVELOPMENT MODEL

In the past year, Karachi United's 12 Community Centers have provided free football training and life skills education to over 1,000 youth aged 4 to 25.

Located in underserved communities, these centers offer a safe, structured alternative to street life – helping steer children away from drugs, gangs, and crime. Players not only receive quality coaching, but also attend weekly life skills sessions that build confidence, communication, and leadership.

**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

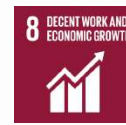


No Poverty



Peace and Justice





# FOOTBALL AND PHYSICAL EDUCATION: SHAPING FUTURES

Karachi United conducts regular **football coaching** sessions at 12 community centers, engaging 600 kids aged 5-18 from **underserved communities**.

These youngsters participate in **90-minute** sessions held three times a week, providing them with **structured physical education, football training, and mentorship opportunities** that are often lacking in their communities.

By using football as a catalyst, Karachi United seeks to improve **living conditions** and create **new opportunities** for children and young people from underserved communities, empowering them to aspire for a better future both on and off the field.

## Community Football Impact – Key Stats

**600+** players engaged across 12 community centers

**2000+** hours of coaching delivered each month

**200+** community members attend as spectators regularly

**1500+** matches held to boost community engagement

Over **18,000** individuals from underserved communities benefit each year from football coaching, monthly matches, and community engagement at **12 Centers of Excellence**. This includes 600 active players, their families, friends, and local spectators.



# KARACHI UNITED ENGAGEMENT ANALYSIS



Community Centers	Boys	Girls
Mangophir Center	60	23
Baldia Center	48	
Orangi Center	64	27
Old Golimar Center	49	
Lyari General Center	56	
CEFA Center	60	25
Malir Center	65	
Mauripur Center	65	
Shireen Jinnah Center	69	
Ibrahim Hyderi Center	64	
<b>TOTAL</b>	<b>600</b>	<b>75</b>

Karachi United's Community Centres operate out of **low-income** areas of Karachi, including Lyari and Malir that have a long history of producing footballers over decades despite being beset with violence and crime.

Through continuous efforts to involve the community in sports, Karachi United has successfully connected with over 500+ emerging players across 12 community centers by leveraging football and football-for-development initiatives.

These programs are designed to enhance not only physical fitness but also vital life skills such as teamwork, leadership, and resilience among youth in disadvantaged areas.





# COMMUNITY ENGAGEMENT AND FOOTBALL EDUCATION PROGRAM ANALYSIS

Karachi United's engagement analysis shows that:

- Most children are from low-income families with limited access to education, healthcare, and safe play areas.
- Many families consist of **6 to 8 members**, with **169 households** having **7 or more**, causing financial strain.
- This highlights the necessity for accessible community-based sports and development programs.

## Fathers often work in informal, low-wage jobs such as:

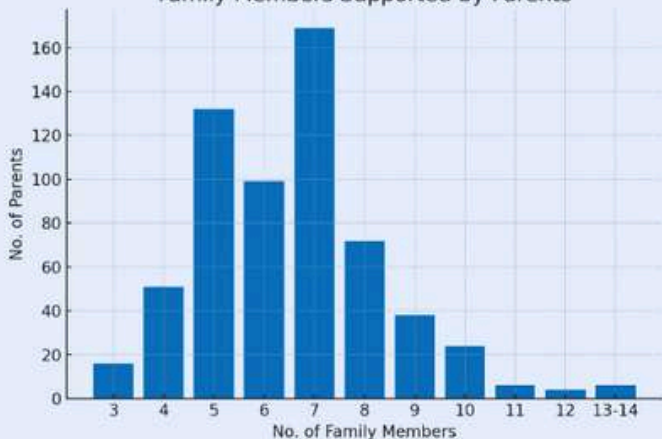
- 🏠 Laborers
- 🚗 Drivers
- 🐟 Fishermen
- 🛵 Delivery riders

These roles are physically demanding, insecure, and yield monthly incomes ranging from PKR 10,000 (\$36) to PKR 40,000 (\$134)

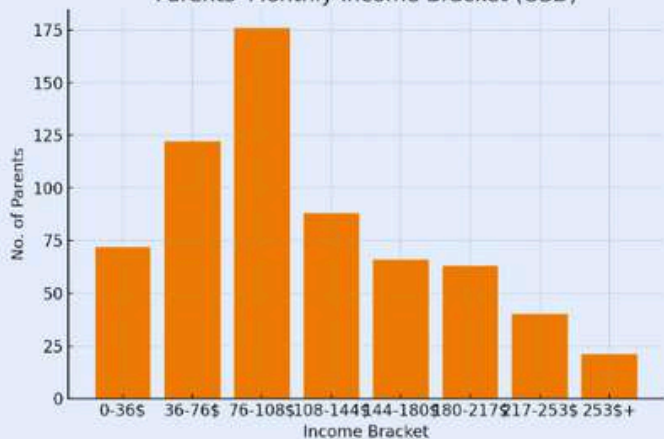
## Karachi United's Football for Development program offers:

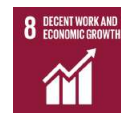
- ⚽ Free football coaching
- 🧠 Life skills training (confidence, leadership, resilience)
- 🛡️ Safe spaces for play, learning, and emotional growth
- 👥 Community-building through local coaches and stakeholders

Family Members Supported by Parents



Parents' Monthly Income Bracket (USD)





# BUILDING FUTURES: KARACHI UNITED'S LITERACY AND CREATIVE PROGRAMS

Karachi United has been actively promoting education and literacy alongside football as part of its grassroots development model.

This year, KU launched a structured **Arts and Literacy Engagement Program**, beginning at the Lyari Community Center.

The initiative will expand across all 12 centers, aiming to make education a core and consistent component of every child's development journey alongside sport.

## Initiatives

- **Essay Competition:** Participants explored their passion for football through writing, covering themes such as their sports experiences and football heroes.
- **Drawing Competition:** The drawing competition focused on football-related themes, encouraging players to express their love for the game through art

## Key Stats – Literacy & Arts Engagement Program

**50** participants engaged in KU's literacy & creative arts activities

Age group: **5-15 years**

Education level: Primarily students from 1st to 8th grade

Focus areas: Reading, writing, essay expression, and art-based learning



# CHALLENGING STEREOTYPES: WOMEN'S HEALTH AND WELL-BEING IN FOCUS



Karachi United launched a **Health and Wellness Program** for female family members of players at Old Golimar Community Center. The program focused on reproductive health, emotional well-being, and hygiene, promoting awareness and support within the community.

By connecting **health education** with **football development**, KU reinforces the importance of physical well-being for both players and their families, contributing to stronger communities and better athletic performance.

**“The health session at Karachi United taught me how taking care of my own health helps me better support my child’s football journey. A healthy mother means a stronger family on and off the field.” - 39 years old mother**



# PROMOTING HEALTH AND WELL-BEING THROUGH FOOTBALL

## Karachi United and Indus Hospital: A Collaborative Effort for Community Health

Karachi United and Indus Hospital have partnered for the FRESHAIR4Life initiative to reduce tobacco and air pollution exposure among disadvantaged adolescents. The initiative focuses on tailored interventions for non-communicable diseases through research and community engagement, empowering youth with knowledge for healthier lifestyles.



### Focus Areas

- Strategies to reduce adolescent tobacco use
- Initiatives to minimize air pollution in vulnerable communities
- Community involvement through football awareness efforts
- Research and action for disease prevention via sports

**“Strong lung health is essential for all individuals, and is especially important for young athletes, as their health directly affects their ability to perform”.- Taha Alizai, Director Karachi United**



Karachi United and the Indus Hospital & Health Network celebrated World Lung Day by hosting a friendly football match with the Kiran Foundation. This event aimed to raise awareness about lung health and encourage a healthier community.

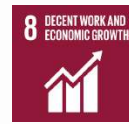
# ENVIRONMENTAL & COMMUNITY ENGAGEMENT HIGHLIGHTS



Karachi United promotes environmental activism by organizing tree plantation drives at its community centers, particularly in areas affected by the climate crisis. These initiatives raise awareness, engage youth, and foster community participation through collective action for sustainability. By integrating environmental education with on-ground activities, KU empowers young people to take ownership of their surroundings and become advocates for climate resilience in their neighborhoods. These efforts also contribute to building greener, healthier public spaces for all.

**“Seeing the players engage in the tree plantation drive was inspiring. Activities like this teach them responsibility on and off the field, showing that they can make a real difference in their community.”- KU community coach**





# LIFE SKILLS SESSIONS: TRANSFORMING YOUTH THROUGH HOLISTIC DEVELOPMENT

## Nurturing Confidence and Leadership Through Life Skills Training

Karachi United conducts regular **life skills sessions** across its 12 community centers, engaging 600 young players three times a week.

These sessions are designed to equip youth from **underserved communities** with crucial skills in **confidence, communication, and decision-making**—capabilities often overlooked due to the poor quality of education in their schools.



### Program Highlights

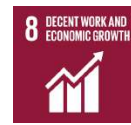
**600**  
players

**1,800**  
sessions

**1,000+**  
hours of life skills  
training

**12 centers**  
Enrollement





# ADVANCING GENDER EQUITY THROUGH FOOTBALL

## Women’s Football Coaching: Breaking Gender Stereotypes

Karachi United is pivotal in promoting gender inclusivity by providing coaching, mentorship, and life skills development in areas where women’s participation in sports has traditionally been minimal. These efforts are changing perceptions and fostering a culture of equality, both on and off the field, as women take on active roles in sports and leadership.

Karachi United empowers women from traditionally limited areas like Lyari, Orangi Town, Manghopir, and Gulshan by providing training through KU Community Centers. This initiative breaks barriers and promotes active participation in sports, fostering inclusivity and gender equality within these communities.



## Program Highlights

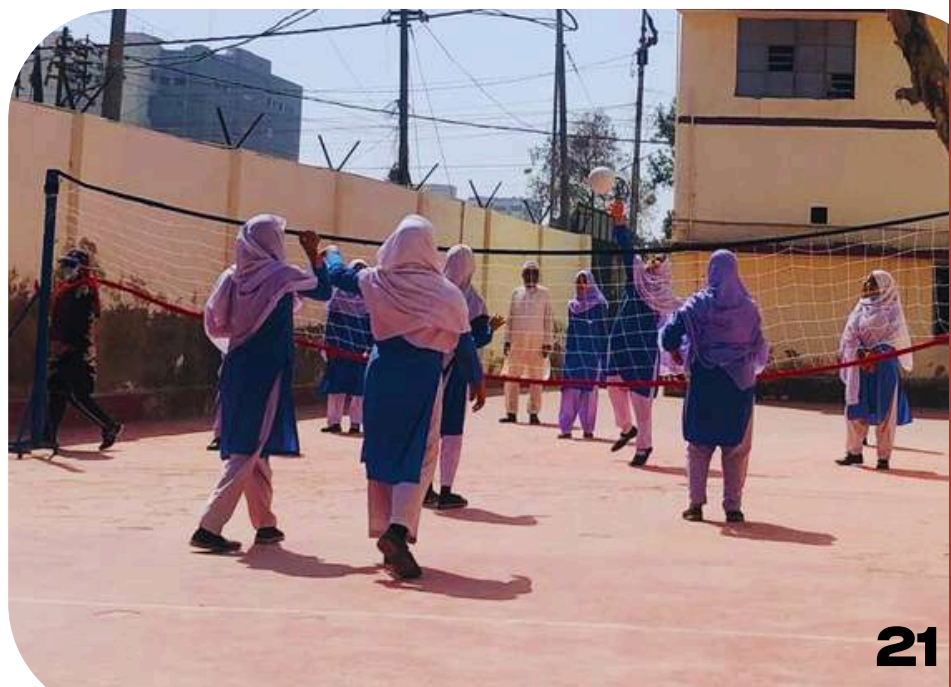
**250**  
women trained annually

**5000+**  
women enrolled to date

**2000+**  
total training hours delivered

**90**  
minute sessions per training module

**3x**  
indirect reach — impacting families, friends, and broader community





# KARACHI UNITED YOUTH DEVELOPMENT INITIATIVES



## Talent Ambassador Program: Storytelling Workshop by Irfan Junejo

As part of the Karachi United School Championship, Ambassadors enhanced their storytelling skills in a workshop led by Irfan Junejo. He emphasised the importance of authenticity and passion, encouraging participants to find their unique voices and draw from personal experiences.



## Karachi United School Brand Ambassador Program

Karachi United initiated the School Championship Brand Ambassador program to train aspiring athletes from different schools in promoting football culture in Pakistan. The program included workshops on public speaking, teamwork, and sportsmanship, equipping ambassadors to confidently embody the championship's spirit and values.



## Karachi United Youth Mentorship Workshops

Volunteers from Standard Chartered have conducted mentorship sessions during Karachi United Youth Football League, sharing personal stories of overcoming challenges. These sessions empowered participants with confidence and highlighting the positive impact of corporate partnerships on community development.



## Celebrating Children's Day: Empowering Young Athletes through Exposure Visits

Players from the Standard Chartered Karachi United Youth League visited SCB's head office for Children's Day, gaining insights into the corporate world and seeking mentorship. They learned about various career paths, the significance of education, and the value of hard work, perseverance, teamwork, and community support in achieving their goals.

# UNPARALLELED PLATFORMS PART 3



# KARACHI UNITED DUBAI TOUR 2024: A JOURNEY OF GROWTH AND ACHIEVEMENT

Karachi United took a youth team tour to Dubai from **February 1-5, 2024**, with 33 players and staff. They played matches against prestigious academies like FC Barcelona Academy Dubai and underwent rigorous training with expert coaches. The trip offered athletes valuable international experience and allowed them to explore Dubai's culture, enhancing teamwork skills. The tour concluded with a celebratory ceremony in Pakistan, recognizing participants' dedication and progress, making it a memorable experience.

The Dubai tour offered the Karachi United Youth squad a valuable training experience with expert coaches from Go Pro Academy. The young athletes impressed with their skills and dedication, creating an atmosphere of mutual respect.

A post-training discussion further strengthened the bond between players and coaches, showcasing the idea that football transcends borders.





# KARACHI UNITED ACADEMY'S QATAR TOUR: DEVELOPING YOUNG TALENT AT ASPIRE ACADEMY

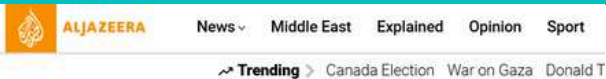
Karachi United Academy embarked on a five-day tour to **Aspire Academy in Qatar** from **September 30th to October 6th 2023** showcasing the talent of its Under-12 and Under-13 teams. This visit marked another milestone in their ongoing partnership, providing players the invaluable experience of competing against international teams.

Karachi United has a strong history at Aspire Academy, having won bilateral series and tri-series events, including victories against **Aspire Academy** and **Turkish club Fenerbahce FC**. This partnership continues to open doors for Karachi's youth, inspiring them with opportunities that build hope and motivation for a brighter future in football.

## Under 12 & Under 13 Category – Performance Overview

-  Total Participants: **26** players
-  Total Matches Played: **6**
-  Wins: **2**
-  Draws: **3**
-  Losses: **1**

**“When I played in my neighbourhood, I missed out on so many goals because the ball would bump over holes and rocks littered across the ground,” - Sanjar Qadir, KU player during ALJAZEERA interview**



“These pitches are so smooth and well looked after. When we pass the ball, it act glides across,” a beaming 11-year-old Qadir told Al Jazeera after the hard-fought

KU's 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 fc league, and returned home with their hearts filled with hope for a future in the s



Karachi United's Sanjar Qadir was all smiles after scoring the winning goal for his team [Sorin Furcoi/Al Jazeera]



## BRIDGING BORDERS: KARACHI UNITED AND SWINDON TOWN FC COLLABORATION

Karachi United FC partnered with **Swindon Town FC**, one of the **UK's leading football clubs**. This partnership, facilitated by **Prospect Pakistan**, marks a significant milestone in Karachi United's journey to bring **international standards to Pakistani football**.

This collaboration is part of Karachi United's broader mission to bring football excellence to Pakistan, providing local athletes and coaches with the tools they need to succeed at the highest levels.

### Objectives of the Partnership:

- **Coaching Development:** Swindon Town FC will provide expert workshops to enhance Karachi United's coaching with modern techniques
- **Player Pathways:** Karachi United players will access exchange programs, scouting opportunities, and training camps at Swindon Town FC
- **Best Practices Exchange:** Both clubs will regularly share insights on club management, player development, and community engagement
- **Cultural and Sports Diplomacy:** The partnership will strengthen UK-Pakistan ties, fostering mutual understanding through football.

### Swindon Town FC's Vision for Collaborative Growth

**"We are excited to work with Karachi United, a club that shares our values and enthusiasm for youth development. This partnership will enable us to share football program ideas, coach development strategies, and insights into various disciplines including strength and conditioning, medical care, and performance psychology." — Alex Pike, Academy Manager, Swindon Town FC**



# PARTNERSHIPS & NETWORKS

## PART 4



## KARACHI UNITED PARTNERS WITH TURKISH COOPERATION AND COORDINATION AGENCY (TIKA)

In a meaningful collaboration, Karachi United partnered with **Turkish Cooperation and Coordination Agency (TIKA)**, to host an **iftar dinner** and **Eid gift distribution ceremony** for orphans and special needs children in Karachi.

This event, held during the month of Ramadan, brought together around **150 children** and representatives from **20 local NGOs**, creating a space for community support and celebration.

### Connecting Football and Community Development:

Karachi United's ongoing efforts, both on and off the field, demonstrate the powerful role **football** plays in building **inclusive communities**.

The collaboration with TIKa reflects the club's broader mission to use football as a platform for empowering youth and promoting **social change**.



### Impact of the Initiative

**Participants Engaged:** 150 children from underserved backgrounds and representatives from 20 local NGOs participated in the event

**Community Outreach:** By partnering with TIKa, Karachi United strengthened its ties with local organizations, emphasizing its role not just in football development but in holistic community upliftment.

**Football and Social Inclusion:** The event underscored the role of football as a catalyst for inclusion, where sports and social initiatives can work together to provide emotional and social support to the most vulnerable.

# KARACHI UNITED PARTNERS WITH NATIONAL COMMISSION OF HUMAN RIGHTS TO SUPPORT WOMEN

Karachi United joined hands with **National Commission for Human Rights (NCHR)** as implementing partners and spearheaded an initiative aimed at empowering **women and girls** through a unique four-month sports-related human development program, "**Empower Her.**" The project, part of the **Canada Fund of Local Initiatives**, centered on involving **marginalized communities** in **football** to promote **social inclusion** and cultivate leadership skills.

## Train The Trainer

KU held a Train the Trainer program in Karachi and Quetta to empower aspiring football players with coaching skills and financial independence. The workshop had **28 participants** in **Quetta** and **35** in **Karachi**, featuring Provincial Sports Minister Nawabzada Mir Jamal Khan Raisani as the chief guest.

## Key Activities:

- The Trainer Program
- Football Coaching Program
- Futsal Tournament
- Advocacy Campaign



## INTER MILAN VISIT TO KARACHI

Karachi United welcomed Italian Consul General Mr. Danilo Giurdanella and Inter Milan's Director Mr. Gianluca Cameruccio, marking a key step in **building international football connections and enhancing youth football** development in Pakistan.

After visiting Karachi United, Italy's Consulate General, Mr. Danilo Giurdanella, invited KU to an event honoring Inter Milan's Director, Mr. Gianluca Cameruccio. The gathering included leaders from sports, business, media, and academia, as well as Sindh's Caretaker Sports Minister, Dr. Junaid Ali Shah, to celebrate and promote the spirit of sports in Pakistan.



## HONORING CANADIAN HIGH COMMISSION AT KARACHI UNITED

Karachi United honored Canadian High Commissioner Ms. Leslie Scanlon in an initiative promoting **women's empowerment** through sports, in collaboration with the National Commission of Human Rights. Her visit emphasized **inclusiveness, gender equality, and opportunities** for female athletes. Scanlon participated in drills, showcasing her support for women's empowerment and the importance of creating spaces for girls to develop skills and foster community.



## KARACHI UNITED PARTNERS WITH ABBOT

Karachi United has teamed up with Abbott's nutrition initiative to support underprivileged children by providing essential nutrition and football training. This partnership guarantees that children receive the vital nourishment necessary for their growth and development.

By aligning Abbott's health focus with Karachi United's community upliftment mission, they aim to create a healthier future for youth through sports and learning.



## KARACHI UNITED PARTNERS WITH THECOACH360

Coach360 has officially partnered with the **Karachi United Women's Team**. This collaboration is focused on empowering young female athletes who are passionate about playing football both locally and internationally, with the ultimate goal of representing Pakistan on a global scale.

Through Skills360 Pakistan, players will have access to continuous training and development programs designed to improve their skills. Having previously collaborated on the Boys' Academy's tour to Qatar, Coach360 has demonstrated a strong dedication to advancing women's football and promoting gender equality. KU sincerely appreciates their support!





## BRITISH DEPUTY HIGH COMMISSION - KU: PARTNERING FOR CROSS-CULTURAL UNDERSTANDING AND LEADERSHIP

The British Deputy High Commission celebrated the **40th anniversary of Chevening** in Karachi with an exciting football and networking event. The match showcased teams representing the British Deputy High Commission and the esteemed Chevening Alumni also featuring players from the KU Womens team.

This event celebrated not only the Chevening program's four decades of supporting academic excellence and cultivating future leaders but also highlighted the role of physical sports in building community and camaraderie. The match was filled with energy, passion, and friendly competition, making it a memorable way to honor 40 years of academic and cultural exchange.



# FLAGSHIP EVENTS AND TOURNAMENTS PART 5



# 6TH STANDARD CHARTERED KARACHI UNITED YOUTH FOOTBALL LEAGUE





## 6TH STANDARD CHARTERED KARACHI UNITED YOUTH FOOTBALL LEAGUE: A CONTINUING LEGACY OF YOUTH EMPOWERMENT

### School Championship Impact – Key Stats

**180**

girls competed, promoting inclusivity in sport

**1,100+**

total participants across 6 major locations

**206**

matches played, fostering competition and team spirit

**3000+**

hours of football engagement

**6**

locations: Khyber Muslim Ground (Baldia), Old Golimar, Jam Eleven Ground (Malir), Karachi United Clifton, and Kakari Ground (Lyari)

In October 2023, Karachi United launched the **sixth edition of the Standard Chartered Karachi United Youth League**, a flagship community programme aimed at promoting sports amongst children. The objective of the SC KU Youth League is to provide a platform for football teams from across the underserved areas of Karachi to come together, break barriers and inculcate the spirit and culture of sport and competition amongst children of the community. Initiated in **2017**, the program has supported over **5000 children** through sports.



"We are delighted to share that together with our partners, over the five year period the SC KU league experience has positively impacted over 5000 children with not just football but also coaching in life skills, team work and other areas of life in general. - Rehan Shaikh, Chief Executive Officer, Standard Chartered Pakistan

# KARACHI UNITED SCHOOL CHAMPIONSHIP



# KARACHI UNITED SCHOOL CHAMPIONSHIP 2024: NURTURING GRASSROOTS FOOTBALL IN EDUCATIONAL INSTITUTIONS

## A Platform for Talent Development

The Karachi United School Championship (KUSC) is a tournament featuring multiple schools competing against each other. The **19th season** took place from **December 20, 2023**, to **January 28, 2024**, with **84 teams** participating. As a core event of Karachi United, KUSC promotes grassroots football, offering school children a competitive platform to showcase their talent.

Established in **2005**, KUSC aims to create a safe, professional environment for students to compete in football while encouraging schools to invest in their programs. It provides a platform for showcasing talent across four categories: **Senior Boys, Senior Girls, Junior Boys, and Junior Girls.**

## Historical Overview

<b>2005</b>	First KUSC Edition
<b>600</b>	School teams engaged
<b>9000</b>	Players participated across all editions
<b>2048</b>	matches played
<b>2500</b>	hours of football delivered
<b>400,000+</b>	indirect beneficiaries, including students, families, and school communities

## 19th Season (2024) – Key Highlights

**19th**  
Season

**84**  
Teams Participated

**1,262**  
Players Engaged

**830**  
Boys

**166**  
Matches Played

**120+**  
Hours of Football

**432**  
Girls

**300,000+**  
Indirect Beneficiaries



# OPEN YOUTH TOURNAMENT



# OPEN YOUTH TOURNAMENT- DEVELOPING FOOTBALL TALENT AMONGST YOUTH

Karachi United's Open Youth Tournament brings together aspiring young talents aged 8 to 20 who compete in various categories and converge to showcase their sports skills! All budding beginners and seasoned competitors compete in their respective categories.

Karachi United successfully hosted the **24th to 27th editions of the Open Youth Tournament** engaging over **70 teams**, inviting youth from various academic institutions, football clubs, and community groups to participate in friendly matches across age categories: under 11, under 14, under 17, and under 20. The tournament aims to foster youth involvement in football and promote a supportive football culture in Pakistan.

## OYT Highlights

**829**

**Players engaged in total**

**2,000+**

**Matches played across programs**

**90+**

**Teams participated**

**2,000+**

**Indirect Beneficiaries**

<b>24th Edition (October 2023)</b>	<b>25th Edition (December 2023)</b>	<b>26th Edition (March 2024)</b>
<u>Under 11:</u> <b>79 players, 18 matches</b>	<u>Under 11:</u> <b>50 players, 15 matches</b>	<u>Under 11:</u> <b>61 players, 19 matches</b>
<u>Under 14:</u> <b>128 players, 43 matches</b>	<u>Under 14:</u> <b>80 players, 19 matches</b>	<u>Under 14:</u> <b>114 players, 47 matches</b>
<u>Under 17:</u> <b>160 players, 72 matches</b>	<u>Under 17:</u> <b>97 players, 37 matches</b>	<u>Under 17:</u> <b>60 players, 19 matches</b>



# CREATING ROLE MODELS PART 6



# SUCCESS STORIES

## Abdul Ghani: From Lyari's Streets to the International Football Arena

My name is Abdul Ghani, a 17-year-old footballer from Lyari General Center, training with Coach Sir Wajid. Starting at U12, I became a national player in U16, representing Pakistan against teams like Maldives and Bangladesh. Recently, I was chosen for the U17 team in the SAFF Championship, assisting in a win against Bhutan and scoring in the final against Bangladesh. Although we didn't reach the semi-finals, wearing the Pakistan jersey was a dream fulfilled.

Karachi United and Standard Chartered have supported my growth as a player and person, instilling values that shape my journey. I encourage aspiring footballers to pursue their dreams with hard work and pride for Pakistan.



## Muhammad Ali: Rising from Maripur to Global Football Arenas, Now on a Mission to Inspire

My name is Muhammad Ali from Mauripur. I started my football journey in 2014 at Karachi United, training until 2019. I've participated in the Karachi United and Standard Chartered Youth League, experiencing both victories and losses, which contributed to my growth.

In 2022, I represented in in Street Child World Cup in Qatar, where we placed second, and in 2023 second in the Norway Cup. These experiences marked significant milestones in my career.

Now, I aim to give back to my community by making football more accessible for young players in Mauripur, offering them quality training and coaching similar to what I received at Karachi United.

# SUCCESS STORIES

## Tufail Shinwari Rise: From Khyber's Streets to Football Spotlight

My name is Tufail, and I come from District Khyber, where my love for football began in childhood. Starting with local school tournaments, I quickly rose through the ranks, eventually representing the KPK team in the Pakistan U-17 National Championship, where I won a gold medal. I later joined the Pakistan Street Child squad and played in the Street Child World Cup in Doha, Qatar, where I earned the Golden Boot for scoring 10 goals.

My journey continued with the Pakistan Football Federation Cup Challenge, and I was honored with the Pakistan Hero Award during PSL 8. This recognition led to my role as a brand ambassador for the Prime Minister's Youth Program for Football Development. I also captained the East Pakistan team in the Norway Cup.

Now, I'm proud to play for Karachi United Football Club, where I continue to grow and inspire young footballers across Pakistan.



**“Football has given me a platform to rise above my circumstances and inspire others to follow their passion”**



# SUCCESS STORIES

## **Marium Zehri: From Pakistan to the World Stage with Karachi United**

My name is Marium Zehri, and I'm a 20-year-old international Futsal player, proudly representing Pakistan on global stages. I've had the honor of competing in Mongolia and Bhutan for my country and have played professional football for clubs in Turkey and China. My journey as a footballer took a significant step forward when I joined Karachi United a year ago.

Thanks to Karachi United, I've been able to continue pursuing my passion while receiving the financial support to cover my football expenses. The club's dedication to nurturing women in sports has been pivotal for me. Additionally, I've participated in the Standard Chartered Bank (SCB) League for the past three years, which has been instrumental in promoting women's football and providing valuable opportunities.



## **Sahiba Sherdil: From Mauripur Streets to Pakistan's National Team**

My name is Sahba, and I grew up in Mauripur, Karachi, where my passion for football began, despite initial family opposition. After dropping out of school in Grade 8 to pursue my dream, I faced six years away from football before joining Jafa Academy in Lyari. I endured challenges, including long, unsafe walks and family pressure to quit, but my love for the sport kept me motivated. Eventually, Karachi United offered me support to continue my journey.

I tried out for the Women's National Team and, by Allah's grace, made the team, feeling immense pride in wearing the Pakistan jersey. My family, once reluctant, now proudly shares my story. I'm determined to become the best female footballer in Pakistan and represent my country for years to come. Football is my escape, and I'm just getting started!

# 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 **300,000** football enthusiasts across platforms like Facebook, Instagram, TikTok, LinkedIn, and X, the organization harnesses the power of the social media revolution.

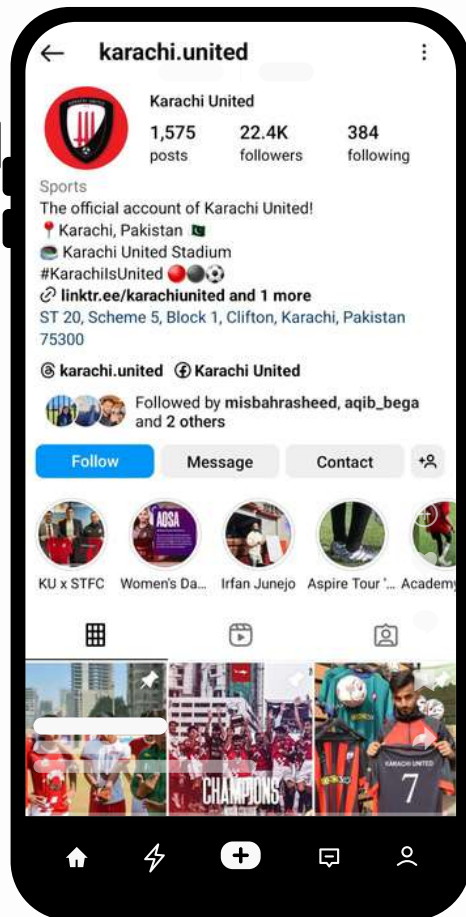
Through engaging content and active participation, Karachi United builds a vibrant community passionate about football. Their mission extends beyond the field; they aim to inspire and empower the youth in every online interaction.

## Social Media Following



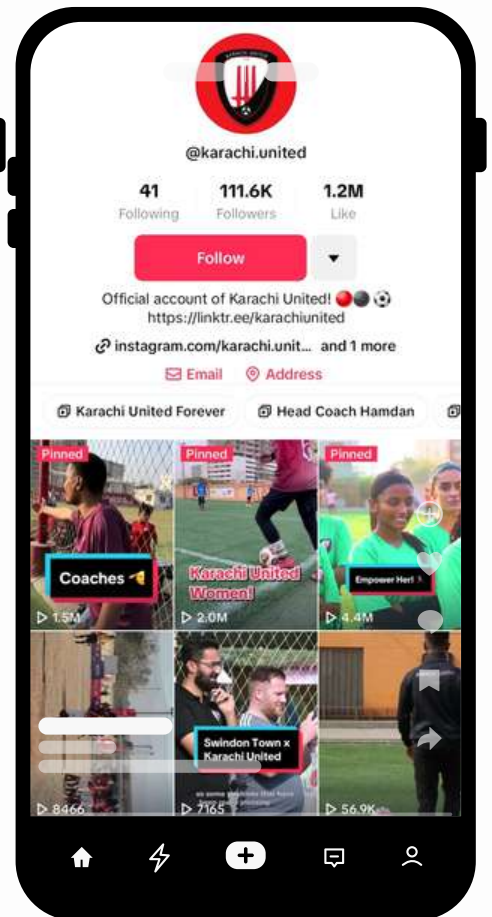
**123,000**

**#KarachilsUnited**



**22,400**

**#FootballDevelopment**



**111,700**

**#KarachiUnited**

# CONCLUSION AND WAY FORWARD PART 7



---

# CONCLUSION

Karachi United is committed to fostering excellence in sports and community development in Pakistan. Over the past year, the organization has positively impacted over 6,000 players, empowering youth through football and life skills. By training over 1,500 young individuals, expanding Community Centers, and championing gender equality, KU has established itself as a catalyst for social transformation. Through its Academy, focused on nurturing talent and promoting a vibrant football culture, KU continues to set new benchmarks for sports development in the country.

A cornerstone of Karachi United's mission is inclusivity and community engagement. The organization actively supports underprivileged communities by providing access to opportunities such as scholarships, financial assistance, and the establishment of Community Centers in underserved areas. These initiatives ensure that football and personal growth are accessible to all, regardless of economic barriers.

KU has also been at the forefront of promoting gender equality, creating pathways for girls to excel in football. By equipping them with resources and support, the organization ensures that young female athletes can pursue their dreams without limitations.

Karachi United's impact goes far beyond the football field. By instilling values like teamwork, dedication, and perseverance, the organization is shaping a generation of empowered youth ready to drive positive change in their communities and beyond.

Looking ahead, Karachi United remains steadfast in its commitment to transforming lives through football. With a focus on excellence, inclusivity, and empowerment, KU will continue to inspire and uplift individuals, leaving a profound legacy of progress and impact across Pakistan.

---

# SUSTAINABILITY AND FUTURE PLANS

## **Sustainability of Programs**

Sustainability is integral to Karachi United's mission of empowering communities and advancing sports excellence. KU is dedicated to creating long-term impact by addressing inequalities, promoting gender equity, and ensuring access to quality education through its programs. Every initiative is designed with sustainability in mind, breaking the cycle of poverty and empowering individuals to become catalysts for positive change. The organization's core values - gender equality, reducing inequalities, and life skills development—are woven into the fabric of its operations, ensuring its mission remains impactful and enduring.

## **Future Goals and Expansion**

Karachi United's vision for the future is firmly aligned with the Sustainable Development Goals (SDGs) and focuses on expanding its reach and deepening its impact through:

- **Youth Development:** Enhancing programs to engage younger talent and introducing football and life skills to new communities, fostering growth and potential from an early age.
- **Quality Education and Nutrition:** Investing in the holistic development of athletes by providing access to quality education, nutrition, and leadership training, ensuring their overall well-being and success on and off the field.
- **Infrastructure:** Seeking to develop infrastructure and facilities at the Community Centers and other spaces that serve as hubs for sports, education, and empowerment, creating inclusive spaces for growth and learning.
- **Gender Equity:** Expanding opportunities for young women in football by mentoring and inspiring them to pursue their dream while breaking barriers in sports and society.
- **Global Partnerships:** Establishing new international collaborations to provide players with global exposure, advanced coaching, and opportunities to compete on international platforms, enabling them to learn from and contribute to the global football community.
- **Community Engagement:** Strengthening relationships with local communities by using football as a tool to bridge social and economic gaps, fostering inclusivity and unity.

# DONATION DRIVE: EQUIPPING YOUTH FOR SPORTING SUCCESS

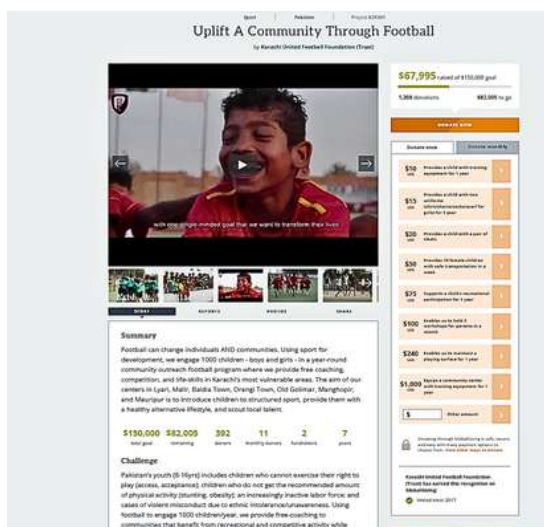
Karachi United has been generously donating football equipment to support aspiring athletes across its 12 Community Centers, as well as affiliated schools and community organizations. These donations, including footballs, training kits, match kits, cones, bibs, tracksuits, first aid supplies, etc., are 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**



<b>24+</b>	Total communities impacted
<b>1,500</b>	Football kits distributed total
<b>1200+</b>	Football kits distributed in 12 months
<b>300</b>	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 visit [Global Giving/ UPLIFT A COMMUNITY THROUGH FOOTBALL](#)

# OUR PARTNERS





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.

## To stay connected with us



[facebook.com/karachiunitedfc](https://facebook.com/karachiunitedfc)



[instagram.com/karachi.united/](https://instagram.com/karachi.united/)



[twitter.com/karachiunitedfc](https://twitter.com/karachiunitedfc)



[linkedin.com/company/karachi-united-football-club/](https://linkedin.com/company/karachi-united-football-club/)



[tiktok.com/@karachi.united](https://tiktok.com/@karachi.united)

