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FUTBOLTECH

EXECUTIVE MANAGEMENT REPORT

August 2026

Humanitarian management, sustainability and institutional strengthening

Presented to the Board of Directors and work team

1. Executive Summary

August was an extraordinary month for FutbolTech. Following the earthquake of August 10th in Colombia, the organization temporarily expanded its scope of action toward humanitarian aid, putting its network of teams, companies, allies, and organizations at the service of the affected communities.

This situation led FutbolTech to what we have called "the match of a lifetime." Football remained our common ground, but during the emergency our relationship-building capacity allowed us to manage food, water, sports equipment, temporary housing protection, psychosocial support, and direct connections between donors and affected families.

In parallel, the Executive Directorate made decisions to protect institutional sustainability. Economic commitments were reduced, the communications area was reorganized, the structuring of an Administrative Management division was initiated, and progress was made on an international expansion model financed from the field with the incorporation of Peru.



2. Executive Dashboard

USD 8,530

Quantified resources and aid

Does not include unvalued services and aid

150

Families served with food baskets

Conservative estimate, excluding duplicate households

USD 4,000

Projected savings Sep–Dec

Result of adjusting four support commitments

1

New international process

Peru, locally funded

3. Humanitarian Response and Mobilized Resources

The campaign "We're All In for Colombia" became the main coordination instrument during the emergency. FutbolTech focused its efforts primarily in Valle del Cauca, Risaralda, Chocó, and affected communities in Cauca, connecting verified needs with companies, organizations, and individuals willing to contribute.

Item	Quantity	Approx. Value	Qualitative Contribution
Nutritional supplements	200 bottles	USD 2,900	Food support for affected communities.
Family food baskets	150 baskets	USD 2,500	Support for 150 families in Risaralda, Chocó, and Valle del Cauca.
Vantage contribution	1 contribution	USD 1,000	Activation of an international commercial relationship.
Soccer cleats in Chocó	50 pairs	USD 1,500	Sports continuity for children and youth.
Water	Managed bales	USD 130	Response to immediate need in an affected community in Cauca.
Ágape Miami	20 balls + food baskets	USD 500	Immediate aid, sports practice, and methodological exchange.

Total quantified value: approximately USD 8,530.

This value does not include 130 tents for temporary housing protection, hygiene kits, solar lamps, psychosocial support, technology services, advisory services, logistics, and human resources contributed by partners.





Human Impact

- 150 families assisted through family food baskets, using a conservative criterion of one family per basket.
- 130 tents accompanied in their distribution for temporary housing protection, not counted as additional families to avoid duplication.
- Psychosocial support and network activation to connect direct aid with affected families.
- FutbolTech expanded its capacity for action: sport, humanitarian aid, coordination, and territorial reach.

4. Administrative Management and Sustainability

The emergency also prompted a review of financial commitments and institutional priorities. The Executive Director temporarily suspended economic support to four teams, while maintaining their connection with the FutbolTech community, the platform, training processes, and institutional accompaniment.

Teams with temporary adjustment

- Nazareno FC, Turbo, Colombia.
- Profesionales Florida Guerrero, Colombia.
- Hospitalidad y Solidaridad, Mexico.
- Fundación Guadalupe, Paraguay.

Financial outcome

- 4 economic supports adjusted.
- Monthly reduction of USD 1,000 in commitments.
- USD 4,000 in projected savings between September and December 2026.

Each team received a personalized communication and an official letter. The measure seeks to protect the budget without breaking the institutional bond.



Reorganization and Management

Communications Reorganization

The relationship with the external agency that had been managing part of the communications has concluded. Operations will be handled internally by Jaime Velásquez, a member of the FutbolTech team. The change seeks to reduce costs, increase internal control, and better integrate communications, technology, and operations.

Administrative Management

During August, the structuring of an Administrative Management office was initiated to strengthen planning, budgeting, financial tracking, document management, commitment control, and internal coordination. The measure responds to the growth of an organization with relationships and operations in multiple countries.

5. Alliances and Strategic Management

Partner	August Management	Institutional Value
Academia Ágape Miami	Humanitarian visit, 20 soccer balls and food supplies, methodological session, support for Semillas Verdes, and agreement to develop English on the Field.	Integrates immediate aid, education, sport, and management presence from Miami.
Pitch Room Uruguay	Advisory on crisis communication, institutional narrative, investor relations, and exploration of capital for the second phase.	Provides specialized capacity to transition from emergency response to a stabilization and sustainability strategy.
Club de Networking Miami	Reactivation of the relationship for taco campaigns, event presence, business contacts, and partner management.	Opens a business channel for donations, positioning, and new relationships.
Mi Primer Bitcoin	Continued development of the Financial Education on the Field model.	Strengthens the educational component of the FutbolTech model and its future application with children and families.



**Colombia se levanta unida:
juntos reconstruimos hogares,
esperanza y futuro.**

Una iniciativa impulsada por





6. Peru: Self-Management Model Progress

During August, the FutbolTech Peru process advanced toward an operational phase. A meeting was held with the selected coach and the delegate designated by the partner company to review the FutbolTech model and support the current recruitment and profiling stage for children.

- 1 Peruvian company linked as a local funder.
- 1 coach selected.
- 1 operational implementation meeting held.
- Recruitment and profiling of children underway.
- Methodological and operational coordination with FutbolTech.
- Review of legal aspects and appropriate mechanisms for processing contributions from Peru.

Qualitative contribution: the model allows the local partner to finance basic operations while FutbolTech provides methodology, platform, support, training, and an international community. This reduces pressure on the central budget and creates a replicable pathway for other territories.

7. Main Achievements in August

1 international humanitarian campaign activated.

Approximately USD 8,530 in quantified resources and aid.

150 families served through family food markets.

200 nutritional supplements, 50 pairs of cleats, and 20 soccer balls mobilized.

130 tarps supported in their distribution, plus hygiene kits and solar lamps.

USD 1,000 in monthly savings generated and USD 4,000 projected through December.

4 teams administratively adjusted through direct communication and official letter.

1 strengthened alliance with Academia Ágape Miami and 1 English on the Field program agreed upon.

1 active strategic advisory process with Pitch Room Uruguay.

1 commercial relationship reactivated with Miami Networking Club.

1 new implementation process in Peru financed from the territory.

1 Administrative Management role in structuring and 1 communications area reorganized.





8. Challenges

The close of August demands converting the articulation capacity demonstrated during the emergency into a sustained strategy for the last quarter of 2026.

- Organize and execute the Action Plan from September to December 2026.
- Focus management efforts on resources, sustainability, and recurring donors.
- Convert alliances and commercial relationships into funded projects.
- Strengthen the products and services that generate income for the organization.
- Maintain budget discipline and monthly savings tracking.
- Consolidate Administrative Management and internal processes.
- Responsibly continue the post-seismic stage and measure results without duplicating beneficiaries.

9. Executive Director's Closing Remarks

August put FutbolTech's institutional capacity to the test. The organization responded to an emergency, mobilized resources, supported communities, activated allies, and maintained processes of expansion and internal organization.

The value of the month is reflected in USD 8,530 in quantified resources and aid, 150 families served with food packages, USD 4,000 in projected savings through December, and a new internationally funded model rooted in the territory. These figures are complemented by unquantified contributions in housing protection, emotional health, technology, logistics, and advisory support.

The next step is to convert this management capacity and relationship-building into a sustainability strategy for September through December 2026, with greater focus on resources, allies, products, and administrative discipline.

The background features a light blue network diagram with various social media icons connected by thin lines. The icons include Facebook 'f' logos, LinkedIn 'in' logos, a Twitter bird, a person with a plus sign, a person with a number 2, a speech bubble, a telephone handset, an envelope, a RSS feed symbol, and a person with an 'i'. A large, faint Twitter bird icon is centered behind the main title.

DIGITAL RESULTS REPORT

Detailed analysis by social network

Production and Content by the Communications Team

Institutional Video

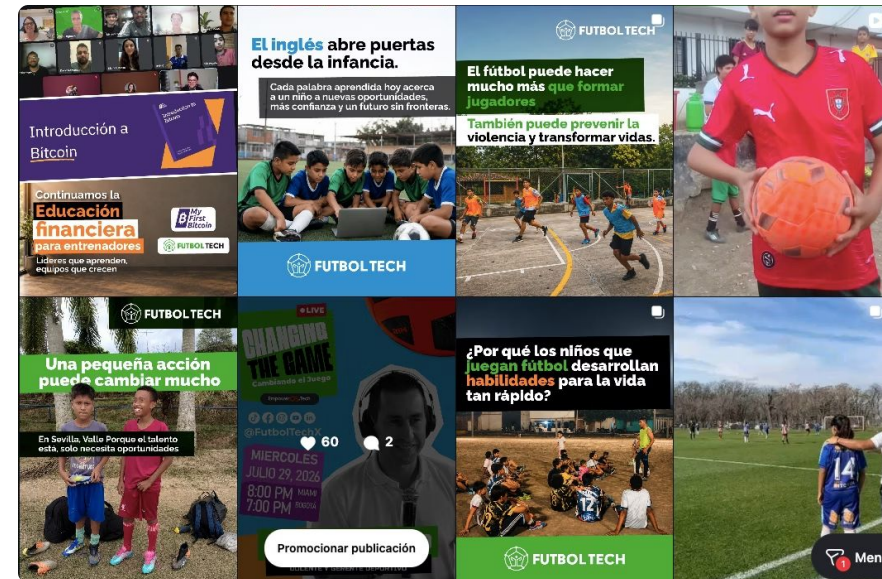
The institutional video for FutbolTech was produced — a key piece for the identity and communication of the organization that consolidates its message.

Website Hero

The website hero was designed — a central visual element that defines the first digital impression and captures the audience's attention.

Strategic Thematic Content

Development of content pieces around English language teaching, financial education, and the role of coaches, enriching our value proposition.



General Summary

The analyzed period reflects very positive growth in the brand's digital presence. The results show significant progress in reach, views, engagement, audiovisual content playback, and discovery by new audiences. These achievements were driven by the construction of the brand identity for the campaign **"We're All In for Colombia"**, as well as the production of content pieces and videos that strengthened the organization's communication and visibility across all platforms.

Instagram

Strengthens discovery and Reels performance.

Facebook

Concentrates outstanding growth in reach, video, interactions, and followers.

TikTok

Demonstrates a high capacity for organic distribution to new audiences.

1. Instagram — Key Results



43,863

Views

During the analyzed period

1,790

Interactions

Total likes, comments, and shares

8,597

Viewers

Total account reach

714

Accounts

Number of accounts that interacted

79.8%

Non-Followers

Percentage of views from new audiences

54.5%

Follower Interactions

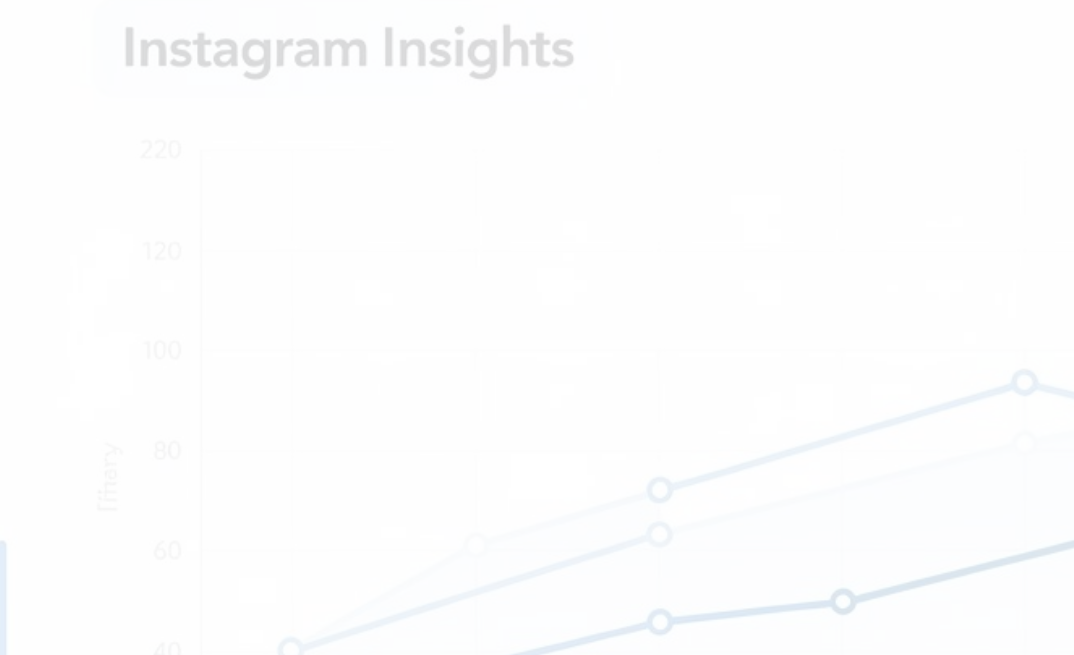
Percentage of interactions from the follower base

45.5%

Instagram — Reach and Content Performance

Reach Analysis

Nearly eight out of ten views come from people who do not yet follow the account. This shows that the content is being recommended or discovered outside the usual audience, widening the top of the digital funnel.



Instagram is fulfilling a strategic discovery and positioning role. The high percentage of views from people who do not follow the account confirms that the content has the potential to continue expanding the audience.

Interacciones ⓘ

1790

Interacciones

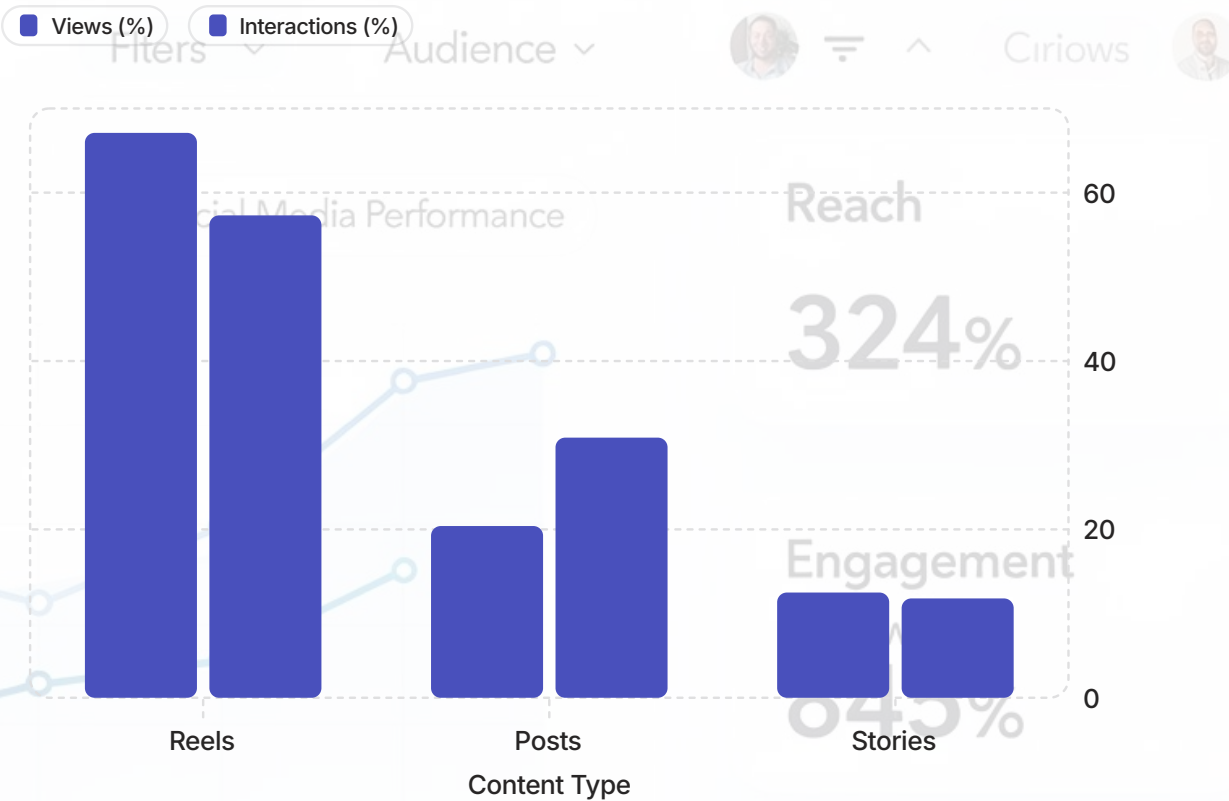
Seguidores

54,5%

Por interacciones con el contenido

Reels		57,3%
Publicaciones		30,9%

Performance by Content Type



Reach

324%

Engagement

84,5%

Clicks

235%

2. Facebook — Main Results

261.8K

Views

17.2K% growth

221,555

Viewers

41.7K% growth

182.6K

Video Plays (3 sec)

137.2K% growth

85

Days of Watch Time

and 15 hours (244.4K% growth)

16.4K

Interactions

33.5K% growth

15,742

Non-Follower Interactions

2K

New Followers

94.6K% growth

Visualizaciones



Visualizaciones ⓘ

261,8 mil ↑ 17,2 mil%



De seguidores ⓘ 1,4% ↓ 96,3%

De no seguidores ⓘ 98,6% ↑ 61,2%

Espectadores ⓘ 221.555 ↑ 41,7 mil%

Seguimientos



Seguidores ⓘ

2 mil ↑ 65,0 mil%



Personas que dejaron de seguirte ⓘ 59 ↑ 5,8 mil%

Seguimientos netos ⓘ 1.894 ↑ 94,6 mil%

Visitas



Visitas de Facebook ⓘ

2,7 mil ↑ 1,4 mil%



Interacciones



Interacciones con el contenido ⓘ

16,4 mil ↑ 33,5 mil%



De seguidores ⓘ 701 ↑ 1,5 mil%

De no seguidores ⓘ 15.742 ↑ 314,7 mil%

Videos y reels



Reproducciones de 3 segundos ⓘ

182,6 mil ↑ 137,2 mil%



Tiempo de reproducción ⓘ 85 d 15 h ↑ 244,4 mil%

Conversaciones



Conversaciones iniciadas ⓘ

1 0%



Contactos nuevos ⓘ 1 0%

Índice de respuesta ⓘ 100% ↑ 100%



Facebook — Analysis

Overview

Engagement

Engagement

Reach and Views:

98.6% of views came from people who did not follow the account. Facebook functions as a platform for reaching new audiences and generating brand awareness at scale.

Video and Audiovisual Content:

182.6K plays and 85 cumulative days of playback confirm that video is the main performance driver. Audiovisual content has a superior ability to capture attention and expand organic distribution.

Interactions and Community:

16.4K interactions, of which 15,742 came from non-followers. The 1,894 net new followers show that reach is beginning to convert into community.

Facebook stands out as the fastest-growing platform of the period. The main opportunity is to continue converting the high volume of people reached into followers and an active community.

Followers

Follow growth

Q

>



Audience Demographics



Ousar Followers

New Followers 1.88. 120%

Likes 1.88. 120%



Likes

New Followers 62. 70%

Likes 62. 70%



Likes & Emker

New Followers 15.742

Likes 15.742



Likes & Emker

New Followers 1,894

Likes 1,894



Likes & Emker

New Followers 15,742

Likes 15,742

Audience Demographics



Engagements Vis

New Followers 802.55%

Likes 802.55%



Jors Sheheriagls

New Followers 70.30%

Likes 70.30%



Shats'a Commering

New Followers 9.87%

Likes 9.87%

Total Followers

125.4K

+5.2%

New Followers

+2.3K

+5.2%

Comments

3.8K

+5.3%

Engagement Rate

3.4K

+10.1%



3. TikTok — Main Results

150.4K

Views

from posts

3.8K

Likes

217

Comments

286

Shares

336

Profile Visits

99.0%

"For You" Traffic

of traffic came from "For You"

0.6%

Search Traffic

of traffic came from search

0.4%

Personal Profile Traffic

from personal profile

TikTok — Analysis

Organic Distribution:

99% of traffic came from the "For You" section. This demonstrates excellent organic visibility. Content is being distributed primarily through the platform's recommendation system, allowing it to reach audiences who were not necessarily searching for the account directly.

Engagement and Audience Response:

The 3.8K likes, 217 comments, and 286 shares demonstrate that posts are not just accumulating views. Likes reflect acceptance, comments generate conversation, and shares represent an especially positive signal of value. The 336 profile visits represent an opportunity to strengthen the conversion between reach and community.

TikTok is functioning as a massive discovery platform. The next strategic step is to leverage this reach to increase profile visits, followers, and more lasting connections with the audience.

Overall Strategic Conclusions

The platform-by-platform analysis reveals that each social network is playing a complementary role within the overall digital growth strategy.

Key strengths identified

High capacity to reach people who do not yet follow the accounts.

Audiovisual content and short formats are consolidating as the main drivers of reach.

Facebook shows especially strong growth in views, plays, and interactions.

Instagram combines the discovery of new audiences with an existing community that continues to engage.

TikTok demonstrates excellent organic distribution through the "For You" section.

Follower growth signals a real opportunity to convert reach into community.

The most relevant result of the period is the expansion of digital presence toward new audiences. The recommendation is to maintain the audiovisual strategy, continue producing Reels and short videos, and convert reach into more lasting relationships: more followers, greater recurring engagement, and an increasingly consolidated digital community.

