





WE ARE FC ROSENGÅRD



WE BELIVE IN THE POWER OF DREAMS

Our vision is to create an equal society that includes all areas and people. Where all children and families dare to believe in their dreams and have goals for the future.

Both on and off the football pitch.





THE ORIGINAL ON AND OFF THE PITCH

FC Rosengård is passionate about social commitment and issues within gender equality and integration. The club stands on two equally strong and important legs – one sporting and one social.





EQUAL CONDITIONS?

At FC Rosengård, we work every day to ensure that everyone has the same opportunities to believe in their dreams. However, every day we face structural inequalities where, as one of Europe's top teams, we only have access to a fraction of the resources that the corresponding men's team has. We do a lot of work to influence federations and decision-makers, but we need the help of the business community to create real change.





SUSTAINABLE GOALS

In 2015, the UN adopted 17 goals to lead the world towards peaceful and sustainable development. As a partner to FC Rosengård, you take social responsibility, stand for responsible business and responsible sponsorship.



- 3 HÄLSA OCH VÄLBEFINNANDE
- 4 GOD UTBILDNING FÖR ALLA
- 5 JÄMSTÄLLDHET
- 6 RENT VATTEN OCH SANITET FÖR ALLA
- 8 ANSTÄNDIGA ARBETSVILLKOR OCH EKONOMISK TILLVÄXT
- 10 MINSKAD OJÄMLIKHET
- 11 HÅLLBARA STÄDER OCH SAMHÄLLEN
- 12 HÅLLBAR KONSUMTION OCH PRODUKTION
- 16 FREDLIGA OCH INKLUDERANDE SAMHÄLLEN
- 17 GENOMFÖRANDE OCH GLOBALT PARTNERSKAP



WE ARE FOOTBALL

SWEDEN'S BEST TEAM

FC Rosengård is Sweden's most successful team of all time and also reigning Swedish champions. With thirteen SM golds and six cup golds, the club is a power factor in Swedish football that has attracted several of the world's best players over the years. The team is also ranked eleventh in Europe.



STRONG CLUB REGIONALLY

FC Rosengård is also a strong club at regional level. The women's team in Division 1 consists of many young talents who also take part in the Damallsvenska training environment to develop.

The men's team in Division 2 are very important role models for all our youth players at Rosengård IP.



FUTSAL AT THE HIGHEST LEVEL

We have futsal teams in the highest series on the women side and in the second highest on the men's side.

The women's team also includes a number of national team players. For several of our players the club means a lot, one of them is goalkeeper Mamhud Bakshi. He fled on foot from Iran and found security, friends and meaning in FC Rosengård's futsal activities.



700 ACTIVE CHILDREN & YOUNG PEOPLE

At Malmö IP and Rosengårds IP, 700 children and young people from 70 different nationalities train every week. FC Rosengård strives to be an association for everyone and to be a reflection of Malmö as a society. In addition to all 700 children, there are 100 active leaders who create great added value for the players socially, mentally and physically. In the girls' activities, 65% of the leaders are women.



CREATE ROLE MODELS

A history of gold, a future of victories. In FC Rosengård you will find national team legends in the office, in the sports management and on the pitch in the form of Lena Videkull, Therese Sjögran and Caroline Seger. They are important both in daily operations and as role models for all young players.



WE ARE COMMITTED



CSR BY FCR

We want to be the best both on and off the pitch. Our social commitment is part of our DNA. All the programs we run are based on real problems or challenges that we ourselves have experienced and decided to improve. Regardless of whether it is about girls' opportunities to play football or counteracting exclusion and getting more people into work.



HELPS YOUNG PEOPLE TO WORK OR STUDY

Boost by FCR is a program we have been running for 11 years, to strengthen and equip young people for work and studies. We also work preventively with a younger target group.

Through Boost, we have helped an average of one young adult in Malmö to become self-sufficient. Every day. For eleven years.



PREVENTIVE ACTIVITIES

We have seen that we unfortunately come in too late sometimes, which means we have to reach the target group earlier.

In Malmö, there are about 2 200 young people who have completed the ninth grade but then disappear from the system. We have to find them and get them into positive contexts, studies and work. The target group is very attractive to criminal networks.



BREAKING BOUNDARIES

Football for Life by FCR has been working since 2008 with football as a tool to strengthen young girls' self-esteem, self-confidence and position in society. Today, Football for Life works closely with local structures such as the education and leisure administration and the South African Football Association (SAFA).



WHAT WE HAVE ACHIEVED SO FAR?

Moved positions and boundaries.

- 1000 girls who play football every week.
- 63 teams in a league.
- 150 female coaches in a coaching network
- 60 well-educated coaches
- 40 referees
- 40 administrators
- Created structures that create sustainability in everyday life in the local villages.
- The center is used for skills development, camp activities and women empowerment.



LEADERS AS CREATORS OF SAFETY

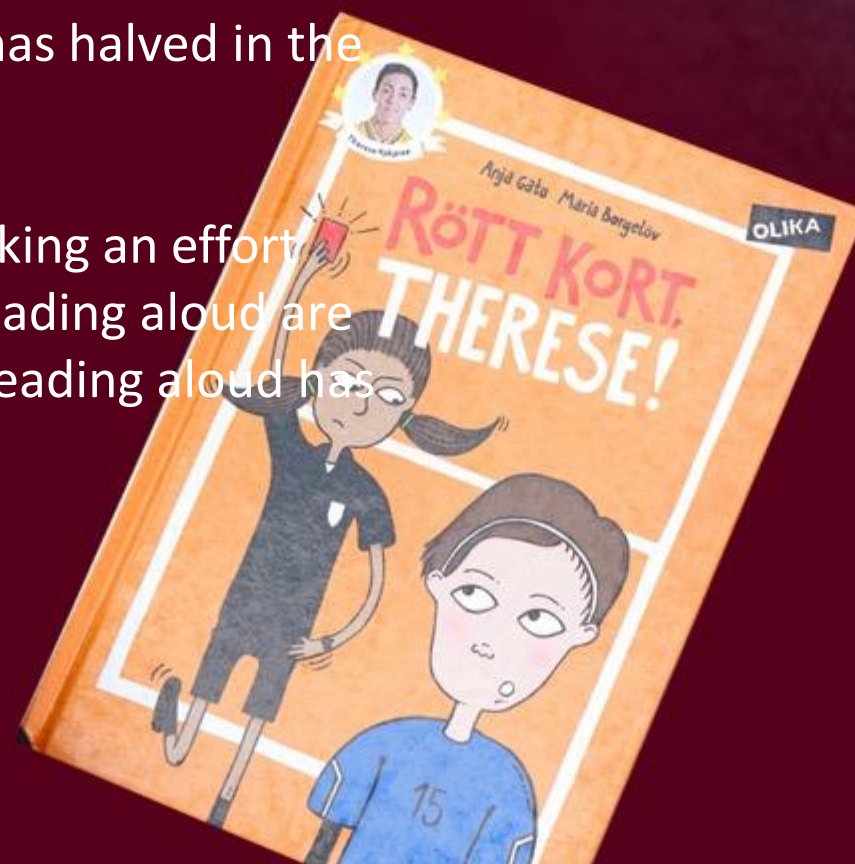
Football for Life Sweden engages young women in a leadership program that creates competent and confident role models on the field with the aim of attracting more young people to active leisure time in the ages of 12-15 years, and every year new associations are introduced into the program.



READING ALOUD & FOOTBALL

As fewer children and young people are physically active, literacy rates are falling. Research shows that the number of children and young people who read has halved in the last ten years.

FC Rosengård is therefore making an effort where physical activity and reading aloud are combined with a fruit hour. Reading aloud has had many positive effects.



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We bring reading and literature into everyday life in a natural way. It increases interest in reading and books but also opens up for light-hearted discussions about both football and values when there is a story to discuss.”

Anja Gatu, journalist and youth leader at FC Rosengård.

TO SCORE A HAT TRICK



PART 1

Inspirational training for a girls' team with FC Rosengård's elite coaches and first team stars.



PART 2

Workshops and mental health for leaders.



PART 3

Hattrick Cup - a football cup at Malmö IP. Focus on joy, teambuilding and shared experiences.

MOVE *by* FCR



Holistic approach to health
For physical, mental and social well-being

HOLISTIC APPROACH TO HEALTH

- Preventive activities in cooperation with Novo Nordisk.
- Using physical activity, information and knowledge to prevent lifestyle-related diseases such as diabetes and obesity.
- Moving positions in a double sense.





WE ARE ACTIVE





MATTERS OF THE HEART

In addition to our own social initiatives, we ally ourselves with other organizations that work on issues that concern us a little extra. We choose an area that we ourselves can relate to in our business, and where we see that we can be part of the solution.

The Breast Cancer Foundation, WorldPride and #ForABetterDay for mental health along with the Tim Bergling Foundation have been close to our hearts in recent years.





ACTIVITIES - MENTAL HEALTH

FC ROSENGÅRD x TIM BERGLING FOUNDATION

Internal training:

- Leadership training with exercise bank
- Leadership training with Mind
- Reading & talks in our children's groups

Partner activities:

- Panel discussion
- Nordic Sustainability Expo
- Sustainability conference: A Sustainable Tomorrow
- Workshop in collaboration with Skåneveckan

External training:

- Hattrick by FCR: Association visits & Hattrick Cup.





SEGERFONDEN

- The Segerfonden is a fund from which people in need can apply on an ongoing basis for support to practice their sport.
- Applications are handled by an external council. Funds should be granted to those who really need it. This may include membership fees, training fees, cup fees, equipment, etc.





BELIVE IN OUR DREAM



