

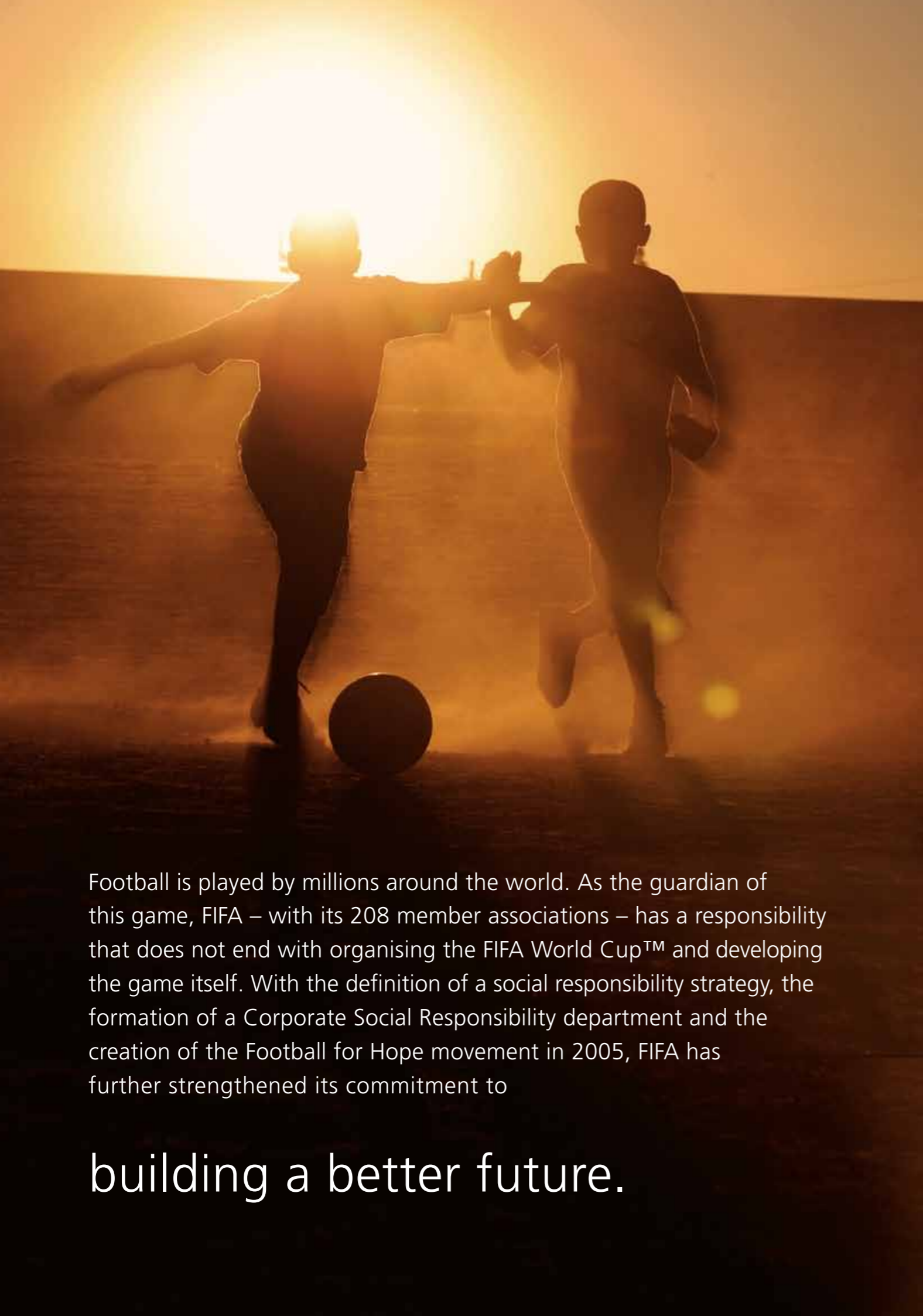
Football for Hope

Social development through football



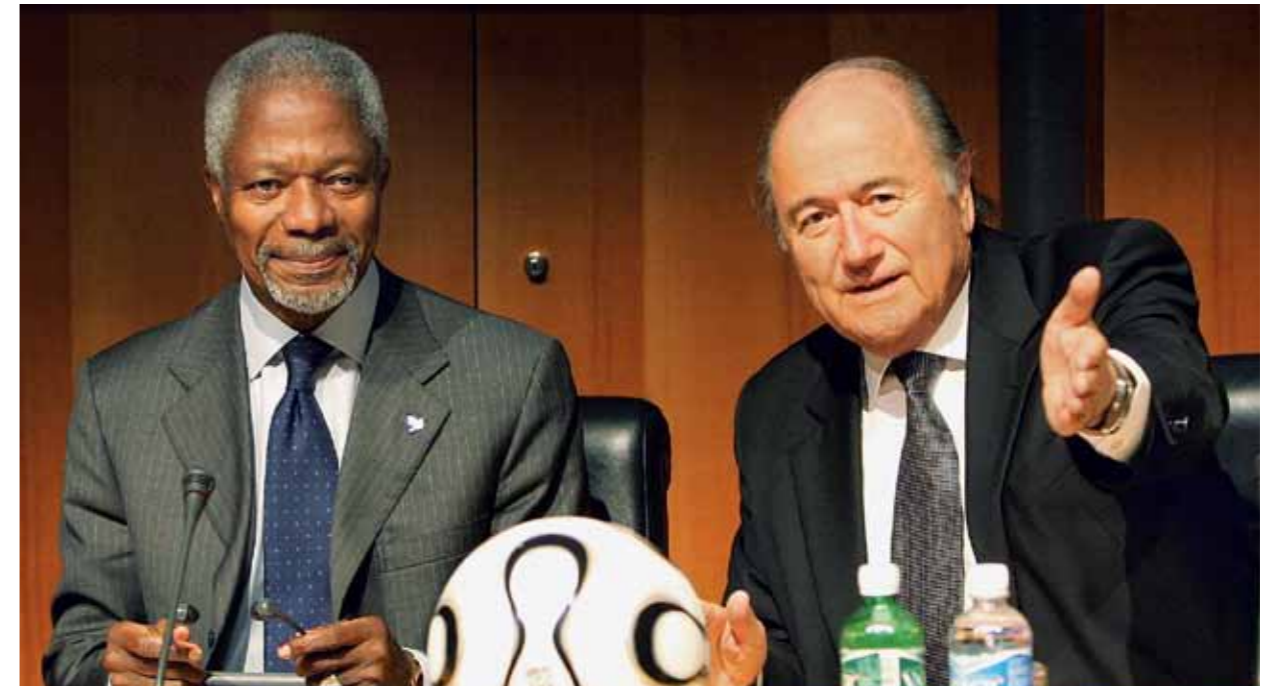
FIFA[®]

For the Game. For the World.



Football is played by millions around the world. As the guardian of this game, FIFA – with its 208 member associations – has a responsibility that does not end with organising the FIFA World Cup™ and developing the game itself. With the definition of a social responsibility strategy, the formation of a Corporate Social Responsibility department and the creation of the Football for Hope movement in 2005, FIFA has further strengthened its commitment to

building a better future.



“It is this passion for football that enables it to have a broader impact on the lives of millions around the world, particularly children. Football and the FIFA World Cup can promote improved health and education for the world’s children, prevention of HIV/AIDS and, yes, a child’s right to recreation.”

Kofi Annan · Former UNO General Secretary

“The driving force of our social engagement can and must be football itself. With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social development activities, including education, health promotion, social integration and gender equality. That is why Football for Hope is of strategic importance to FIFA. Football is and needs to remain a school for life.”

Joseph S. Blatter · FIFA President

Football for Hope

Building a better future

Football has become a vital instrument for hundreds of social development programmes run by non-governmental and community-based organisations all around the world. These programmes are providing children and young people with valuable tools to actively make a difference in their own lives. By addressing the most pressing issues in each community, these programmes are contributing to positive social change on a global scale. In 2005, FIFA and streetfootballworld jointly began to bring such organisations together, strengthen their programmes through direct support and increase their visibility. Football for Hope was thus created as a unique and global movement through which the power of football is used as a force for sustainable social development. With its many successes on the ground, its global reach and the strong commitment of its founders, the Football for Hope movement has become an attractive platform for public

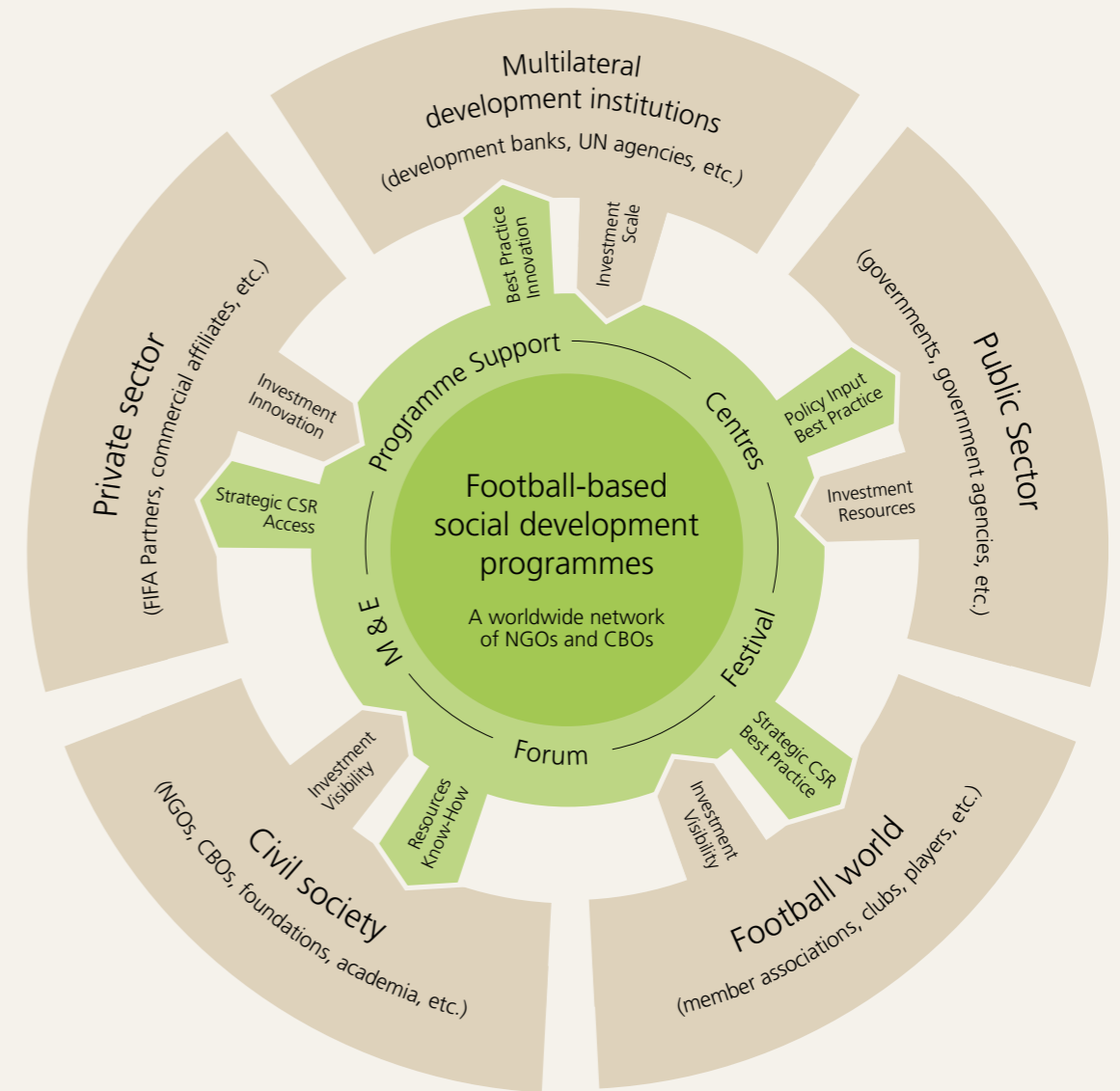
and private sectors, civil society and multilateral development institutions to invest sustainably and develop innovative partnerships for social development. Today, the Football for Hope movement provides access to programmes which serve hundreds of thousands of young people all over the world. The movement is a catalyst for innovation and social investment for various sectors of society and is increasingly gaining recognition and attracting new resources and expertise. The Football for Hope philosophy is to maximise the potential of football in making a concrete contribution to sustainable development.

Football for Hope...
a growing movement.



streetfootballworld is a social profit organisation that promotes positive change through football. Founded in 2002, the non-governmental organisation is a leading contributor to the field of Development through Football and works toward social change on a global scale. At the core of streetfootballworld's work is the streetfootballworld network, which connects 82 organisations in 54 countries worldwide that use the world's most popular sport to address social issues.

Platform for social development and innovative partnerships



Football for Hope programme support

Supporting change

Football for Hope supports programmes all over the world that combine football and social development. This support includes funding and equipment, as well as projects that offer training, capacity-building and know-how exchange on topics such as monitoring and evaluation, curriculum development and communication. Each year, Football for Hope supports dozens of new programmes that specifically address social challenges in local communities. Since its inception Football for Hope has supported 82 programmes in over 50 countries.

Focus areas

Football for Hope aims to fully utilise the power of football in society. The range of social issues that are tackled by football-based programmes can be divided into five areas:

- health promotion,
- peacebuilding,
- education & children's rights,
- anti-discrimination & social integration,
- environment.

Eligibility criteria

Football for Hope supports programmes which are

- run by a legally registered entity with non-governmental status (e.g. NGO, CBO, charity)
- politically and religiously independent and not-for-profit
- non-discriminatory in every way (e.g. social, ethnic, religious, gender-based)
- using football to address social issues and promote social development
- ongoing and target children and young people
- financially sustainable and have a long-term approach



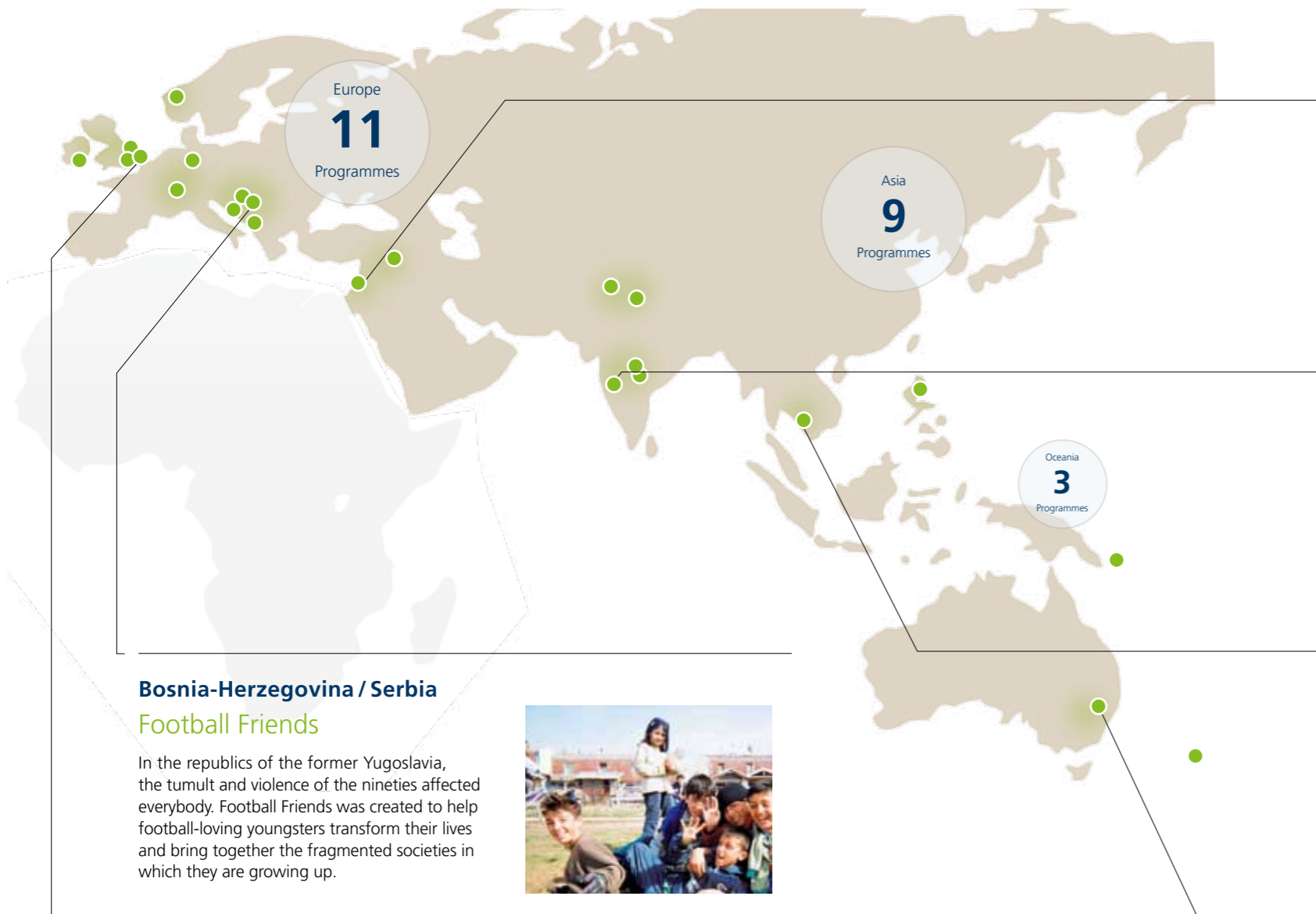
The driving force behind the Football for Hope movement are the organisations that run programmes on the ground – and the communities where they work are the main beneficiaries.



- 1 Streets United, United Kingdom
- 2 Grassroot Soccer, South Africa
- 3 Spirit of Soccer, Cambodia
- 4 Al-Quds Peaceproject Isarel/Palestina
- 5 Colombianitos, Colombia
- 6 ACDSI, Bolivia

Programme support

Europe, Asia and Oceania



Bosnia-Herzegovina / Serbia

Football Friends

In the republics of the former Yugoslavia, the tumult and violence of the nineties affected everybody. Football Friends was created to help football-loving youngsters transform their lives and bring together the fragmented societies in which they are growing up.



United Kingdom

Street League

Street League uses football in combination with education and training programmes to transform the lives of homeless and dispossessed persons. It builds on the principles of inclusiveness, sustainability and diversity, with the aim of promoting healthy lifestyles, social integration, crime reduction, non-formal education and long-term employment.



Palestine / Israel

Al-Quds Association for Democracy and Dialogue

Palestinian and Israeli children between 6 and 14 years of age regularly participate in mixed football tournaments. During these events, the children broach the issues of conflict resolution, dialogue and the understanding of cultural differences.



India

Magic Bus

Magic Bus uses football to promote education and as a tool to empower underprivileged children – girls in particular. The organisation works to persuade parents to let their girls participate in football activities and has successfully increased female participation in this way.



Cambodia

Spirit of Soccer

Through football, children learn about the dangers of landmines. Spirit of Soccer works directly with children and trains coaches to promote safe behaviour towards landmines and reduce the number of child casualties.



Australia

Football United

Football United assists young refugees and their families in their integration in Australia by providing a supporting environment through football-based activities after school and during holidays. Football United also organises football tournaments to create partnerships between different communities.



Organisations which have received support from Football for Hope for their programmes since 2005:

Europe

- Bosnia-Herzegovina, **Football Friends**
- Croatia, **CCPA/Open Fun Football Schools**
- FYR Macedonia, **Balkan Friends**
- Germany, **KICKFAIR**
- Ireland, **Sport Against Racism Ireland (SARI)**
- Norway, **Streetfootball Norway**
- Serbia, **Football Friends**
- Switzerland, **CASPEA (formerly ExChange for Peace)**
- United Kingdom, **Dads Against Drugs**
- United Kingdom, **NACRO**
- United Kingdom, **Street League**

Asia

- Afghanistan, **Learn & Play**
- Cambodia, **Spirit of Soccer**
- India, **Krida Vikas Sanstha, India, Magic Bus/Child Link India Foundation**
- Iraq, **Spirit of Soccer**
- Israel, **Soccer for Peace**
- Pakistan, **International Labour Organisation (ILO-IPEC) & Sudhaar**
- Palestine/Israel, **Al-Quds Association for Democracy and Dialogue**
- Philippines, **Tuloy Foundation**

Oceania

- Australia, **Football United**
- Solomon Islands, **Learn & Play**
- Tahiti, **Fédération Tahitienne de Football (FTF)**

Programme support Africa

Africa
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Programmes



Sierra Leone

Single Leg Amputee Sports Club (SLASC)

The SLASC Sierra Leone provides trauma recovery for war amputees. Football tournaments are organised across the country for war amputees at which they are offered job skill training and counselling while the local community is educated on the issue with the aim of improving their integration.



Namibia

Special Olympics

Special Olympics is dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition.



South Africa

Grassroot Soccer

Grassroot Soccer has created a football-based HIV/AIDS prevention and life-skills curriculum for young people that is offered during and after school in various townships across South Africa.



Mali

AMPJF

The Malian Association for the Promotion of Youth and Women organises football tournaments for girls and young women, creating platforms for discussion and exchange to strengthen the social status of women in Malian society.



Kenya

Mathare Youth Sports Association

MYSA successfully incorporates environmental clean-ups, HIV/AIDS awareness/prevention, leadership training and other community service activities into the ranking system of their various football leagues and teams.



Rwanda

Espérance

Espérance supports the reconciliation process by organising national and regional football events and trains youngsters to become football-for-peace educators in their communities.



Lesotho

Kick4Life

Kick4Life engages youngsters in a football-based HIV/AIDS education curriculum that promotes healthy behaviour. The organisation provides a youth support network throughout Lesotho including a scholarship scheme for orphans and vulnerable children to support them through secondary education.



Organisations which have received support from Football for Hope for their programmes since 2005:

Africa

- Benin, Special Olympics Benin
- Botswana, Special Olympics Botswana
- Burkina Faso, Coaching for Hope, Skillshare International
- Cabo Verde, Delta Cultura/Escuela de Futebol do Tarrafal
- Cameroon, ELENA NGO/Women in the Field
- Cameroon, Play Soccer Cameroon
- Cameroon, Special Olympics Cameroon
- Cameroon, United Action for Children (UAC)
- Ghana, Play Soccer Ghana
- Ghana, Special Olympics Ghana
- Ivory Coast, Special Olympics Ivory Coast
- Kenya, Mathare Youth Sports Association (MYSA)
- Kenya, Moving the Goalposts Kifili
- Kenya, Society Empowerment Project (SEP)
- Kenya, Vijana Amani Pamoja
- Lesotho, Kick 4 Life
- Liberia, CHILD
- Malawi, Play Soccer Malawi
- Mali, Association Malienne pour la Promotion de la Jeune Fille et de la Femme (AMPJF)
- Mali, Coaching for Hope, Skillshare International
- Mali, Right to Play Mali
- Mauritius, Special Olympics Mauritius
- Namibia, Special Olympics Namibia
- Nigeria, Search and Groom – Youth for Development Center
- Rwanda, Espérance
- Rwanda, Special Olympics Rwanda
- Senegal, Diambars
- Senegal, Play Soccer Senegal
- Sierra Leone, Single Leg Amputee Sports Club Sierra Leone (SLASC)
- Sierra Leone, Youth in Action Sierra Leone (YASAL),
- South Africa, Grassroot Soccer
- South Africa, Play Soccer South Africa
- South Africa, Special Olympics South Africa
- South Africa, Whizz Kids United – The Africaid Trust
- Tanzania, Iringa Dev. of Youth Disabled and Children Care
- Tanzania, Special Olympics Tanzania
- Tunisia, Handicap International Tunisia
- Zambia, Breakthrough Sports Academy (BSA)
- Zambia, Kalusha Bwalya Foundation
- Zambia, Play Soccer Zambia

Programme support Americas



United States of America Starfinder Foundation

The foundation combines football and academic activities to support and guide disadvantaged and immigrant youngsters. The focus is on decision-making skills, teamwork and motivation to take responsibility for the outcome of their endeavours.



Chile Gente Viva/Chigol

Gente Viva/Chigol taps into the power of football by applying special rules and rituals to help youngsters develop their identity and resolve conflicts. It recaptures abandoned public spaces and creates domains for youngsters to come together and explore their talent and potential.



Colombia Colombianitos

Colombianitos uses football as an incentive for children to stay in education and to occupy them after school. The focus is on teaching children that the most important game they have to win is the battle against drugs and crime.



Ecuador Fundación de las Américas para el Desarrollo

The foundation addresses youth unemployment by using football as a tool for the training, education and motivation of youngsters without access to higher education. The discussion of issues such as respect, discipline, team work and communication through football are as important as the practical internships organised for youngsters.



Brazil Eprocad

At Eprocad, children with low self-esteem and negative self-perception are shaping the rules and rituals of their football games, helping them to build self-confidence and take charge of their personal lives. The organisation focuses on youngsters with criminal records, helping them realise and optimise their capabilities.



Argentina Fundación Defensores del Chaco

As part of its work with young people with limited opportunities, the foundation organises football games without referees – improving the ability of children to determine their own rules and resolve conflicts within the group and with opponents.



Organisations which have received support from Football for Hope for their programmes since 2005:

North America

- USA, America Scores
- USA, Soccer In The Streets
- USA, Starfinder Foundation

South America

- Argentina, Asociación Civil Alumni
- Argentina, Asociación Civil Andar
- Argentina, Club Social 25 de Mayo
- Argentina, Fundación Defensores del Chaco
- Argentina, Fundación Fútbol para el Desarrollo
- Argentina, Grupo Cre-Arte
- Bolivia, Asoc. de Arte, Cultura y Deporte San Isidro (ACDSI),
- Brazil, Formação–Centro de Apoio à Educação Básica
- Brazil, Fundação EPROCAD
- Chile, Fundación Estudio para un Hermano Educere
- Chile, Gente Viva/Chigol
- Colombia, Colombianitos
- Colombia, Con-texto Urbano
- Ecuador, Fundación de las Américas para el Desarrollo
- El Salvador, Fútbol Forever
- Paraguay, Centro para el Desarrollo de la Inteligencia (CDI)
- Peru, Asoc. Civil pro Niño Intimo/Escuelas Deporte y Vida
- Uruguay, Gurises Unidos
- Uruguay, Mundo Afro de Uruguay
- USA, America Scores
- USA, Soccer In The Streets
- USA, Starfinder Foundation

Hubs for social development

20 Centres for 2010

“20 Centres for 2010” is the official campaign of the 2010 FIFA World Cup™. The aim is to create 20 Football for Hope Centres to promote public health, education and football in disadvantaged communities across Africa, thereby also leaving a tangible social legacy for the continent.



“This campaign emphasises the power of football far beyond the boundaries of the pitch. With the help of football fans, celebrities and sponsors, we want to build 20 Football for Hope Centres to deliver on our promise to give back to Africa something substantial and leave a lasting legacy well after 11 July 2010.”

Joseph S. Blatter · FIFA President

The importance of this legacy is highlighted by the fact that many communities in Africa continue to face serious social challenges. By using the positive elements of football, many locally-run organisations have been successful in reaching young people and addressing such challenges. In order to further strengthen this development, Football for Hope Centres are being created in disadvantaged communities to be used as facilities from which these local best-practice organisations can further reach out to local young people.

The creation of a Football for Hope Centre begins with identifying both the local challenges as well as a local organisation that successfully uses football-based programmes for social development. The centre and the programmes that are run there, e.g. HIV/AIDS awareness, literacy, gender equality, disability and integration, are created to meet the needs of the community.

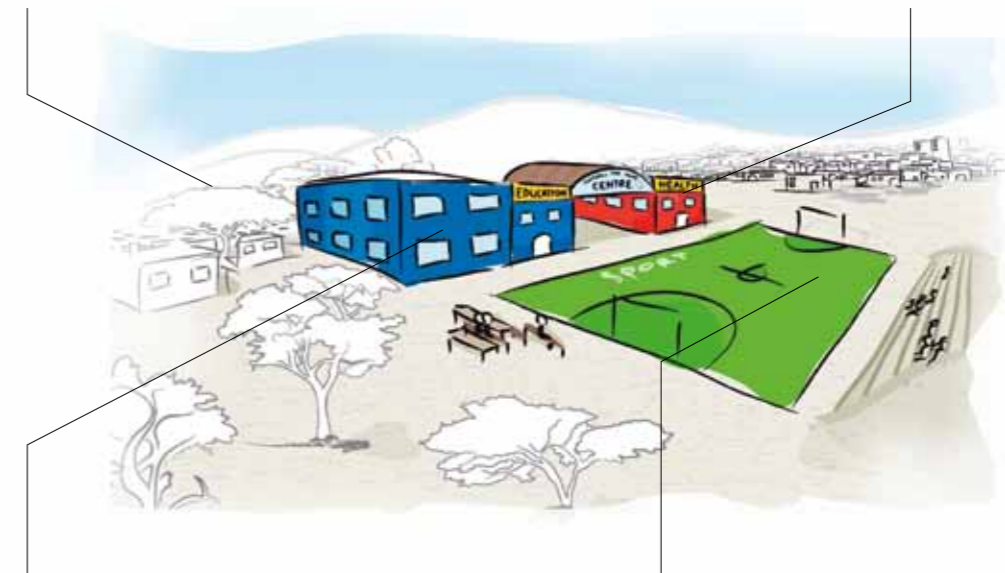
Through the continuous support of the local community, the organisation chosen as the Centre Host manages day-to-day activities progressively making the centre a self-supporting hub and model for social development through football.

Infrastructure

A Football for Hope Centre consists of a structure dedicated to education and public health facilities for young people as well as a 40 x 20 metre football turf pitch. Each centre is designed in close collaboration with the community and the Centre Host to ensure that the infrastructure is consistent with local needs and the objectives of the programmes which will be run at the centre.

Public health

Poor health poses a major challenge to socio-economic development. HIV/AIDS is only one of many health problems that burden African communities and their young people. The centres address such challenges by offering a range of services including health-awareness programmes and by acting as a referral system to existing health facilities.



Education

Football-based activities at the centre are used as an incentive and tool to provide engaging out-of-school learning experiences for young people. According to the needs and in partnership with community schools, the centre provides learning space where young people can take part in educational activities such as computer or leadership skills.

Football pitch

The driving force of our social engagement is football itself. With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social development activities. Subsequently, football serves as an ideal tool to tackle social challenges and bring communities together.

Celebrating the social dimension of football

Football for Hope Festival

The Football for Hope Festival is a celebration of the social dimension of the game and the achievements of the organisations that are part of the Football for Hope movement.

While the greatest players in the game are competing for the biggest prize in football at the 2010 FIFA World Cup South Africa™, a very different international event will take place in the township of Alexandra in Johannesburg, featuring 32 delegations from organisations which use football to create social change around the world. As an official event of the FIFA World Cup, mixed teams of boys and girls aged between 15 and 18 will take part in a programme of exchange and intercultural dialogue. The importance of football in communities around the world will be portrayed with photos, films and live performances. And, during the fast-paced football tournament, there will be no referees – any disagreements between the teams are resolved through dialogue.



Football for Hope Festival in Santiago de Chile in 2008.

Driving innovation

Football for Hope Forum

Football for Hope aims to advance the use of football for social development and to spread innovations in the field. To fulfil this mission, Football for Hope brings together practitioners and other stakeholders to exchange and discuss new ideas, and commissions studies and research projects on issues such as monitoring and evaluation techniques.

“The organisations which are part of the Football for Hope movement are passionate about social change in their communities. With their commitment and experience, they contribute to the achievement of the UN Millennium Development Goals in Africa and worldwide.”

Wilfried Lemke · Special Adviser to the UN Secretary-General on Sport for Development and Peace

Socio-economic development poses many and a variety of challenges depending on the region and target group. Using football to further development in a positive and sensible manner requires not only sound knowledge of the individual situation, but also an innovative approach to making the game an integral part of the solution. The collaboration of all stakeholders involved in the Football for Hope movement with relevant know-how and experience is essential for success and sustainability. With its quadrennial forum, Football for Hope provides the platform to advance the use of football for social development. It brings together the world's leading professionals – from grassroots organisations working at community level to sports governing bodies, global corporations and development institutions. Experts from around the world come together to explore and promote the use of football for social development and determine the way forward for the Football for Hope movement.



Wilfried Lemke and FIFA President Joseph S. Blatter at the official opening of the Forum (on the left), panel discussion (on the right)

- 1 Grassroot Soccer, Zambia
- 2 Football for Hope Forum 2009
- 3 Football for Hope Festival Chile 2008
- 4 Al-Quds Peaceproject Isarel/Palestina
- 5 Magic Bus, India
- 6 Espérance, Rwanda
- 7 Football for Hope Centre in Khayelitsha





Football for Hope is a movement that uses the power of the game for social development. It is led by FIFA and streetfootballworld.

Fédération Internationale de Football Association

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