



Football for Hope – “20 Centres for 2010”

Project Concept

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I. Background Football for Hope Movement

Football for Hope is a movement that uses the power of the game for social development. Leading the initiative are, FIFA, world football's governing body, and streetfootballworld, a centre of expertise that supports a global network of local organisations in the field of development through football.

FIFA's mission is to develop the game of football, touch the world through FIFA competitions, and build a better future. Football is of social, cultural, and educational relevance and FIFA promotes its core values of unity, performance, authenticity and integrity inside and outside its organisation.

streetfootballworld is a social profit organisation that has developed a centre of expertise for projects involving football as a tool for social development. streetfootballworld is the driving force behind a global network of community-based development organisations.

FIFA and streetfootballworld have been working in a strategic alliance since 2005 to increase the impact of football as a tool for social development.

II. Purpose

The purpose of this document is to provide a clear outline of the concept, vision and structure of the Football for Hope Centres project.

III. Introduction to Football for Hope – "20 Centres for 2010"

FIFA and streetfootballworld aim to build 20 Football for Hope Centres (5 in South Africa, 15 in other African countries) as part of and through funds raised by the official campaign of the 2010 FIFA World Cup™, "20 Centres for 2010". The project will benefit 20 socio-economically disadvantaged African communities by providing local organisations (Centre Hosts) with vital infrastructure to deliver services in the field of social development through football.

The infrastructure of the 20 Football for Hope Centres will consist of a building with facilities dedicated to education and public health as well as a small-size artificial turf pitch (40x20m). The 20 Centres will serve as a place where the local community can gather, access public health and education services, and use football as a powerful tool for development. The programmes at the Centres will thus improve necessary life skills and basic education, prevent diseases and promote health care as well as encourage the social integration of minorities and disadvantaged populations.

Each centre will be designed in close collaboration with the Centre Host in order to ensure that the infrastructure is suitable for the needs of the community and the programmatic aims of the centre. These football-based and community-relevant public health and education programmes will be delivered by the local Football for Hope Centre Host organisation.

The first eleven Football for Hope Centres will be built in the following locations with the following Centre Hosts and will serve as models for the development of the next 9 Centres:

1. Cape Town, South Africa – Grassroot Soccer (GRS)
2. Nairobi, Kenya – Mathare Youth Sports Association (MYSA)
3. Windhoek, Namibia – Special Olympics Namibia (SON)
4. Bamako, Mali – L'Association Malienne pour la Promotion de la Jeune Fille et de la Femme (AMPJF)
5. Cape Coast, Ghana – Play Soccer Ghana
6. Kigali, Rwanda – L'Association des Jeunes Sportifs de Kigali (AJSK) « Espérance »
7. Maseru, Lesotho – Kick4Life



8. Edendale, Pietermaritzburg, KwaZulu Natal, South Africa – WhizzKids United
9. Qwa Qwa, Free State, South Africa – loveLife
10. Mokopane, Limpopo, South Africa – South African Red Cross Society
11. Alexandra, Gauteng, South Africa – Grassroot Soccer (GRS)

IV. Vision and Mission of the Football for Hope Centres

The **vision** of the 20 Football for Hope Centres is to facilitate access for youth and communities to public health and education services through their interest in football.

The **mission** of the Football for Hope Centres is to promote social development for boys and girls by creating infrastructure and by strengthening, expanding and designing local programmes using the unifying power of football to mobilise resources within African communities.

V. Key Objectives

The key objectives of the Football for Hope Centres are

1. to promote health and education in underprivileged communities and
2. increase the social impact of local organisations (the “Centre Hosts”) in the communities where they work by strengthening their programmes and providing them with infrastructure and a base from which to deliver these programmes

VI. Project Scope

Core Services

The core service areas of the 20 Centres are:

- **Public health** activities that will help increase youth awareness on health issues and access to existing health services. Focus areas in public health will include improving health literacy among youth, reproductive health education, HIV prevention, and cessation of drugs/alcohol abuse.
- **Education** activities that will ensure an engaging learning environment for youth to support their academic achievements. Focus areas in education will include, peer education, leadership training, homework support, catch up courses, library space and literacy, media training, IT training.
- **Football** activities that will attract a diverse group of both boys and girls and will continuously bring the community together at the centre. Focus areas in football will include, youth 7v7 leagues, girls football, training for out of school youth, training for youth with disabilities, health promotion and peace building tournaments (i.e. VCT, health screenings, conflict resolution etc.)

The Centre Hosts will combine the work in these core service areas according to their expertise and the needs of the target group.

Local Collaboration

Community involvement and ownership are crucial for the success and sustainability of the centres. Local community representatives are involved during the entire production process from the very first step, including the architectural design for the centre, construction and, whenever possible, the involvement of local workforce and skill-building programmes.

International Collaboration

Football for Hope helps to ensure that appropriate preparations, processes, and technical assistance, capacity building and funding opportunities are in place both during and long after construction of the 20 Football for Hope Centres. The construction of the centres will be supervised by FIFA and streetfootballworld and implemented by Architecture for Humanity, a charitable organisation that services communities in need, and Greenfields, a leader in construction and development of synthetic turf systems. The 2010 FIFA World Cup Organising Committee South Africa is a vital partner in the realisation of South Africa's 5 Football for Hope Centres.

Infrastructure

Each centre is between 150-200m² in size, with an adjacent 40mx20m artificial-turf football pitch. The facility offers boys and girls of all ages and backgrounds a space within their community to learn relevant life and leadership skills that further strengthen their development.

The main infrastructure components include:

- Small-size football pitch (40x20m) with state-of-the-art artificial turf
- Rooms to provide public health services and informal education
- IT accessibility
- Common space for community gatherings
- Office space for the Centre Host's staff members
- Change rooms, showers, and toilets

Centre of opportunity

The Football for Hope Centre is a place for community activity and a training ground for developing new programmes through football. By building relationships with local public health and education service providers, the centres actively seek to link youth to existing opportunities and strengthen networks within the community.

VII. Centre Selection

A local organisation within the Football for Hope movement is identified and invited to be a Centre Host via a selection process led by FIFA and streetfootballworld. The Centre Host is evaluated on its strength as an organisation and the quality of the programmes delivered to youth.

The centre site is selected via a collaborative process between FIFA, streetfootballworld, the Centre Host, local government, local community and other key stakeholders.

Site selection criteria include:

- Location of Centre Host operations
- Community needs
- Existing infrastructure
- Proximity of health and education services
- Community organisation

VIII. Role of the Centre Host

The Centre Host is responsible for maintaining, operating, and sustaining the Football for Hope Centre. Together with Football for Hope, they organise local government, FIFA Member Associations, and local stakeholders to make key contributions. The Centre Host brings the building to life with consistent and effective programmes in public health, education, and football for youth in their communities. Operation of the centre is a great undertaking; FIFA and streetfootballworld are committed to providing ongoing technical assistance and access to



resources and capacity building opportunities for the Centre Host to ensure sustainability and effectiveness of the centre and its programmes.

IX. Measures of Success

FIFA and streetfootballworld are committed to achieving positive change among youth in disadvantaged communities across Africa. The following elements will indicate the degree of success of the 20 Football for Hope Centres on the communities they serve:

- an increase in understanding of local health issues and in services accessed
- an increase of extra-curricular education services within the communities
- an increase in quality of community life through local and international collaboration
- an increase in the Centre Host's organisational development
- long-term facility maintenance
- frequency of facility use and participation

X. Beyond 2010

Football for Hope supports innovation and promotes using the unifying power of football to create opportunities for young people in disadvantaged communities. The 20 Football for Hope Centres provide a space for youth social development in each host community. The 20 Centres are a long-term project for everyone involved and will leave a lasting legacy of the 2010 FIFA World Cup™ in underprivileged communities across Africa, demonstrating the power of football in social development. In the future, Football for Hope Centres will also be developed in other parts of the world, including South America in connection with the 2014 FIFA World Cup™. The Football for Hope Centres in Africa will become a model to be followed around the world.