



KARACHI UNITED FOUNDATION



JINNAH STADIUM

ANNUAL REPORT

2024-2025

TABLE OF CONTENTS

Preview	01
Message from the Directors	02
Financial Highlights	03
Karachi United Leadership	04
Mission, Vision, & Values	05
Men's & Women's Teams	06
Karachi United Academy	07
Karachi United Foundation	08
Karachi United Youth	09
Rewards & Recognition	10
Karachi United Superstars	11
Conclusion	12

PREVIEW

The Year in Review and What Lies Ahead

Karachi United's journey between 2024 and 2025 was a prime example of how football is the driving force behind stronger and more inclusive communities. Over the past year, we have cemented our presence across Karachi, using the sport as a bridge between diverse groups, a safe space for the youth, and a platform to promote equality and opportunity.

This report tells a story of growth of both Karachi United and the younger generation involved, highlighting milestones achieved by our players, coaches, and community members. From engaging young girls in football to supporting Afghan and Hazara refugee youth, from offering fathers and families a sense of pride to training the next generation of community coaches, every initiative demonstrates football's ability to inspire hope and create impact where it is needed most.

We also reflect on how our partnerships with local communities, international clubs, and development organizations have helped expand our reach and amplify our message. Together, we are shaping a future where football, instead of just a game, is a tool for education, empowerment, and social change.

Looking ahead, our commitment is to grow stronger, reach further, and ensure that the next generation has access to opportunities that extend beyond football. We want children from all backgrounds to build skills, confidence, and a sense of belonging that lasts a lifetime.





Message From the Directors

At Karachi United, our belief has always been simple: football can change lives. What began as a vision to bring structured football to Karachi has grown into a movement that empowers youth, unites communities, and builds pathways of opportunity across Pakistan.

This year, we witnessed our young players thrive – not only on the pitch but in classrooms, leadership roles, and their communities. From girls breaking barriers in sports to refugee youth finding belonging through football, every story reaffirms our mission: to use the power of sport for education, health, and inclusion.

As we continue to grow, we remain deeply grateful to our partners, coaches, and communities who make this journey possible. Together, we are not just developing players – we are shaping a generation ready to lead with purpose, discipline, and hope. We invite you to join us in celebrating these achievements and supporting our future endeavors. Whether you are a parent, a volunteer, a donor, or a fan, your involvement is crucial in sustaining the positive momentum we've built. As we look ahead, our commitment is to expand our reach, ensuring that more children and youth have the opportunity to experience the transformative power of football.

We are excited to announce new initiatives aimed at enhancing our programs, including advanced training modules, educational workshops, and community engagement projects. These initiatives are designed to further enrich the lives of our participants, fostering an environment where they can grow both personally and professionally.

Thank you for being part of the Karachi United family. Together, we will continue to harness the spirit of football to inspire change and build a brighter future for all.

BOARD OF DIRECTORS



Taha Alizai

Chairman/Founder & Director
Football

He is Taha is the founder of KU and a practicing lawyer. 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. Taha was player/manager of the original KU team. which is now the 'A' team from 1998 to 2018 and has coached both the Men's and Women's team at different times. Currently, he is Manager of the Karachi United Women's Team. Taha also founded the Karach Football League in 2003 and co founded the Karachi United School Championship in 2005.



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.



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.

OVER



YOUNG PEOPLE ACTIVELY ENGAGED THROUGH KARACHI UNITED INITIATIVES

For nearly three decades, Karachi United has harnessed the power of football to inspire change across communities in Pakistan. KU's work goes beyond the pitch – combining sport, education, and life skills to nurture future leaders.

Through consistent monitoring and community engagement, Karachi United has developed an approach that demonstrates how football can create meaningful social value. Our programmes highlight the ripple effect of opportunity, mentorship, and safe spaces for young people.



Karachi United's Men's Team

Karachi United's Men's Team competes in the top-tier national football competitions. Since registering as a professional club in 2010, the team achieved qualification for the **A-Division of the Pakistan Premier League in 2020**, driven by homegrown talent and a commitment to grassroots development. Their ascent through the ranks has been nothing short of inspiring, showcasing a blend of skill, strategy, and determination. The team prides itself on fostering young talent, providing them with the platform to shine on the national stage.

Ranked **1st** Amongst Professional Clubs in Karachi for 2024

30 Active Contract Players

27 National Team Call-Ups





Karachi United's Women's Team

Karachi United Ladies, established in 2010, is the most celebrated team, consistently ranking among the top three professional teams in Pakistan. With the backing of a skilled coaching staff, a secure playing environment, and a well-structured training regimen, they continue to thrive. Their dedication to excellence is evident in their impressive track record and the development of players who often earn national team call-ups. The team's commitment to empowering women in sports has not only elevated their performance on the field but also inspired a new generation of female athletes across the country.

One of the **top** teams in the country

25 Active Contract Players

12 National Team Call-Ups





KARACHI UNITED ACADEMY



HOME OF THE NEXT
GENERATION

Developing the Next Generation of Football Talent in Pakistan

The Karachi United Academy is Pakistan's pioneering model for holistic youth development through sport. Anchored in football but extending far beyond the pitch, the Academy offers a structured 8-year comprehensive development plan for the best talent of Karachi including

FOOTBALL

**HEALTH &
NUTRITION**

EDUCATION

194

Academy
Days

387

Meals
Provided

341

Individual
Football Training
Hours

485

Individual
Hours Spent in
School



24 EMERGING
ATHLETES
ENROLLED

This integrated approach positions sport not only as a pathway to professional football, but also as a lever for education, wellbeing, and leadership. Karachi United put human capital development at the heart of its model, ensuring every player gets equal opportunities to become successful players, empowered students, future professionals, and role models.

More about the Academy's Development

Over the past 12 months, Karachi United's youngest athletes have shown progress across key development areas. Academically, a tailored accelerated program has been implemented. On the football side, a periodized training schedule and individual player development plans drives skill enhancement. Nutritionally, a structured meal and calorie tracking system, following thorough vendor assessment, ensures optimized athlete fueling.



Individual Football Development Plan

This phase of the program involves creating personalized training plans for athletes, focusing on key performance areas such as technical skills, psychological resilience, social integration, and physical abilities. Each plan was tailored to the athlete's specific needs and goals for targeted growth.

Meal & Calorie Tracking System

To ensure optimal athlete development, all daily meals at the academy are pre-instructed and closely monitored by our strength and conditioning coach. KU calculates and tracks the caloric intake of each meal, providing precise nutritional support tailored to the athletes' needs who are undernourished due to their circumstance.



Tailored Academic Accelerator Program

To enhance academic excellence, a customized syllabus and schedule were introduced. The initial six months aimed to establish a consistent academic foundation for 14 athletes with varying grades and reading levels. The program has now entered phase two of the accelerated syllabus, set to conclude in the eighth month.



The Future Generation with Karachi United Academy

At Karachi United Academy, each player's journey is unique and is grounded in discipline, mentorship, and education. Together, they represent a future where football is a path that defines their character, improves their confidence, and builds a community.



Hamza Hussain, 13 Years

Since joining KU Academy, I've learned how to play smarter, think faster, and lead with confidence, on and off the field



Sufiyan Irfan , 13 Years

Getting a chance to train, study, and play at KU feels like a dream. It makes me believe anything is possible if you stay dedicated.



Hussain Akbar, 13 Years

Playing at KU taught me what teamwork really means. We win together, learn together, and always support each other.

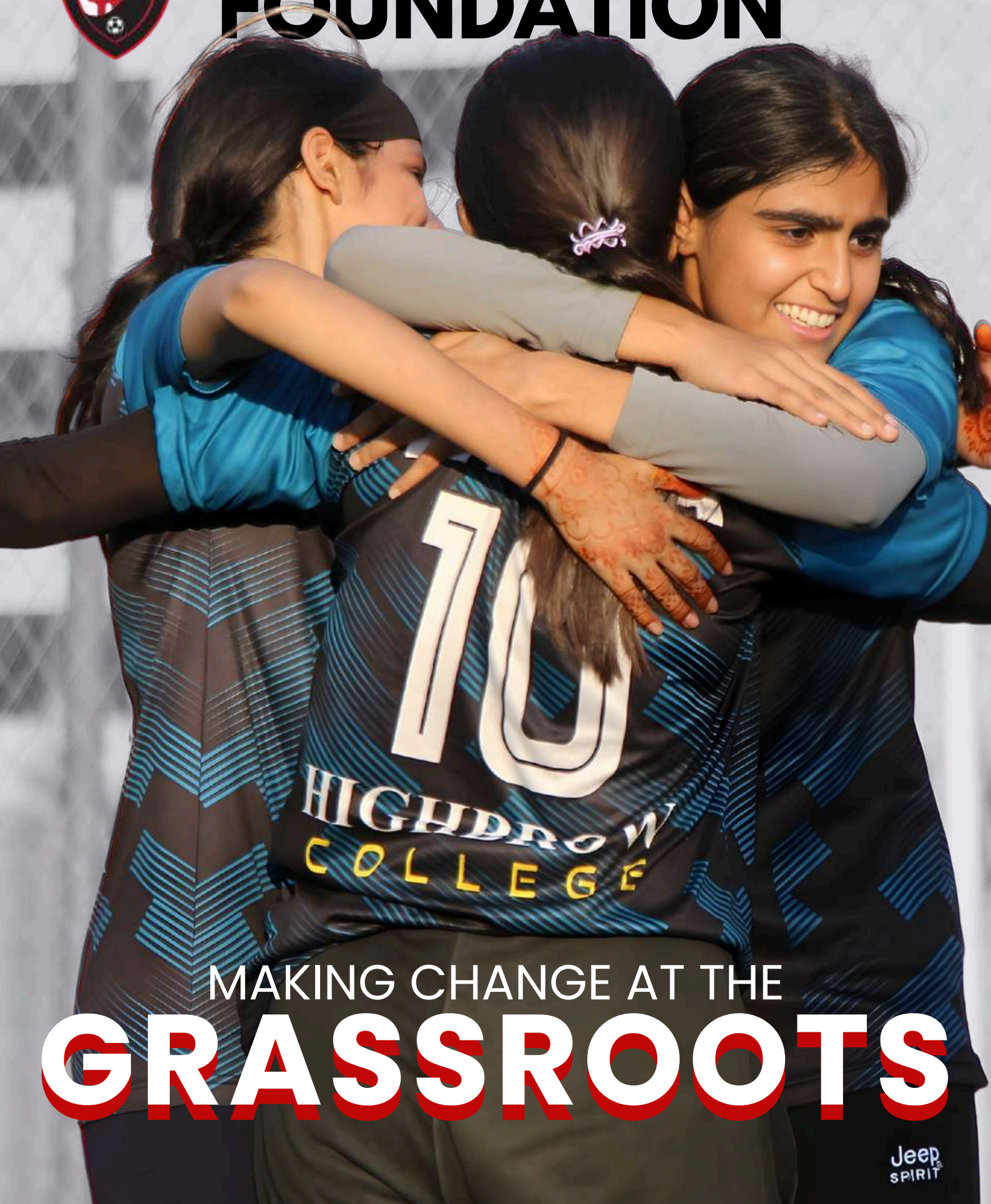


Muhammad Maaz, 12 Years

Every training session makes me stronger. KU helped me dream big and work hard for it every single day.



KARACHI UNITED FOUNDATION



MAKING CHANGE AT THE

GRASSROOTS

Jeep
SPIRIT



From Margins to Mainstream

Our Interventions

Community Football Programs

Free football sessions at 12 community centers provide safe access to sports for children and youth from underserved neighborhoods.

Girls' Empowerment Through Football

Initiatives that create safe spaces, offer leadership opportunities, and enhance visibility for girls, aiming to break gender barriers and reshape community norms.

Education & Life Skills

Tailored learning support and life-skills workshops provide young people with essential literacy, leadership, and problem-solving tools for academic and personal success.

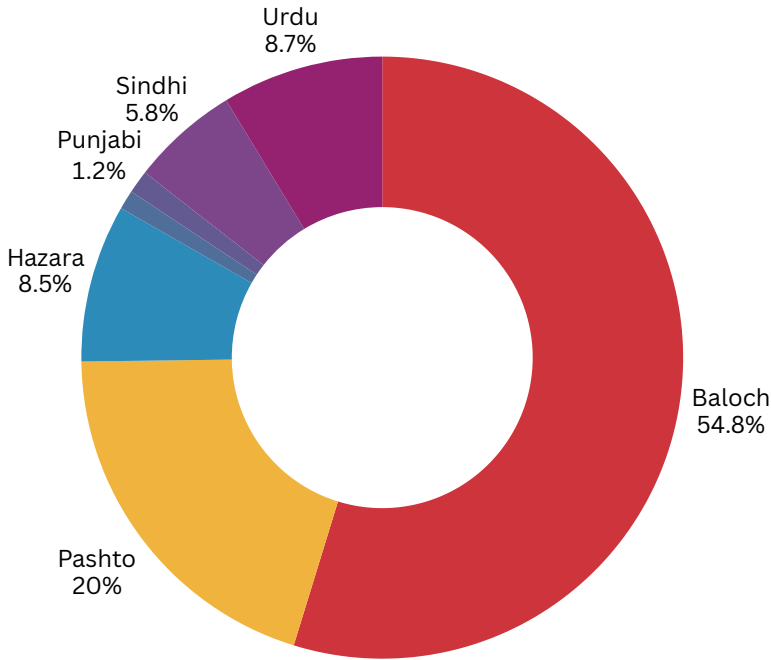
Safe Recreational spaces for Youth to Thrive

Providing a structured football environment to unite children from diverse backgrounds and promoting inclusivity, fair play, respect, and social cohesion through healthy competition.



Community In Numbers

Ethnic Profile of Players



The graph above illustrates the varied ethnic backgrounds of the players enrolled at 12 Community Centers of Karachi United

While football is at the core of everything we do, our experience shows that its impact is greatest when learning, play, and leadership are shared between young people and the adults around them.

Impact Snapshot 2024-2025

1000 Children engaged through KU Foundation initiatives

600+ Families reached at 12 community centers

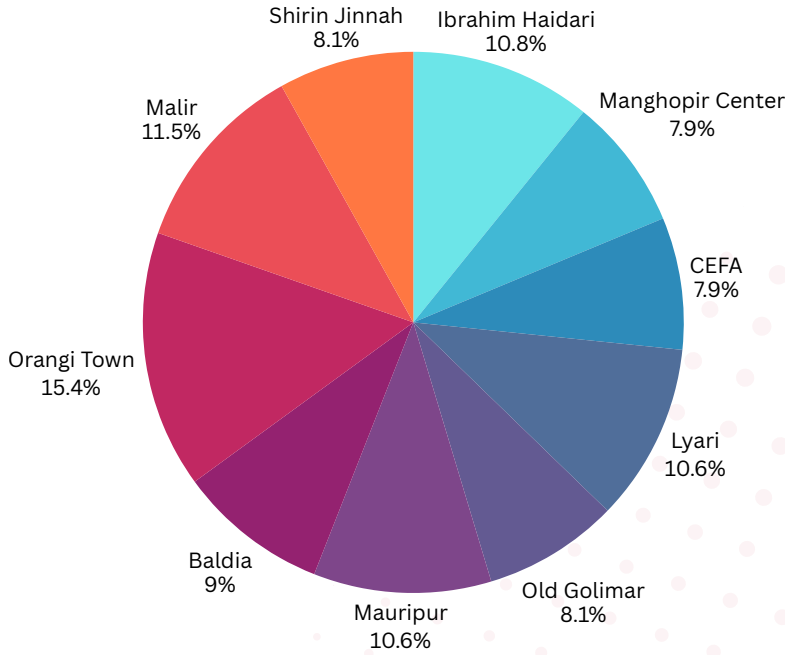
24 Mentors engaged to provide life skills

20% Mentors engaged to provide life skills



The Community Bridge

Player Distribution by Community Center



Karachi United Player Registration Data 2024-2025

- 2000** Structured training sessions in 12 months
- 70%** Players' attendance ratio across community centers
- 100+** Friendly Matches and Sports Tournaments in 12 months

The graph above depicts player enrollment across 12 Community Centers of Karachi United, all situated in marginalized neighborhoods of Karachi.

Karachi United offers free football coaching to over 1000 youth from diverse ethnic and minority backgrounds.

Many of them face challenges like poor nutrition, limited resources, and systemic inequalities. Our community centers serve as safe recreational spaces where children from can train, learn, and grow together.





Preparing Players with Real-World Skills

Karachi United complements its free football coaching with structured life skills education designed to prepare players for life beyond the pitch. Through regular workshops and interactive sessions, players develop critical 21st-century skills, some of which include communication, leadership, teamwork, empathy, problem-solving, and confidence building.



Many of Karachi United's young players come from communities where access to quality education remains limited. Through structured football training and life-skills education, KU provides an alternative learning environment that provides discipline, focus, and social values, all of which help children apply lessons from the field to school and everyday life.

250+

Life skills workshops
Delivered at 12
community Centers

2X

Life Skills Workshops
Delivered Monthly at Each
Community Center

4 IN 5

Players report that life skills workshops have boosted their confidence and helped them make new friends at school.

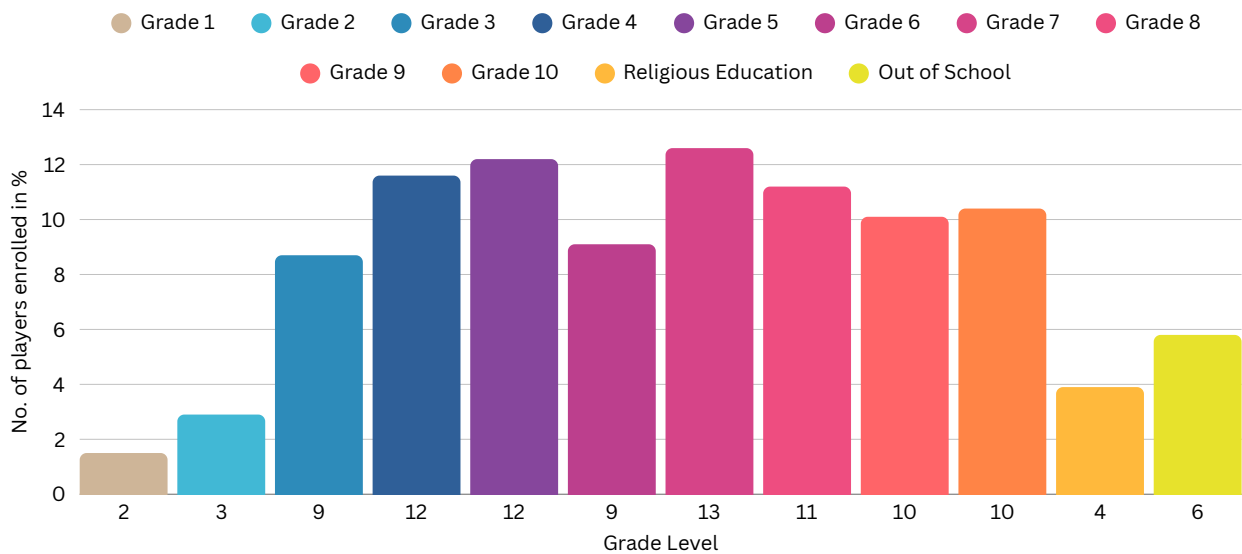


Bridging Educational Gaps Through Football



The graph below shows that while a majority attend middle and secondary school, a significant number are either out of school or enrolled in religious education only.

Breakdown of Player Education Levels



Karachi United Player Registration Data 2024-2025

Muhammad Maaz, 12 Years

I used to play barefoot on the streets with my friends, but after joining KU Muaripur Center, I train here daily and get to play in the Standard Chartered Youth League, which we prepare for all year. It's a great opportunity, and I'm excited to take part."





Promoting Literacy and Creative Expression

Karachi United believes in nurturing well-rounded individuals through opportunities that build creativity, critical thinking, and self-expression. Through essay competitions, art contests, and reading activities, KU engages children in fun, healthy, and educational exercises that encourage them to think, imagine, and communicate their ideas.



80%

Players report that life skills workshops have boosted their confidence and helped them make new friends at school.



Through these initiatives, children strengthen their reading, writing, and comprehension skills while learning to express ideas with confidence and empathy.

More than 500 players participated in literacy and art activities since 2023, with themes ranging from peace and inclusion to dreaming big through sport.

By integrating sports, education, and creativity, KU seeks to ease burdens and to create pathways for children to dream beyond their circumstances.

120

Players engaged in literacy and arts initiatives.

40%

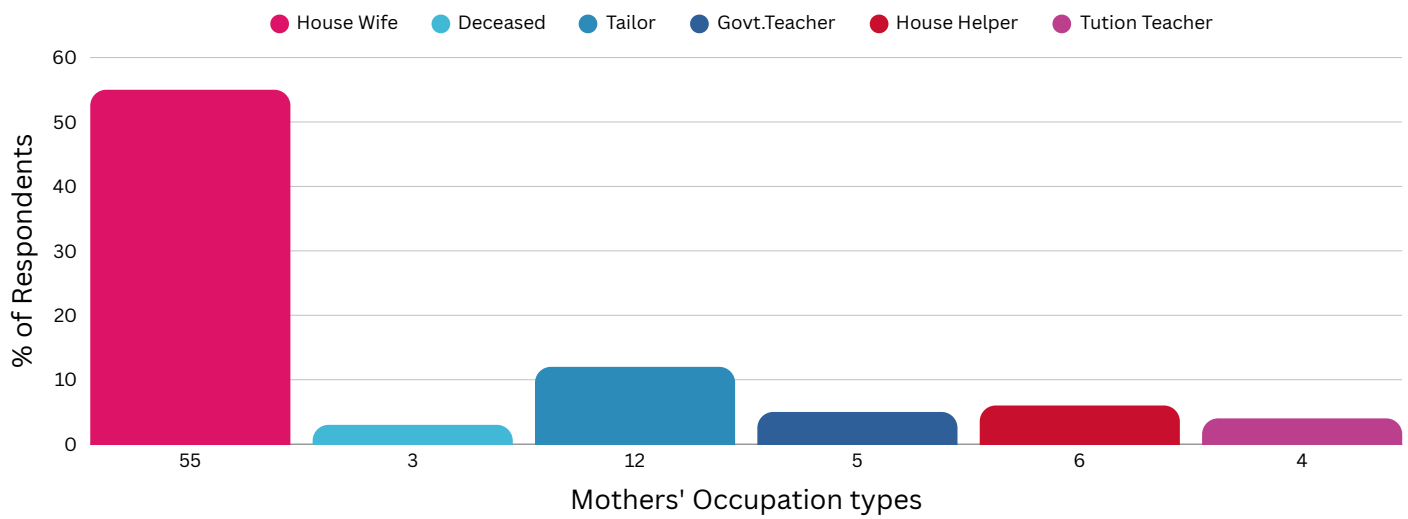
Players engaged were first-generation readers in their families

200

Art pieces and creative projects produced by players

Socio-Economic Background

Occupational Profile of Players' Mothers



Karachi United Foundation Player Registration Data 2024-2025

Community Profile of Karachi United Players

These figures reflect the economic challenges many KU families face; living close to or below the poverty line, with limited access to stable income and education opportunities. By offering free football coaching, life-skills training, and educational support, KU helps ease financial burdens and creates pathways for children to dream beyond their circumstances.

The majority of Karachi United's young athletes come from hardworking families where parents are employed in low-income, labor-intensive jobs such as drivers, fishermen, security guards, domestic workers, and daily wage laborers. Most mothers are homemakers or informal workers, contributing to household income through small-scale activities.

The Insight

75% players enrolled in public schools with limited resources

4% players enrolled in religious education with no formal curriculum

15% players enrolled in private or community schools with better environments

6% players enrolled in religious education with no formal curriculum





Advancing Gender Equality

KU's initiatives are designed to open doors for young girls to access safe spaces for football, quality coaching, and leadership development. Through our women's leagues, community matches, exposure events and empowerment workshops, female players gain confidence, build life skills, and challenge long-standing gender norms. We are trying to prove that football is more than a game; it's a platform for equality, voice, and change.

400

Female players engaged in Karachi United initiatives in 12 months



Karachi United is committed to creating equal opportunities for girls and women to play, learn, and lead through football. Most of KU community centers operate in areas with deeply rooted cultural barriers that restrict women's participation in sports and public spheres of life. Through football, these young women are learning practical skills like teamwork and leadership, both of which serving a long-term purpose beyond the field.

90%

Female athletes fall within the 12-25 age group

65%

females engaged in life skills and wellbeing sessions while playing football.

75%

First-time players accessing structured sports spaces





Afghan Refugee Empowerment

Karachi United initiated a six-month program “Youth Empowerment Through Play” to unite Afghan refugees and host communities through football in collaboration with *Inspire Pakistan*. The project promotes social cohesion, peacebuilding, and women's empowerment by creating safe spaces for young people to play, learn, and interact across cultural boundaries.



A 3-day training was conducted in 20 coaches from refugee and host communities, led by KU UEFA-B licensed coach. The sessions covered advanced coaching techniques, event management, and using sports as a tool for social cohesion.

20

Refugee Coaches Trained

COMMUNITIES ENGAGED

Hussain Hazara Goth
Sohrab Goth
Gadap Town
Ayesha Manzil
Afghan Basti

100

Refugee Players Trained





Social Cohesion Through Football

At Karachi United, football acts as a bridge — connecting youth from diverse ethnic, cultural, and religious backgrounds across Karachi. Players from areas like Lyari, Orangi, Manghopir, Hazara Town, Sohrab Goth, and Baldia come together to train, compete, and learn side by side.

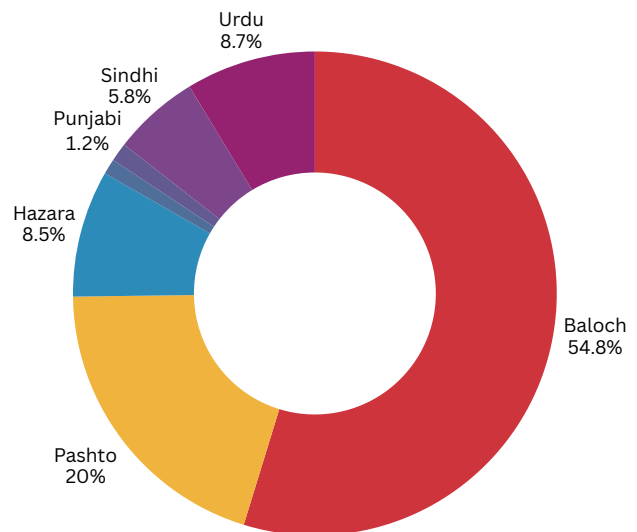
Through friendly tournaments, mixed-community leagues, and exposure events, KU fosters understanding, teamwork, and mutual respect. On the pitch, differences fade — every goal, every handshake, and every shared victory becomes a step toward stronger community bonds.



Karachi United's Community Impact

- Over 100 Friendly Matches Hosted — uniting youth from six ethnic communities
- Inter-Community Tournaments — featuring Hazara and Afghan teams playing alongside local players
- Football as a Unity Tool — encouraging trust, dialogue, and peaceful coexistence

Ethnic Profile of Players



Karachi United Player Registration Data
2024-2025

The chart illustrates the various ethnic backgrounds represented, all coming together to play football.



Building Coaches for the Future Generation

As part of Karachi United’s commitment to holistic coach development, one of the core areas of focus this year was to train coaches in mental health. The mental health intervention was introduced in collaboration with Savaira, a mental health organization dedicated to psychological well-being of coaches engaged in 12 community centers.

The intervention comprised 3 structured capacity-building sessions for coaches, addressing core themes such as mental health literacy, coach-athlete relationships, & emotional regulation techniques. Using a combination of interactive activities and case-based learning, the sessions equipped coaches with practical tools to recognize and respond to signs of stress, performance anxiety, & burnout among young athletes.



30
Coaches Trained

Focus Areas

Mental health

Athlete well-being

Emotional regulation

*“This initiative aims to enhance coaches’ psychosocial skills to create safe and supportive environments for young athletes.” -
Savaira Representative, Mental Health Partner*





KARACHI UNITED YOUTH

KARACHI UNITED

17

YOUTH

A PLATFORM FOR

YOUNG

FOOTBALLERS

20th Karachi United School Championship

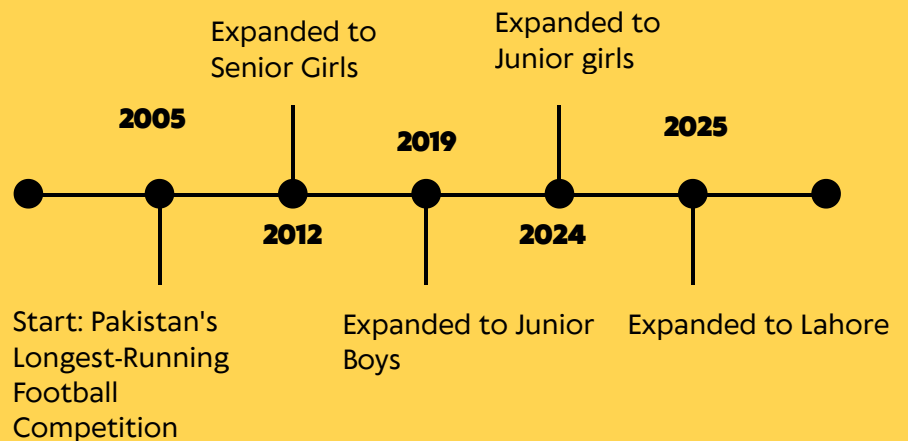
Helping schools build a culture of Footballers & Athletes Development

Established in 2005, KUSC aims to create a competitive forum for students to engage in football within a safe and professional setting, encouraging schools to invest in their football programs. KUSC offers students a platform to display their skills while providing opportunities to develop and cultivate the finest football talent at the school level.

Over the years, the championship has grown significantly, broadening its horizons to include more participants and regions. By expanding to include both Junior and Senior Girls divisions, as well as Junior Boys, the championship promotes inclusivity and ensures that young athletes from diverse backgrounds can showcase their talents.



KUSC TIMELINE



3 MONTHS

of exciting engagement & football action

1500

Footballers Engaged in KUSC '24

45+

Schools participated in KUSC '24

120

Teams engaged in total



Open Youth Tournament

Celebrating Young Football Talent

Karachi United's Open Youth Tournament unites aspiring young talents between who compete across multiple categories to display their athletic abilities.

This year, Karachi United proudly hosted the 28th edition of the **Open Youth Tournament**, attracting around 80 participating teams. This three-day quarterly event provides a platform for young footballers to demonstrate their skills and enthusiasm for the game.

Featuring age-specific categories for players under 11, under 14, under 17, and under 20, the tournament guarantees accessibility for all young individuals aged 8 to 20 years. The tournament's fundamental goal is to inspire and nurture youth engagement in football, while also working to develop a more supportive and encouraging football culture within Pakistan.

800+

Players Engaged

100

Matches Played

80

Teams Participated

2500

Indirect
Beneficiaries



7th Standard Chartered Karachi United Youth League



Karachi United Kicked off the 7th Season of the **Standard Chartered Karachi United Youth Football League** in September 2024 with great enthusiasm, setting the stage for an exciting competition. The objective was to provide a platform for Youth football teams from across the underserved areas of Karachi to come together, break barriers and inculcate the spirit and culture of the sport.

Featuring age-specific categories for players under 11, under 14, under 17, and under 20, the tournament guarantees accessibility for all young individuals aged 8 to 20 years. The tournament's fundamental goal is to inspire and nurture youth engagement in football, while also working to develop a more supportive and encouraging football culture within Pakistan.

3000+ HOURS OF FOOTBALL ENGAGEMENT
200+ MATCHES PLAYED
6000 PLAYERS ENGAGED

"We are very proud of our partnership with Standard Chartered. Year on year, this competition is gaining popularity amongst children across Karachi. The level of sustained engagement is helping us create role models, develop friendships and unearth new talent." - Imran Ali, CEO, Karachi United



BUILDING SYNERGIES

A photograph of two men in business suits sitting at a wooden conference table, focused on signing documents. The man on the left has a beard and is wearing a grey suit with a dark tie. The man on the right has grey hair and a beard, wearing a dark suit with a white shirt and dark tie. The background shows a wall with framed documents.

**RECOGNITION
&
REPRESENTATION**

خدمت کا جذبہ
رہے روشن سدا



SPORTS WINNER



Karachi United Honored in the Sports Category for the Fourth Consecutive Time

Karachi United was recognized for its remarkable contribution to community development through sports, claiming the **K-Electric Karachi Award** for the fourth year in a row.

This year, KU excelled in the Sports Category, impacting 5,000+ youngsters from diverse communities at the grassroots level.

Karachi United at the Canada–Pakistan Reception



Karachi United had the honor of attending the 2025 Canada-Pakistan Reception, hosted by the Canadian High Commission.

Karachi United is proud to be recognized for our efforts in sports, youth empowerment, community development, and its commitment to uplifting Hazara women in sports.

The event served as a vibrant platform to celebrate the shared values and aspirations between Canada and Pakistan, particularly in the realm of sports and cultural exchange. The reception was not just a celebration of past achievements but also a hopeful glance toward future initiatives that promise to further bridge gaps and build inclusive, thriving communities.



Karachi United at Aaj Pakistan

Karachi United was proudly represented on **AAJ Pakistan's Sidra Iqbal Show** through its young player, Aqsa Muhammad Dawood, who shared her journey as a female footballer breaking barriers in Karachi. The segment highlighted KU's ongoing commitment to empowering girls through football, creating safe spaces where they can build confidence, leadership, and a sense of identity.



A screening of Nixor's journey to becoming KUSC champions

Karachi United was invited as special guests to Nixor College's screening of the official **Karachi United School Championship Documentary**, celebrating Nixor's victory in the tournament. During the event, KU also received the **Nixor Sports Excellence Award** in recognition of its role in promoting school-level football and creating pathways for young athletes across Karachi.



Karachi United's Partnership with Karachi Grammar School

Karachi United places strong emphasis on partnering with schools to engage the younger generation in football, ensuring that students have access to structured, competitive, and formative sporting experiences. Through its collaboration with Karachi Grammar School, KU hosts events such as the **Karachi United School Championship**, where KGS competes alongside other leading schools.



The Digital Impact of Karachi United

Karachi United is at the forefront of empowering youth through football, creating significant change within the community. With a vibrant social media following **exceeding 300,000 football fans** across platforms such as Facebook, Instagram, TikTok, LinkedIn, and X, the organization effectively leverages the influence of the social media revolution.

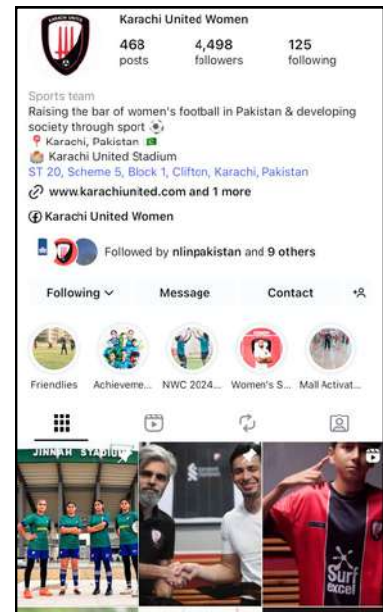
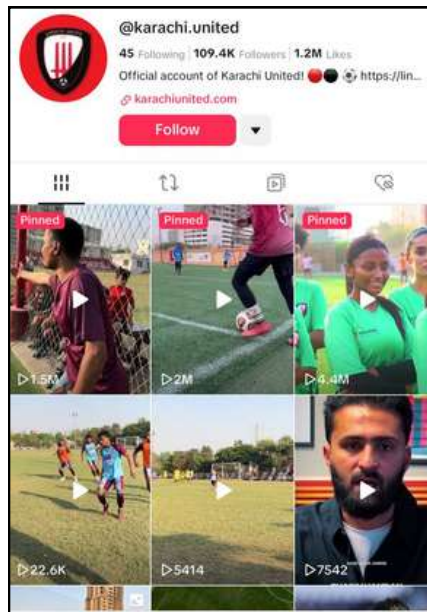
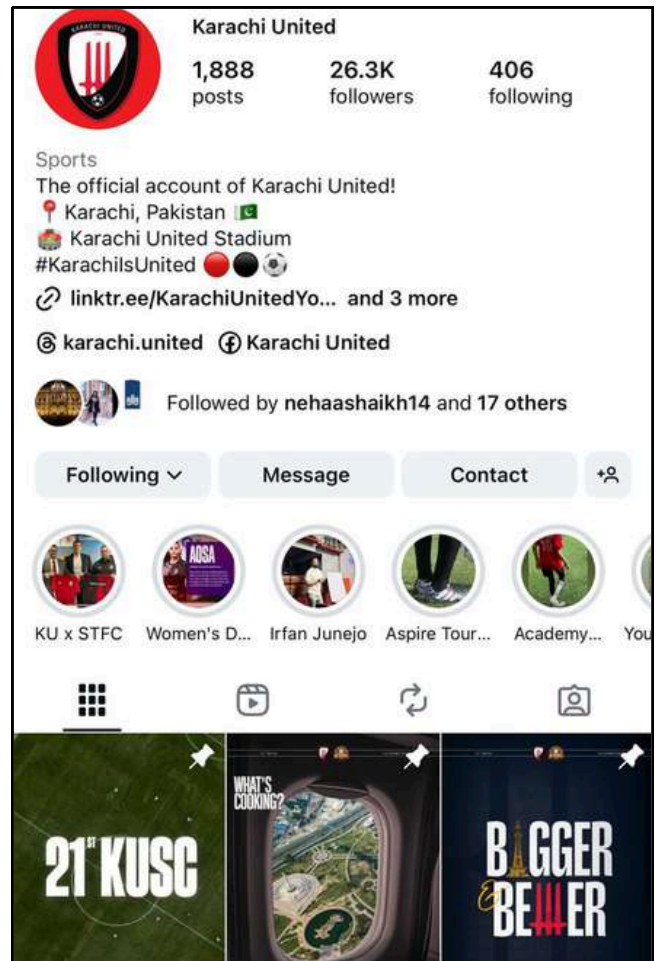
Through engaging content and active participation, Karachi United builds a vibrant community passionate about football. KU's mission extends beyond the field; inspiring and empowering the youth in every online interaction. This includes sharing inside stories of Karachi United players, daily highlights, event streams, and stories that keep the community connected and informed.

KU also host virtual workshops and Q&A sessions, providing young fans with the opportunity to learn from experienced players and coaches. This digital presence is not just about visibility; it's about creating meaningful connections and inspiring the next generation of football enthusiasts to dream big and work hard to achieve their goals.

#KARACHIUNITED

#FOOTBALLDEVELOPMENT

#KARACHIISUNITED



The Digital Impact of Karachi United

Karachi United's digital presence has become a powerful amplifier of its mission—using film, documentaries, and social-media storytelling to bring the realities, challenges, and triumphs of Karachi's young footballers to global audiences. By incorporating digital storytelling, Karachi United appeals to Gen Z and promotes awareness of the sport among those who might not have direct access to it.

Through collaborations with leading storytellers like **Irfan Junejo**, **Hamza Ibrahim**, and having governed coverage on international platforms such as **Al Jazeera**, KU's work is showcased with authenticity and emotional depth. These stories highlight the transformative role of football, shift narratives about underserved communities, and inspire nationwide recognition of youth potential.

With over 200K views, Irfan Junejo, Pakistan's leading digital storyteller, created a film that became one of the most-watched pieces on Pakistani football, documenting Karachi United's flagship KUSC journey.

Al Jazeera's report on KU Academy teams tour of Aspire, Qatar highlighted Karachi United as a beacon of hope for children growing up under the shadow of violence in Lyari.



Reality of FOOTBALL in PAKISTAN - Documentary

Irfan Junejo · 229K views · 7 months ago



MAKE THEM SEE | Future of Football in Pakistan ft. Karachi United

Hamza Ibrahim · 905K views · 6 years ago



Pakistan youth football offers hope to underpr...

@aljazeeraenglish 6.1K views 2y ago #Aljazeeraenglish ...more

Filmmaker Hamza Ibrahim documented Karachi United players' visit to Qatar, His work captured the journey with raw honesty, highlighting the resilience and passion of these young footballers.



KARACHI UNITED SUPERSTARS

THE FUTURE FACES OF
FOOTBALL



SUCCESS STORIES

The Shining Star of Karachi United



Hailing from Lyari, a place known for both its political challenges as well as love for football, **Adeel Hanif** learned football by watching YouTube videos and practicing tricks in narrow lanes with his best friend, Shabbir. His passion was louder than the complaints around him.

"Mujhay shauk hai football khelne ka."

A Karachi United scout spotted his raw talent early, bringing him into the KU pathway where structured coaching, equipment, and safe spaces transformed his street-learned skills. Under the guidance of **Coach Sheikh Hamdan**, Adeel grew into a creative, fearless forward for KU's youth teams.

"I want to be a great footballer like Kylian Mbappé," - Adeel, 12 years old.

Since then, Adeel's journey took him to Doha, Qatar, showcasing how far a child can go when passion meets opportunity. He is one of KU's brightest young stars, and his story represents the potential hidden in every neighborhood of Karachi.



I learned football on the streets – KU gave me the chance to turn my dream into reality. – Adeel Hanif, Forward at KU

SUCCESS STORIES

From Playing at Hunza to Studying in the UK

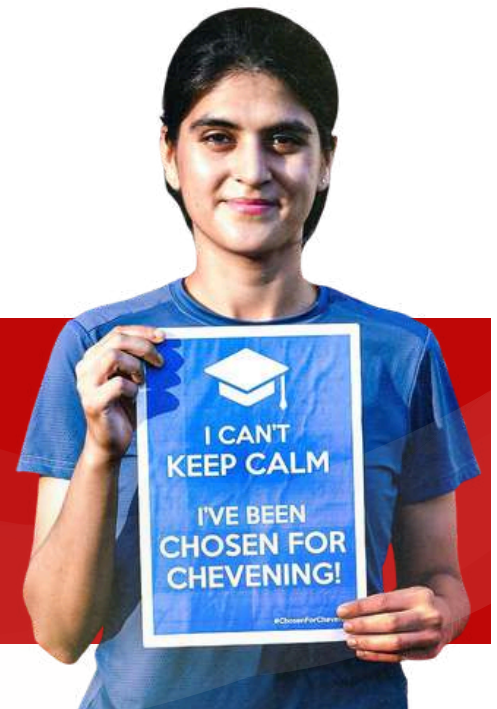


Saima Baig's journey began in the mountains of Hunza and found direction on the football fields of Karachi United. At just 12 years old, she discovered football as a safe space, one that would later transform her life.

Having previously played at a professional level, through Karachi United, Saima not only became a coach but also developed the leadership and resilience that paved her way to global opportunities.

While serving as Women's Division Lead at KU, she guided other girls to break barriers, all while continuing her own academic journey.

In 2024, Saima was awarded the prestigious **Chevening Scholarship**, a fully funded UK government program, to pursue her **Master's in Football Science** at **Southampton Solent University**. The scholarship recognizes her as both a leader and a changemaker, committed to returning to Pakistan to continue empowering women and youth through sport.



*Football gave me strength, growth, and purpose.
KU gave me the platform to dream bigger. -
Saima Baig, Women's Coach*

SUCCESS STORIES

The Rock Solid Defender



Karachi United Defender, **Khadija Wali Muhammad** played various sports but nothing fulfilled her like football. Khadija belongs to the Pathan community, and faced various challenges to take part in physical sports; hence, Khadija's journey is nothing short of remarkable.

In her early days, she would hide her football kit at home and make excuses just to be able to play. But passion and courage outweighed convention, and football soon became her way to break barriers.

For the past four years, Khadija has been part of Karachi United, she has been called up for the national team camp and proudly representing the Women's team in various events including **National Women's Championship** and the **Standard Chartered Karachi United Youth League**. Her consistent performance and unwavering discipline on the field earned her recognition beyond KU — she has also been called up to the **Pakistan National Team camp**, a dream come true for a girl once told that football was not for her.



My father told me to play as long as I am studying in school. While many viewed it just a passing hobby, my passion for the game made me continue it as my career. Football is a part of my life now, and I don't want to leave it - Khadija Wali Muhammad, Defender at Karachi United

SUCCESS STORIES

The Inspiring Journey of Sara Lasi



Sara Lasi is a dedicated forward of the Karachi United's Women's Team. With relentless passion and hard work, she has become a driving force for her team, helping it achieve remarkable milestones on the national stage. Over the years, Sara has contributed to a 3rd place finish at the **National Women's Football Championship**, runner-up positions at both the **National Futsal** and the **ShePlay Futsal Championship**, and also played a pivotal role in winning the **Quaid-e-Azam Legacy Futsal Championship**.

Sara's story is more than goals and trophies. Every time she steps onto the pitch, she carries the aspirations of other young women in Pakistan who dream of playing football.

Through her courage, skill, and love for the game, she is paving the way for the next generation of female athletes. Her legacy is not just in the trophies she has won, but in the lives she continues to inspire, proving that with heart and determination, anything is possible.

Her journey serves as a beacon of hope, reminding us all that barriers can be broken, and dreams can be turned into reality. Beyond her personal accolades, Sara is committed to mentoring young talent, sharing her experiences and insights to nurture the future stars of the sport.



Football taught me that success isn't only about winning – it's about believing you belong. - Sara Lasi, Forward at Karachi United

CONCLUSION

As with previous years, 2024-25 saw Karachi United continue to expand its programs and make progress across communities, schools, academies, and public spaces where football continues to inspire hope and opportunity. Through dedicated coaching, transformative partnerships, inclusive programming, and a renewed focus on girls' participation, KU has strengthened its commitment to using sport as a tool for education, empowerment, and social change.

From developing young athletes in underserved neighborhoods to celebrating school champions and supporting rising female footballers, every initiative reflects KU's belief that the future of Karachi lies in its youth. Diplomatic recognition, media features, and collaborations with educational institutions further demonstrate how KU's work extends beyond the pitch.

We are grateful to our players, parents, partners, donors, volunteers, and the wider community who continue to trust and uplift this mission. Together, we reaffirm our commitment to ensuring that every child, regardless of background, has the chance to learn, play, and rise.

Karachi United will continue to champion a more inclusive, equitable, and united future through the power of football.





KARACHI UNITED

At Karachi United, we are committed to transforming lives through the power of football. Our mission is to drive profound change, championing excellence, equality, and opportunity to forge a brighter, more inclusive future.



ST 20, Block 1, Scheme 5, Clifton,
Karachi, Pakistan



(021) 35140679



karachiunited.com



facebook.com/karachiunitedfc



linkedin.com/company/karachi-united-football-club



tiktok.com/@karachi.united



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

ANNUAL REPORT

July 2024-June 2025

Karachi United's Partners

