



**TFC**  
**FONDATION**

## Our vision for Toulouse Football Club's CSR strategy

“The Toulouse Football Club uses the power of football as a **social**, **educational** and **charitable** tool to inspire and help the future generations.

## Key figures



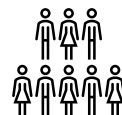
**2001** : beginning of CSR actions



**2010** : creation of the TFC Foundation (3<sup>rd</sup> in France)



**€200k+** donations



**40 events** per season  
**500k+ people** reached



**6 CSR prices** won nationally

# 3 MAIN PROGRAMMES



**TFC**  
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## FOOTBALL & SOCIAL



## FOOTBALL & EDUCATION



## FOOTBALL & SOLIDARITY





# SINCE 2001 : JCS AGAINST DISCRIMINATIONS



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## Action

« Jeunes Citoyens Supporters against discriminations »



## What

Contest of the « best » banner against racism



« We fight against racism. We don't care about color ! »

## Result

- 25 banners in the TFC stadium
- The winning banner was carried by the players before TFC-BREST (01/11/2020)

# TODAY : SHOW RACISM THE RED CARD CAMPAIGN



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## Action

« TFC stands against racism »





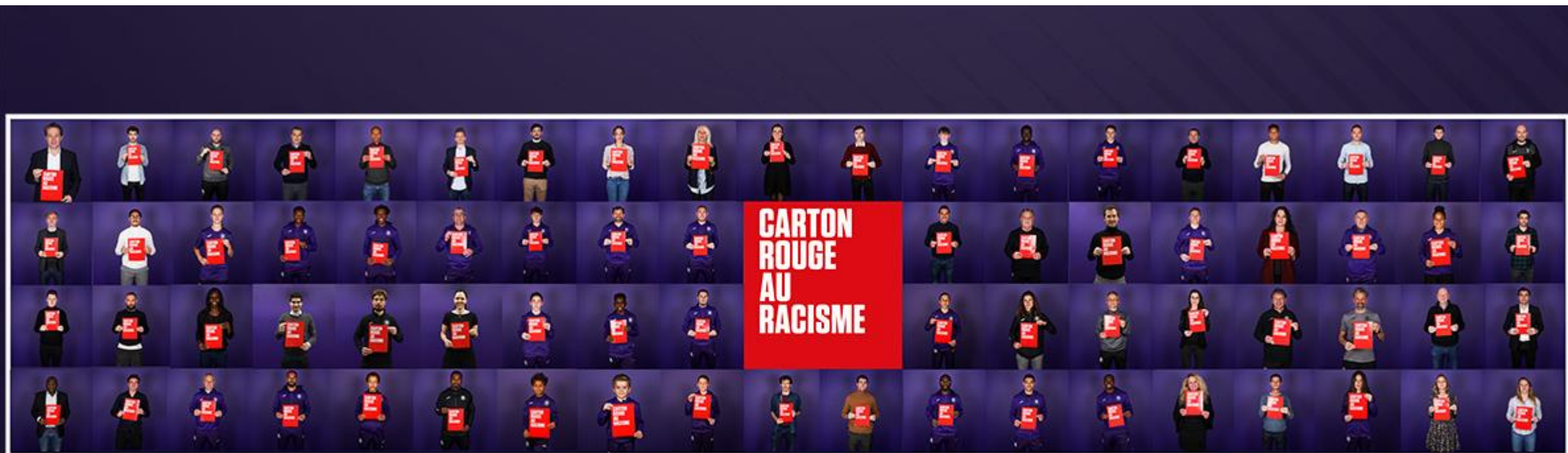
# TODAY : SHOW RACISM THE RED CARD CAMPAIGN



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Action

« TFC stands against racism »



# NEXT SEASON : SHOW RACISM THE RED CARD CAMPAIGN IN SCHOOLS



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## OUR MISSION

Pass on the positive impact of sport in the society.

## OUR TARGET

1000 children from 20 local primary schools.

## OUR ACTION

Interventions in class : workbook & teachers manual.

## OUR FOCUS

- 2 topics :
  - Fight against racism (september -> december)
  - Promotion of gender equality (january -> may)

**THANK YOU FOR YOUR ATTENTION**

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