



PLAN FOR 2026 & BEYOND

A SUSTAINABILITY PROPOSAL

AUGUST 2025 | www.worldfreestylefootball.org





- In January 2025, the WFFA was an association with two directors and **no members**
- The organisation was composed of a **team of volunteers**, with no possible accountability and no open governance
- The business model was **broken**, with increasing debt and no financial transparency
- The lack of resources was **increasing the strain** across all projects and events
- The global community was growing progressively **dissatisfied** with the Board

◆ **A TOTAL RESET WAS NECESSARY**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ● Global community across 119 countries ● Expertise in the sport itself: deep knowledge of its history and peculiarities ● Commitment and willingness to continue 	<ul style="list-style-type: none"> ● Fundraising issues ● Lack of structure and transparency ● Disperse community; small groups across the world ● Over-reliance on volunteers
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ● Worldwide community with endless talents in all fields ● New platforms with constant need for content ● Unexplored grants and funds ● Sport with great appeal to children: potential expansion to brands speaking to kids ● NextGen competitions 	<ul style="list-style-type: none"> ● External stakeholders taking the sport as their playground (e.g. RBSS) ● Freestyle Football perceived as a niche activity ● Elite freestylers' level rising too high for newcomers to enter the competitive circuit ● Growing distance between the WFFA and the community

***“I don’t want to stop.
Freestyle is what gave
my life meaning”***

Lucaso Škoda

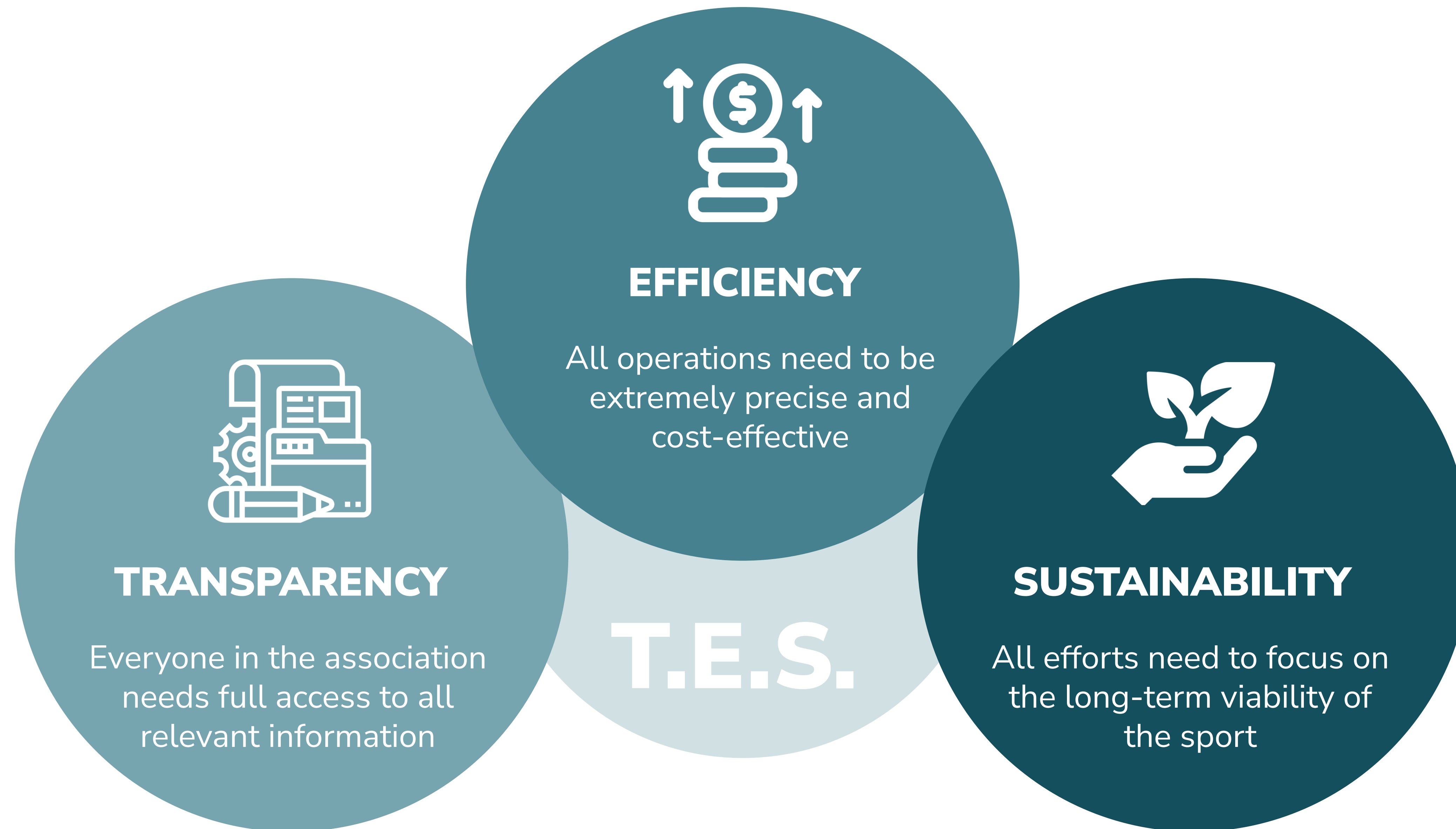


WFFA

Datos

Telefónica







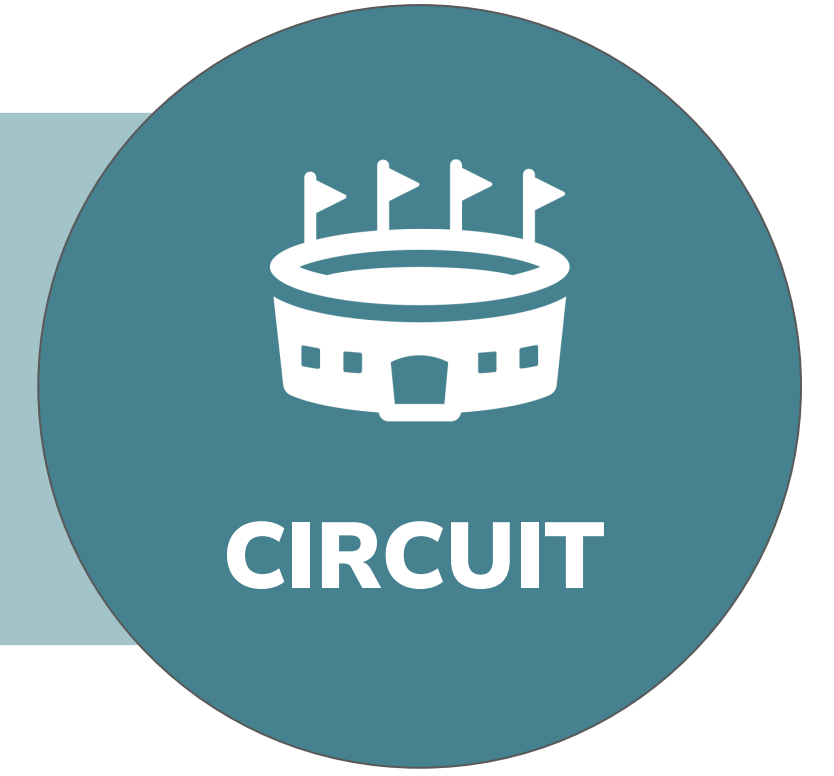
Rebuild the trust and involvement of the global community

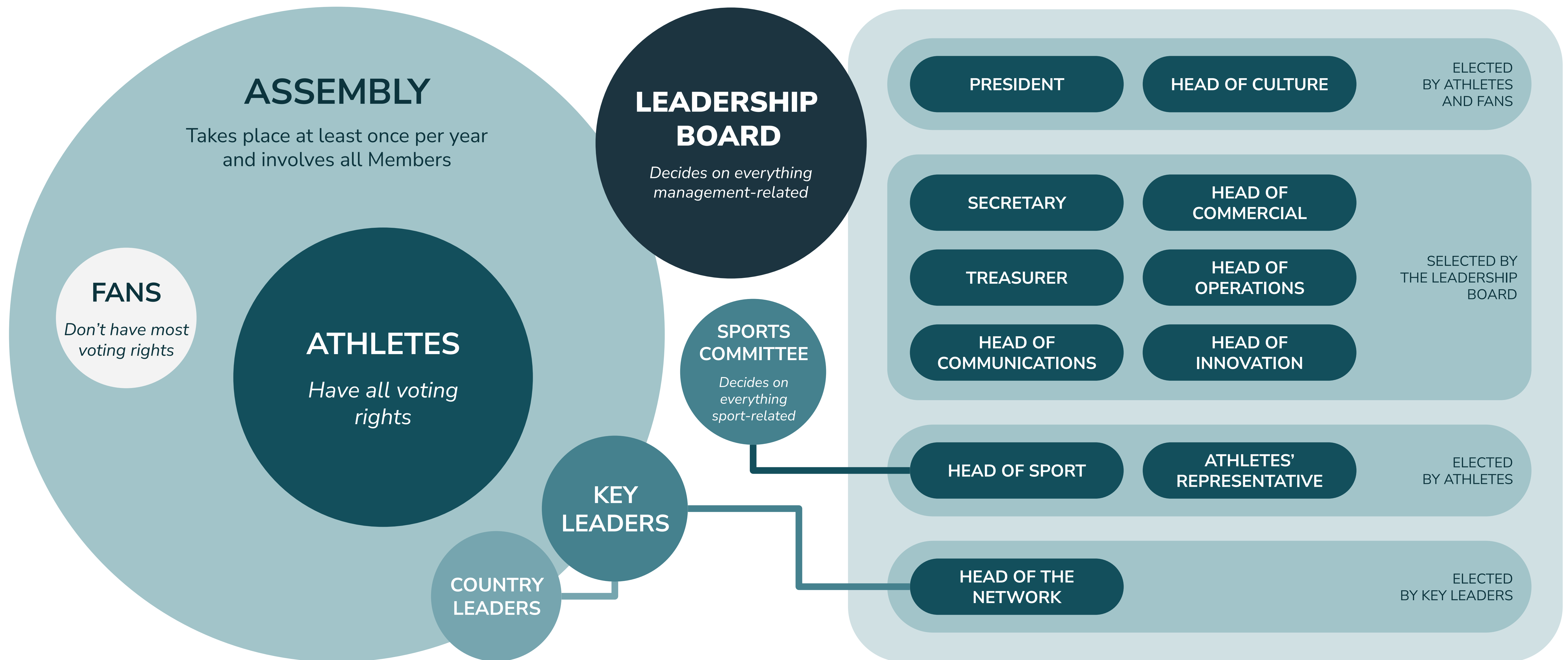
Transform the WFFA into an open and democratic sports federation

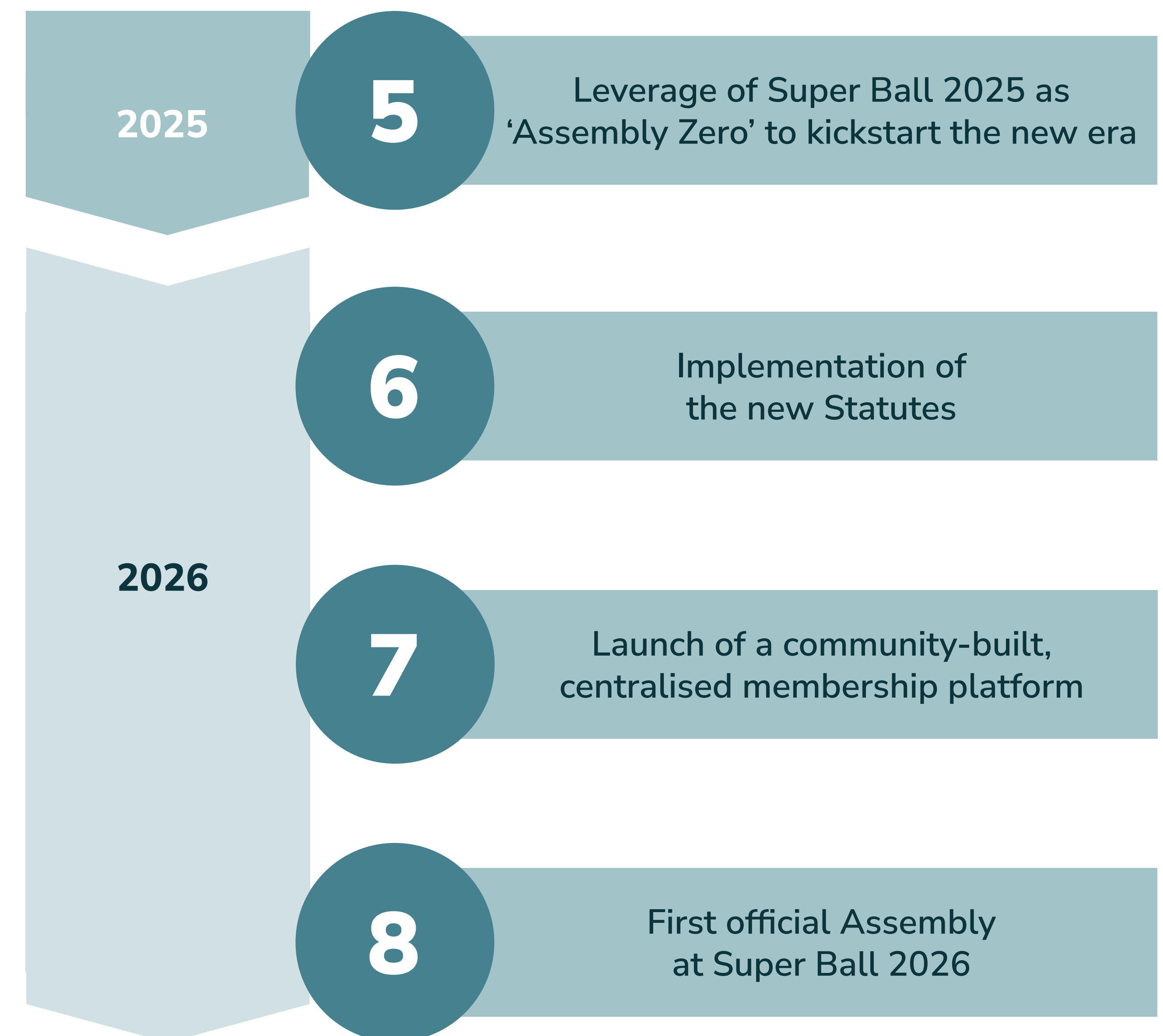
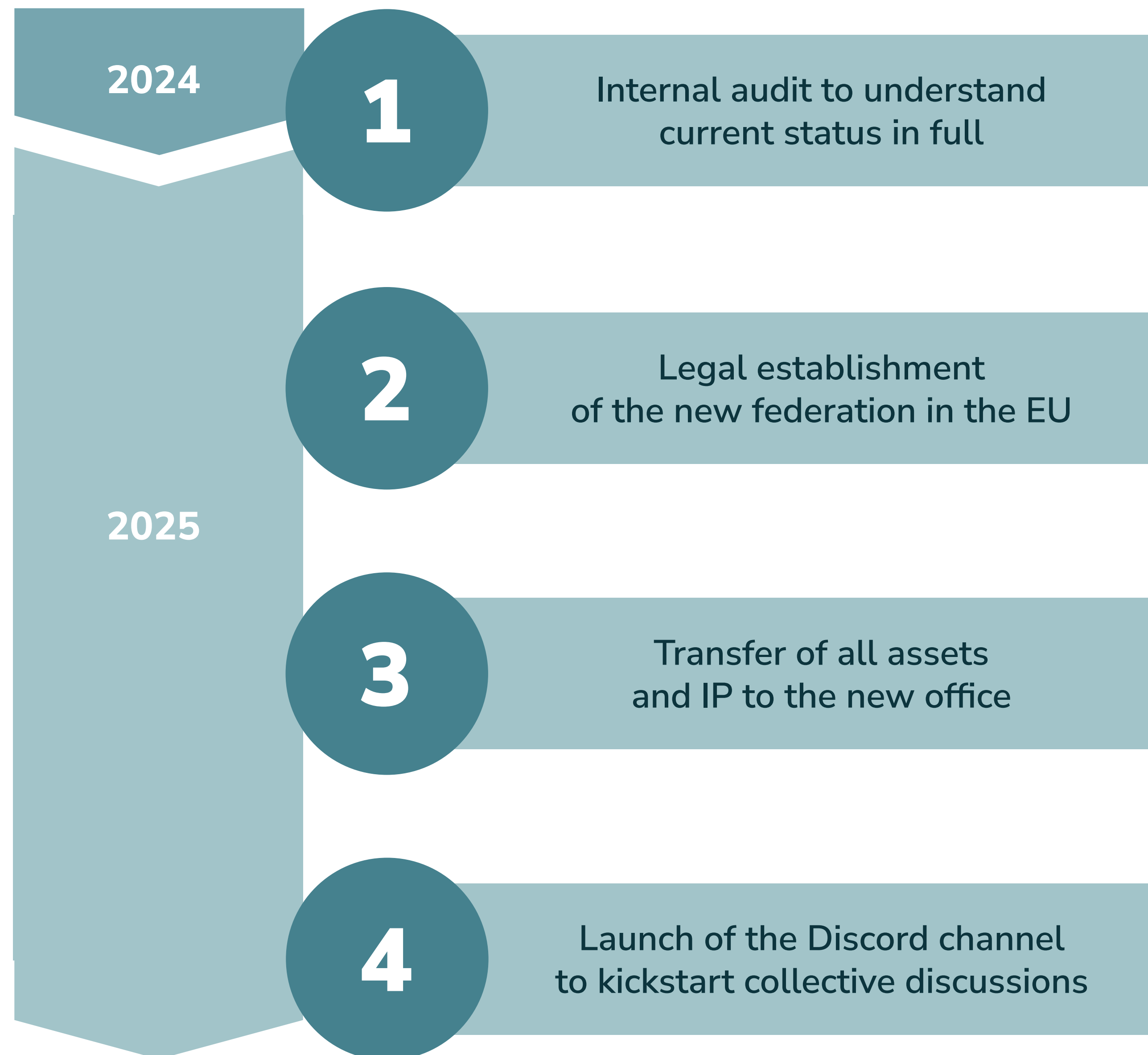


Ensure full transparency across all operations

Ensure a 2026 season with at least SB, PS, WFFC and NG











- Learn from the experiences of **community-led events** (IFFC, 7Stars, Streetskills Euro Cup, MadJam...)
- **Listen to the community** to improve the experience of freestylers (prize money, better awards...)
- **Implement the creations** of the community (FS Meet, Flair20 Synthesis™...)
- Increase **contact and interaction with the 119 countries** within the Global Network









WFFA

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