

The Pro League, clubs and fans raise €103,226 for Younded Belgium through auctions

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During a closing ceremony held on Friday evening at the KV Mechelen stadium ahead of the match against Standard de Liège, the final amount of the annual Younded Pro League campaign was announced. The auction of 750 football-related items in support of the league's social partner Younded Belgium raised an impressive total of €103,226. The signed shirt of Hans Vanaken generated the highest bid, selling for €1,600. The Club Brugge captain's shirt topped the auction, followed by a replica of the former Jupiler Pro League trophy, which was sold for €1,300.

After a turbulent week, Pro League CEO Lorin Parys expressed his satisfaction with the outcome: "This campaign shows the true strength of Belgian football. With more than 15,000 bids on 750 items, our fans, clubs and partners once again demonstrate what we can achieve when we work together and unite behind a common goal. Thanks to the funds raised, we are once again helping more than 2,000 vulnerable people across 60 Younded teams to reintegrate into society. This result for Younded Belgium underlines that football, even in challenging times, remains a powerful force for unity and mobilisation. I am particularly grateful to everyone who contributed – players, clubs, partners and supporters. As turbulent as the current period for Belgian football may be, it is nothing compared to the daily struggle faced by some Younded players."

Between 21 and 28 November, the MatchWornShirt auction platform recorded a total of 15,247 bids from 45 different countries. The league's delivery partner, DHL Express, will be working over the coming days and weeks to ensure that all 750 auctioned items are delivered to fans before Christmas. The most expensive match-worn shirt of this seventeenth edition was that of Hans Vanaken (€1,600), followed by Alexis Beka Beka (€1,100) and Jarne Steuckers (€950).

In the Challenger Pro League, the shirt of Radja Nainggolan (€750) from KSC Lokeren was the most sought after, while the shirts of August De Wannemacker (€428) and Beau Reus (€420) also raised significant amounts. At club level, Club Brugge shirts generated the highest total (€8,778), followed by Union SG (€8,040) and KV Mechelen (€7,197). Among the special and exclusive items offered by the Pro League with the support of its partners, the replica of the former Jupiler Pro League trophy proved particularly popular, selling for €1,301.

Corporate tournament for Younded Belgium

All funds raised through the auction will be donated in full to Younded Belgium. On 24 April, the Pro League will organise, in collaboration with the Royal Belgian Football Association (URBSFA), a corporate tournament at the Proximus Basecamp. The proceeds from this event will also be donated to the league's social partner.

There are currently 60 Younded football teams across Belgium, 26 of which operate under the banner of professional clubs. More than 2,000 affiliated players are facing challenges related to housing insecurity, mental health, wellbeing, poverty or addiction. Within their teams, Younded players build self-confidence, gain greater structure in their lives and connect with social workers

and people in similar situations. In their team, they find more than just teammates – they find a home.