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THE BEYOND SPORT™ INSPIRATIONAL 50

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THE BEYOND SPORT™ INSPIRATIONAL 50

Pushing boundaries and inspiring generations, the people you will meet on these pages have used sport to change the world

Courage. Influence. Compassion. Innovation. Leadership. These are the qualities that have set the foundation for the inaugural Beyond Sport Inspirational 50, powered by Barclays – a compilation of people who, through the use of sport, have pushed boundaries, inspired generations and who, through their indefatigable efforts, have directed change to make the world a better place.

But the list does not stop here. Every day, individuals across the globe, from all societies,

at all levels, use sport as a channel to drive positive social change. The Beyond Sport Inspirational 50 is a celebration and recognition of those who have pioneered a movement that believes sport has the power to change the world.

This diverse group have been identified as either humanitarian, influence, pioneer, courageous or entrepreneur through their work in business and enterprise. Some are no longer with us but their influence lives on; some are just at the start of their journey. But they all are truly inspirational.

NICK KELLER

Founder and chief executive, Beyond Sport

Sport plays such an important role in our society, whether it is the dedicated Sunday footballer, the kid dreaming of Olympic gold, to those who benefit from the mental and physical health attributes.

Yet, sport is one of our civilisation's great untapped resources, a precious commodity that, if used correctly, can improve community life, heal divisions and reach out to those on the fringe of society.

Since 2009 Beyond Sport, with the support of global partners Barclays, Time and Unicef, has been on a journey across the world to unearth the incredible work of people and organisations which are changing lives through sport. What is so amazing is the variety of ways sport is being used – projects using

“ Sport is one of our civilisation's great untapped resources

soccer as a way to educate children living in conflict and post-conflict regions about the dangers of landmines; figure skating to get young girls in Harlem back into education; skateboarding as a tool of empowerment; rugby as a way to engage with disenfranchised communities; surfing as a form of therapy for children in violent communities – and these are just a few examples. I am in complete awe of what they achieve, sometimes with barely any

resource, just sheer determination and insight. It has been a privilege to be able to work with them.

Today we join forces once again with our much-valued partner Barclays to bring you the Beyond Sport Inspirational 50. Within these pages are individuals who have led by example, broken new ground, established global movements, fought against prejudice and crossed divides. There is one who has developed a sport project involving just 20 kids and another that reaches a million. Each of their journeys and backgrounds is different, but they have all come to recognise that used correctly, sport can change the world.



NATHAN HOMER

Head of global sponsorships and partnerships, Barclays

Sport has the power to inspire, build bridges across communities and deliver positive social change. In support of this, since 2004, Barclays has invested more than £40 million in community sport programmes and facilities to help individuals achieve their ambitions.

Young people who have dropped out of school or have had limited education or training opportunities are hit hardest by youth unemployment. Working with expert partners across the globe, Barclays Spaces for Sports provides them with the skills, confidence and experience they need to get back into education, access training or gain meaningful employment.

Globally, we have launched programmes with partners across 11 countries, benefiting more than 80,000 young people. Within the UK, through our 10-year partnership with the Football Foundation, we have created 200 sports facilities – used by 53,000

“ You will see people who have risked all to help others in need

people every week – to revitalise disadvantaged communities and enable young people to fulfil their potential. Spaces for Sports is part of Barclays' work to help the next generation develop the enterprise, employability and financial skills they need to succeed, and builds on a long and established tradition of investing in sport at the elite and grassroots level. This work is shared and enhanced through our partnership with Beyond Sport, the global convener in sport and social change, which we have supported since inception in 2009. As part of that collaboration, we are delighted here to help celebrate others whose

dedication and inspiration is showing the power of sport to change lives.

Throughout this list you will see people who have risked everything to help those in need, paved the way for future leaders to succeed, and changed the way society acts and behaves – all through sport.

You will also see that some have been specifically commended by us for addressing Barclays' key values in providing opportunities for employability and financial inclusion.

We have also celebrated some of the young inspirers who, with a little support from us, have in the early stages of their life already overcome adversity and become leaders in their own right.

Enjoy, and please take inspiration of your own to make a difference in whatever way you can.



FATUMA ADAN

Founder, HODI Africa

Courageous

Nominated for a Nobel Peace Prize, Fatuma Adan grew up in volatile Northern Kenya, the daughter of parents from two warring tribes. Seeing the cycles of division continue through generations, she decided to challenge the status quo through the universal language of sport by starting the Horn of Africa Development Initiative. Over the years, her programme has done everything from offering legal services on issues of human rights, violation and ethnic violence to using football as a way to education communities about sensitive social issues such as gender violence, FGM and child marriage.

MUHAMMAD ALI

Former boxer and activist

Influential

Muhammad Ali is not only the greatest heavyweight boxer in history, but a consistent voice of social justice. No athlete in history has used his or her fame and influence more to raise awareness and challenge the accepted norm. Since retiring from the sport, he has devoted his life to help promote world peace, civil rights, humanitarianism and hunger relief. Ali has used his sporting influence and

supports many charity movements. He was named as a United Nations Messenger of Peace and has also been awarded the Presidential Medal of Freedom.

KOFI ANNAN

Former secretary-general, United Nations

Humanitarian

Kofi Annan was a driving force behind the sport for development movement, urging the international community to increase efforts to use sport as a tool to fight poverty, heal divisions and protect the planet. The Ghanaian, a Nobel Peace Prize laureate, was appointed the first Special Adviser on Sport, Development and Peace – a position now held by Wilfried Lemke – and convened the inaugural UN Inter-Agency Task Force on the subject as well. Aside from his UN work, he created the Kofi Annan Foundation, which works to promote better global governance and strengthen the capacities of people and countries to achieve a fairer, more secure world.

SARAH ATTAR

Athlete, Saudi Arabia

Courageous

Sarah Attar is a track and field athlete who competed at the London 2012 Summer

Olympics as one of the first female representatives of the Saudi Arabia team. Prior to June 2012, the Saudi Arabian Olympic Committee had banned female athletes from competing at the Olympics, but the International Olympic Committee had threatened to ban Saudi Arabia from the Games unless they allowed women to compete. Racing in full traditional Islamic dress, she competed in the 800 metres. Despite Attar finishing more than half a minute behind the Olympic Stadium stood and applauded her as she crossed the finish line.

THOMAS BACH

President, IOC

Influential

As the greatest sporting show on earth and every four years (or two if you include the Winter Games), the Olympics provide one of the biggest opportunities to inspire future generations. Thomas Bach, elected president in 2013, has come into the role as the leader of the IOC with a fresh perspective, making sustainable development a priority and sharpening the focus on the Youth Olympic Games. More recently, he pledged to the UN that the IOC would support and address the refugee crisis with sporting programmes.

BILLY BEAN

Former baseball player

Courageous

Nearly two decades ago, Billy Bean walked away from the game rather than continue to play professionally while hiding his sexual orientation. But one year after Major League Baseball issued a policy prohibiting players from harassing and discriminating against others players based on their sexual orientation, he decided that he didn't want other players to have to go through what he did, and accepted the role as MLB's first Ambassador for Inclusion. Now, as the only openly gay baseball player, he travels to clubs around the country in an effort to give young players resources that he didn't have.

DAVID BECKHAM

Former football player

Humanitarian

The global icon has many philanthropic interests, supporting multiple charities and admirable causes throughout his career. Beckham has travelled around the globe to visit projects first-hand, meeting numerous political leaders, and has been the face of many fundraising campaigns. Beckham is in his 10th year as a Unicef Goodwill Ambassador and uses his powerful global voice, influence and

connections to raise vital funds and encourage world leaders to create lasting positive change for children.

KEVIN CAHILL MBE

Chief executive, Comic Relief

Humanitarian

Comic Relief has long topped the UK fundraising calendar, but since Kevin Cahill launched Sport Relief in 2002, donating to the organisation has become a household tradition. Most might be aware that over the past 30 years, Comic Relief has raised and distributed more than £1 billion, but what might be less well known is that it invests heavily in sport for social development both in UK and globally. Over the last four years it has supported sports projects to the tune of well over £20 million, making 150 grants and donations. Cahill's leadership has been instrumental in the growing success and profile of the organisation as well as in its shift towards believing in and contributing to sport as a catalyst for social change.

SEBASTIAN COE

President, IAAF

Influential

A former track and field athlete who won four Olympic medals, Sebastian Coe

headed the successful bid for the London 2012 Olympic and Paralympic Games, that year he was appointed chairman of the British Olympic Association and was inducted as an inaugural member of the IAAF Hall of Fame. From being an Ambassador for Laureus, to heading up the most "diverse Games in history", to setting up his own foundation – which has the ambition to improve the physical well-being of the nation through sport, supporting a variety of inspirational projects – Coe has tirelessly used his influence in the sports world to improve society and now as the newly elected IAAF president, his influence will continue.

LUKE DOWDNEY MBE

Former, Fight for Peace

Courageous

At the end of the Nineties, ex-amateur boxer Luke Dowdney travelled to Brazil, and was appalled by what he saw: crime, gangs, gun violence, and drug trafficking. It led him to create Fight For Peace, which combines boxing and martial arts with education and personal development to realise the potential of young people in communities blighted by crime and violence. Today Fight for Peace works in

some of the most dangerous cities in the world, reaching more than 250,000 young people globally to help create new opportunities.

DIIDIER DROGBA

Football player

Humanitarian

Drogba has earned international acclaim as a professional footballer and as a champion for peace in his native Ivory Coast. After the 2006 World Cup qualifying games Drogba organised a team statement calling an end to the civil war, actions that helped bring about a ceasefire after five years of fighting. In 2007 he created his own foundation to contribute financial and material support in education and health, as well as plans to open a medical clinic in his hometown of Abidjan later this year. Drogba has received many awards for his efforts, including Beyond Sport's Humanitarian in Sport Award in 2011.

PETE AND STEVE FLEMING

Co-founders, Kick4Life

Enterprise and Business

Brothers Pete and Steve Fleming founded Kick4Life in 2005. It is a



INSPIRED TO BECOME A FOOTBALL COACH

Rachel Key

At the end of the 2014-15 Barclays Premier League season, 23-year-old Rachel Key was chosen to present the Barclays Premier League Trophy to champions Chelsea. Rachel was given the opportunity having completed a course on the Barclays Premier League Works scheme set up by Barclays and the Premier League to help struggling young people get the right skills and confidence to be work-ready. Rachel, who grew up and still lives in south-west London, has been a massive Chelsea fan since the day she was small. Growing up Rachel struggled with discipline before making a positive step to change her life by joining the Barclays Premier League Works scheme at Chelsea. Since joining the community initiative Rachel has thrived and has secured a job as a football coach with pre-school football academy, Little Kickers.

charity that educates young people, particularly street children, about preventing HIV and AIDS in Lesotho, a country that has the third-highest HIV prevalence in the world, with more than 100,000 children orphaned by the disease. Since then, it has developed into the world's first football club exclusively dedicated to social change. Currently playing in the Lesotho Premier League, Kick4Life utilises the power of football to change the lives and long-term prospects of young people, providing them with jobs and skills to help build a brighter future for themselves and their country.

SARAH FORDE

Founder, Moving the Goalposts

Courageous

Forde is an advocate for the use of sport to help build the skills of young people, particularly girls and young women. She is a writer and a passionate development practitioner. In 2003 she founded Moving the Goalposts, a community-based organisation located in the rural Kilili district of the Coast Province, Kenya. MTG uses football to empower girls and young women, helping them to fulfil their potential, both on and off the football field. She has successfully campaigned for national newspapers to carry more women's sport stories and in 2008, she publishes *Playing by Their Rules: Coastal Teenage Girls in Kenya on Life, Love, and Football*, based on the Moving the Goalposts girls' experiences.

SEREN FRYATT

Founder, L.A.C.E.S.

Courageous

L.A.C.E.S. (Life and Change Experienced thru Sports) is an organisation inside Liberia that works with at-risk young people who have experienced decades of civil war. When the ebola crisis broke in 2014, Fryatt refused to leave her local community staff and beneficiaries, insisting on developing programming specifically educated young people to help them avoid the epidemic. While other NGOs struggled to get communities to listen, L.A.C.E.S. coaches built trust with the young people with whom they worked. Fryatt insists that it was sport that made the difference and, as the outbreak was contained, she opened communities where L.A.C.E.S. operated emerged unscathed as some of the few in the country that weren't infected.

ANIBAL GAVIRIA

Mayor of Medellin, Colombia

Pioneer

As mayor of the city once known as the most dangerous in the world, Anibal Gaviria has helped transform Medellin into a safer place, a tourism draw, and a hub for innovation. A large part of this improvement is due to the building of sports facilities as safe spaces. In addition to a growing investment in community sport initiatives, the city has nearly 20 sport complexes accessible to deprived and hard-to-reach communities that previously had little option other than entering into gang culture. This turnaround has become a case study for other cities in the power of safe spaces as an antidote to crime and gangs.

DAVID GREVEMBERG

Chief executive, Commonwealth Games Federation

Pioneer

If the Glasgow Commonwealth Games will have any lasting legacy outside of the Scottish city, it will be because of the partnership that David Grevemberg fostered with Unicef. The groundbreaking opening ceremony featured Unicef sports initiatives in schools around the world and sports facilities as safe spaces. In addition to a growing investment in community sport initiatives, the city has nearly 20 sport complexes accessible to deprived and hard-to-reach communities that previously had little option other than entering into gang culture. This turnaround has become a case study for other cities in the power of safe spaces as an antidote to crime and gangs.

TANNI GREY-THOMPSON DBE

Former athlete/parliamentarian

Influential

Considered one of Britain's greatest not the greatest paralympic athletes, Tanni Grey-Thompson's magnificent career spanned 16 years and five Paralympic Games. An incredible medal haul of 11 gold, three silver and one bronze established her as one of the most successful sportswomen of her generation. Now retired, Grey-Thompson is president of the National Council of Voluntary Organisations, sits on the boards of Transport for London and the London Legacy Development Corporation and is chairman of UK Active. She was elevated to the House of Lords in 2010 to serve as a cross-bench peer and is a respected commentator and campaigner on disability rights, health and social inclusion.

More than 1.4 million young people have participated in LifeSkills since launch in 2013. Our most recent independent evaluation by The Work Foundation shows young people who engage with the programme experience marked improvements in confidence and motivation.

#BeyondTheDivide

LifeSkills
Created with BARCLAYS

Barclays Premier League Works uses the power of football to engage young people who aren't involved in education, training or employment. So far, over 350 young people have found work, or returned to education after completing the programme.

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Top: Scotty Lee coaches young people about how to avoid the dangers of landmines through Spirit of Soccer; above: Sarah Attar, the first female athlete to represent Saudi Arabia

JÜRGEN GRIESBECK
Chief executive, streetfootballworld

Enterprise and Business
Jürgen Griesbeck founded streetfootballworld following the murder of Colombia footballer Andrés Escobar, a family friend, who was shot after scoring an own goal at the 1994 World Cup. Griesbeck wanted to show, as a memorial to Escobar, that football could be used as a means of promoting peace. Since then, Griesbeck's forward thinking has led to collaborations and partnerships across close to 100 organisations from more than 60 countries that use football to tackle issues in health, education, gender equality and more.

LUDWIG GUTTMANN
Founder, The Paralympic Movement

Pioneer
Considered to be one of the founding fathers of organised physical activities for people with a disability, Ludwig Guttman was a Jewish doctor who fled from Nazi Germany just before the start of the Second World War. After Guttman became a naturalised citizen of the United Kingdom in 1945, he organised the first Stoke Mandeville Games for disabled persons on the same day as the start of the London 1948 Summer Olympics. This came to be known as the Paralympics and now

more than 4,000 athletes from more than 146 countries compete with Guttman's original mission for the competition still at its heart: to emphasise the participants' athletic achievements and not their disability. The Stoke Mandeville Games are also still held every year.

PRINCE ALI BIN HUSSEIN
President, Fifa Asia

Influential
The man who stood against Sepp Blatter in the Fifa presidential election, Prince Ali Bin Hussein has long used social development at the heart of his strategies, as president of the Jordan Football Association and founder of the West Asian Football Federation. His Asian Football Development Programme has also funded projects that lobby for equal rights across religion, gender and class, its most notable victory to date being to lift the ban that forbade women and girls playing organised football if they were wearing a hijab or headscarf. Others in his family have used sport to address corruption and resolution

AMIR KHAN
Professional boxer

Humanitarian
The boy from Bolton has risen to the top of

the boxing game, winning multiple world titles and becoming a box-office sensation, but Amir Khan never forgets his roots. He takes great pride in giving back to the community and also offering his support to a wide range of charities, assisting in an ambassadorial role, fundraising and directly supporting those in the greatest need. The Amir Khan Foundation is dedicated to empowering young people around the world as well as supporting emergency disasters.

BILLIE JEAN KING
Former tennis player

Pioneer
Billie Jean King is a former US tennis player and was one of nine players who broke away from the tennis establishment and accepted dollar contracts from a tennis promoter. This revolt led to the birth of women's professional tennis and the formation of the Women's Tennis Association in 1973. In the same year she empowered women in sport when she defeated a male player, Bobby Riggs, in one of the greatest moments in sports history – the Battle of the Sexes, a match that is remembered for its contribution to the women's movement. King also founded the Women's Sport Foundation in 1974 and continues to be a leader in the fight for

gender equality. In 2009 King was the first female athlete to be awarded the Presidential Medal of Freedom.

PHIL KNIGHT & BILL BOWERMAN
Co-founders, Nike

Pioneers
Phil Knight, a middle-distance runner at Oregon University and Bill Bowerman, his track and field coach, teamed up in 1964 to create Blue Ribbon Sports, the predecessor of Nike. Bowerman's ultimate goal was to create a running shoe that all children could afford and is still quoted in Nike's mission statement today – "If you have a body then you are an athlete." Both Knight and the late Bowerman were pioneers in using their company's global success to commit to building community connections and creating positive social changes around the world using sport, through investing and supporting global projects and through the Nike Employee Grant Fund.

JOHANN KOSS
Founder, Right to Play

Pioneer
Before founding Right To Play, Johann Koss was an Olympic speed skater, considered to be one of the greatest Winter Olympians of all time. The 1994 Games in Lillehammer,

Norway, where he won three gold medals in front of a home crowd, proved to be the visionary launch point for the start of a movement that would bring the power of sport and play to children living in disadvantaged communities around the world – ultimately the organisation that would become Right To Play. Since the inception of Right To Play in 2000, Koss has dedicated himself to growing it into a leader in the Sport for Development and Peace movement. It now operates in more than 20 countries, reaching over one million children each week with the support of more than 640 staff worldwide and over 14,400 volunteer coaches.

DR RICHARD LAPCHICK
Founder, Institute for Diversity and Ethics

Influential
In the 1970s, Dr Richard Lapchick led the boycott of the South African participation in international sports events, the Davis Cup in particular. Lapchick was physically attacked in his college office in February 1978 just as it looked like the Davis Cup was going to be cancelled. His New York City apartment was ransacked in 1981 while he was leading a protest against a South African rugby team scheduled to play in the United States. Nelson Mandela personally invited Lapchick to his

presidential inauguration. Since then, Lapchick has become an internationally recognised expert on sports and diversity, founding many initiatives, centres and university departments on the issue.

SCOTTY LEE
Founder, Spirit of Soccer

Courageous
In 1996, British football coach Scotty Lee returned to Bosnia, where he had spent years driving humanitarian aid convoys during the civil conflict, to deliver a coaching programme for UK soccer club, Arsenal. While he was there, a group of children were playing soccer when one set off a landmine. Three of the children were killed, four were maimed. All were aged under 10. As a result, Scotty has worked tirelessly, setting up Spirit of Soccer to educate children living in conflict and post-conflict regions about the dangers of landmines and unexploded ordnance. Scott and Spirit of Soccer has developed a unique Mine Risk Education curriculum that uses football games and drills to teach children and young people how to avoid the dangers of landmines.

MICHAEL LUTZFEYER
Director, Grootbos Foundation

Entrepreneurs and Business

When South Africa was awarded the 2010 football World Cup by Fifa, Michael Lutzeyer saw a golden opportunity to find funding for Grootbos, a conservation programme to help Gaansbaai, South Africa. After raising R6m (£290,000), Lutzeyer oversaw the building of a clubhouse suitable for local football, netball and tennis clubs and, working with the English FA, has built a full-size artificial turf pitch on the site, being the most modern synthetic turf pitch in the country. Grootbos employs more than 150 full-time staff, some 80 per cent of whom are from local disadvantaged communities.

NELSON MANDELA
Former president of South Africa

Influential
The late South African president truly believed that, "sport has the power to change the world". Mandela saw sport as a way of achieving a multi-racial country, using it as a tool to unite people and help redefine the country's international image. Nelson Mandela was also inducted into the Rugby Hall of Fame this year having used rugby to bring South Africans together post-apartheid.

JESSICA MATTHEWS
Co-founder, Socket

Entrepreneurs and Business
At the age of 19, Jessica invented the Socket ball, an energy generating soccer ball that provides off-grid power for the developing world. Invented while at Harvard University, Matthews pursued the Socket after graduation. Socket harnesses kinetic energy from play and converts it into electrical energy that can be used to power appliances. Thirty minutes of play translates into three hours of LED light that can be harnessed through an attachable, three-light LED lamp that comes with each Socket.

MARK MCCAFFERTY
CEO, Premiership Rugby

Influential
Premiership Rugby, the controlling body for club rugby in England, has shown how a league can support its clubs in engaging their own communities. Under McCafferty's leadership Premiership Rugby clubs have developed programming around gang crime, unemployment, alcohol abuse, STEM education, healthy eating and gender equality. In 2014, Premiership clubs reached 310,000 participants, including delivered

CLOCKWISE FROM ABOVE: WILLIAM MOKGOPPO, SOUTH AFRICAN MOUNTAIN BIKER AND COMMUNITY LEADER; UNICEF AMBASSADOR DAVID BECKHAM; SEREN FRYATT, L.A. C.E.S. FOUNDER; NEW IAAF PRESIDENT LORD COE



PUSHING HIS WAY TO THE TOP

William Mokgopo

William Mokgopo is currently an adviser and mentor at Diepsloot Mountain Bike Academy, an organisation that uses mountain biking as a tool to create hope, empower youth and seek solutions to local challenges of unemployment, substance abuse, teenage pregnancy and low levels of education in the developing township of Diepsloot, South Africa. William described himself as one of many "directionless" teenagers in Diepsloot with only one

dream – to represent his country in the sport. After hours of practice and passion, William went on to represent South Africa at the Mountain Bike World Championships in 2013, without even owning a competitive bike. William has gone on to share his passion for the sport with local youth at the club and shows that, through education, you can empower yourself to rise above your circumstances without relying on others to make it happen.



SIR KEITH MILLS GBE
Founder and chairman, Sported and Invictus Games

Influential
Sir Keith Mills founded Sported in 2008, which helps over 3,000 community groups to deliver sports to disadvantaged young people. A successful businessman, he helped London win the 2012 Olympic and Paralympic Games and then went on to vice-chair the groundbreaking legacy programme, International Inspiration, which achieved its aim of getting more than 12 million children into sport. Following the Olympics, he barely rested, spearheading the Invictus Games, working alongside Prince Harry to deliver an international sporting event for injured servicemen and women.

LUIS ALBERTO MORENO
President, Inter-American Development Bank

Pioneer
As president of IADB, which works to improve lives in Latin America and the

Caribbean through financial and technical support, Moreno has consistently used sport to help reduce the poverty and inequality by improving health and education. Under his guidance, the IADB has funded multiple sports programmes – from partnerships with the NBA to funding football for employability programmes across the continent. Moreno has received numerous awards from governments and private entities, including Colombia's highest honour – the Grand Cross of the Order of Boyacá and the Clinton Global Citizen Award for Leadership in Public Service.

DIKEMBE MUTOMBO
Former NBA basketball player

Humanitarian
On the court, the 7ft 2in basketball star was known as one of the greatest defensive players in history. Off the court, Mutombo is a well-known humanitarian. In 1997 he launched the Dikembe Mutombo Foundation to improve living conditions in his native Democratic Republic of Congo. A decade later the foundation opened a new hospital, the first modern medical facility built in that area for nearly 40 years. Mutombo has been involved in good causes across the globe, receiving the highest accolades for

Barclays has invested £40m in Spaces for Sports in the UK and internationally, working with partners who are experts in harnessing the positive values of sport to help young people fulfil their potential.

#BeyondTheDivide



For the last 5 years, Barclays has worked with community partners to identify young people with the drive, determination and ambition to be on court at the Barclays ATP World Tour Finals at the O2. So far 5,000 individuals have come through the Barclays Ball Kids trials and 150 have gone on to fulfil their dream of stepping out on court.

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TURNING HIS LIFE AROUND

Louis Faith

At the age of 14, Louis Faith was in danger of entering the Criminal Justice System. He was disengaged from education and part of a gang of young people known to the police. Showing a passion for sport, Louis was accepted on to an active leadership apprenticeship. Louis soon realised that his passion wasn't just in coaching sport but using sport to engage young people into positive activities and tackle social change by teaching them life skills. He is now a community role model for young people who are facing similar challenges and who turn to Louis for advice. Working on the flagship Barclays Spaces for Sport site based in Portsmouth, Louis has gone on to be a key figure for Pompey in the Community working to enrich the local community and make it a safer place for the next generation.



his humanitarian work, and has personally donated millions of dollars to help others.

MICHELLE OBAMA

First Lady of the United States
Influential
More than just the First Lady, Michelle Obama is using her influence to tackle childhood obesity. Her "Let's Move" campaign has been running for five years and is targeted at schools, parents and children. From making school lunches healthier to building more bike-friendly roads, she used her influence, platforms and reach to become a campaigner for physical activity and healthy eating. And it seems to have worked. Last year the Centers for Disease Control said the prevalence of obesity dropped 43 per

JESSE OWENS

Former athlete
Courageous
Four-time Olympic gold medalist Jesse Owens is widely regarded as one of the greatest track and field athletes in history. His achievement of setting three world records and equalling another in less than an hour at the 1936 Berlin Olympics has never been matched. During a time of deep-rooted segregation, he not only discredited Hitler's master race theory, but also affirmed that individual excellence, rather than race or national origin, distinguishes one man from another.

OLIVER PERCOVICH

Founder, Skateistan
Courageous
In 2007, Oliver Percovich brought 10 skateboards out on to a street in Kabul, Afghanistan. A few kids saw him and boldly came forward to borrow his skateboards. When those boards came back to him in tatters after a few days, his decision was made, to use skateboarding as a tool for empowering young people, particularly women, and breaking down barriers and preconceived notions. In 2012, a suicide bombing left four of Skateistan's students dead, devastating Percovich and his staff. But they carried on and continued classes, ensuring the beneficiaries still had a place to learn and skate. Now, Skateistan has expanded into Cambodia and South Africa, bringing its

innovative methodology to other conflicted areas where young people need it most.

SHIMON PERES

Founder, Peres Center for Peace
Pioneer
Nobel prize winner and former prime minister of Israel, Shimon Peres, having established the Peres Center for Peace, recognised that sport had an important role to play in bridging deep conflict between Israel and its neighbours. Launched in 2002, his Twinned Peace Sports Schools have brought together Jews, Arabs, Israeli and Palestinian boys and girls, focusing not only on sport, but on peace-building activities, which are designed to break down barriers and change attitudes.

SARA POTLER-LAHAYNE

CEO and founder, Move this World
Entrepreneurs and Business
American citizen Sara Potler-Lahayne was a Fulbright scholar in Bogotá, Colombia when she created what became the Move This World curriculum. The idea was to use movement to create mindfulness and empathy in Colombian state elementary schools. Today she is the chief executive of Move This World, an organisation that has trained more than 3,500 adults and helped over 100,000 youth across four continents.

LEWIS PUGH

Patron of the Oceans, United Nations Environment Programme
Courageous
Lewis Pugh is an ocean advocate, maritime lawyer and a pioneering swimmer. Often described as the "Sir Edmund Hillary of swimming", Lewis was the first person to complete a long-distance swim in every ocean of the world, and he frequently swims in vulnerable ecosystems to draw attention to their plight. Lewis puts his hard-learned lessons in to the context of a corporate environment with motivational speaking and is continuously seen as the leading figure in efforts to protect the oceans.

LORD PUTTNAM

Film producer
Humanitarian
Lord David Puttnam spent 30 years as an independent film producer. His many award-winning films include *The Mission*, *The Killing Fields*, *Chariots of Fire*, *Bugsy Malone*, *Memphis Belle* and *Midnight Express*. He now focuses on his work in education and the environment, serving as chair to a variety of public bodies. He served as Unicef UK President for seven years, playing a key role in the promotion of Unicef key advocacy and awareness objectives and becoming an ambassador in 2009. He continues to support Unicef's work to protect children's rights.

JACKIE ROBINSON

Former baseball player
Courageous
Jackie Robinson became the first



African-American to play in the major leagues in the modern era. In breaking the colour line when being picked to play for the Brooklyn Dodgers in 1947, and in showcasing his unquestionable talent, Jackie challenged the traditional basis of segregation which then marked many other aspects of American life and became an inspiration to many African-Americans.

JOHANN RUPERT

Founding patron, Laureus Humanitarian
Laureus Sport for Good Foundation was launched in 2000, inspired by Nelson Mandela declaring that sport has the power to change the world. The organisation has raised more than €85million (£63million) since its inception, supports groundbreaking projects across six continents worldwide, and is backed by Mercedes-Benz, the Richmond group and more than 200 sportsmen and women.

SHRIVER FAMILY

Founders, Special Olympics
Pioneers
Eunice Shriver started a day camp for children with intellectual disabilities in 1962, having realised these children had nowhere to play. In 1968 she introduced the Special Olympics, of which her son, Timothy Shriver is now chairman. Her husband, Robert Shriver was the driving force behind the creation of Peace Corps, founded the Job Corps, Head Start and other programmes for the "war on poverty". Anthony Shriver, Eunice and Robert's son, is also an activist for people with intellectual disabilities and founded Best Buddies International, an international organisation that helps

people with intellectual disabilities find employment and social opportunities.

MATTHEW SPACIE MBE

Founder, Magic Bus
Pioneer
One Saturday in 1999, a group of children in Mumbai climbed on to a bus. For the children it was more than just a day out, it was an opportunity for change. With them was Matthew Spacie. Months before, he had been playing with a rugby ball outside his office when he noticed a group of boys living at the bus stop across the street. He called them over to hop the fence and play. Their games quickly became a routine and over the next few months Spacie began coaching them. The effect was remarkable. Being part of a team inspired them to aim higher. They went back to school, and became mentors for younger children in their community. Sixteen years later and Magic Bus reaches more than 280,000 youths across India. The charity has grown substantially but its essence remains the same: now, instead of an actual bus trip, children are taken on a wider journey of development.

DAVID STERN

Commissioner Emeritus, NBA
Pioneer
David Stern spearheaded the way sports leagues could use their influence. His tenure as commissioner was marked by a commitment to social responsibility, both in the United States and around the world. Under his leadership, the league launched NBA Cares, a global social responsibility program. Another part of his vast resume

was the founding of the Women's NBA in June 1997, thanks to Stern's belief in the concept – and his ability to sell the NBA's owners on it. To this day, it is the most successful professional women's sports league in the world.

STING AND TIM JAHNIGEN

One World Futbol, Supporter and co-founder
Entrepreneurs and Business
Tim Jahnigen invented the One World Futbol – an indestructible ball that could withstand the harsh physical conditions often faced by youth living in refugee camps, disaster areas and other disadvantaged communities. Inspired by Tim's vision, rock star Sting generously provided the initial funding to create the prototype for the One World Futbol, making Tim's vision a reality. In September 2014, One World Futbol Project celebrated the delivery of the one millionth World Futbol, bringing the youth to play to an estimated 30 million young people around the world.

BRENDAN TUOHEY

Executive director, Peace Players International
Pioneer
After graduating from college, Brendan Tuohy and his brother played professional basketball in Northern Ireland and operated basketball clinics for Protestant and Catholic children in Belfast. The clinics showed them that basketball – one of the few neutral sports in Northern Ireland – could help overcome deeply entrenched barriers between the two groups. Together, the Tuohys established PeacePlayers International (PPI) in 2000, grounded on their own life experiences that showed that "children who play together can learn to live together." Since then PPI has expanded into Israel and the West Bank, Cyprus, and beyond, reaching more than 69,000 youth and training more than a thousand coaches from 15 countries.

ARCHBISHOP DESMOND TUTU

Social-rights activist and retired Anglican bishop
Humanitarian
During the 1980s this passionate sports fan drew international attention to the injustices of apartheid, and in 1984 he won the Nobel Prize for Peace for his efforts. Post-retirement, Archbishop Tutu worked as a global activist for democracy, freedom and human rights. In 2011 he became a Patron of Beyond Sport, demonstrating his belief in sport being used for social change.

PRINCE HARRY

Patron, Invictus Games
Humanitarian
Prince Harry has undertaken two operational tours of Afghanistan and was promoted to Captain in 2011. He is currently patron of a number of charities and organisations and he holds two honorary military appointments. The majority of his charitable activity



Clockwise from above left: children of Skateistan; campaigner for physical activity and healthy eating, Michelle Obama; Prince Harry at Invictus Games; Luke Dowdney of Fight for Peace

focus on supporting disadvantaged young people, promoting the welfare of those who are serving or who have served in the Armed Forces, as well as sustainable conservation issues. Prince Harry co-founded the charity Sentebale to support orphans and vulnerable children in Lesotho. As well as being vice-patron of the Rugby Football Union, he was also instrumental in bringing the Invictus Games to life.

MEL YOUNG

President, Homeless World Cup
Entrepreneurs and Business
Mel Young is currently president of the Homeless World Cup, which he co-founded in 2005. The idea of the Homeless World Cup started at a conference on homelessness in Cape Town in 2001. Young believed that it was possible to change the lives of homeless people through football, and two years later, the

first tournament was held in Graz in Austria. Homeless World Cup and its partners now span the globe, with 74 countries taking part and reaching more than 100,000 homeless people annually.

ETHAN ZOHN

Co-founder, Grassroot Soccer and Stand Up to Cancer
Pioneer
In 2001 American soccer player Ethan Zohn won \$1million on the reality TV series *Survivor*. He used the funds to help co-found Grassroot Soccer, a soccer-themed HIV prevention curriculum. Initially launched in Zimbabwe, Grassroot Soccer has since expanded across southern Africa and has become one of the leading organisations using football as a way to educate and prevent HIV and AIDS.

Working towards a brighter future



Barclays has a clear sense of our business purpose: to help people achieve their ambitions – in the right way.

We play a broad role in the communities in which we live and work, helping the next generation to achieve economic independence and security. Barclays supports programmes that equip disadvantaged young people with the employability and financial skills they need to fulfil their potential.

By supporting Beyond Sport we can help create social change via sport.



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