



*Social change through football.  
It takes a team to win a game.*

**streetfootballworld** believes in the unique power of football to change lives and bring people together behind a common goal: *social justice.*

*Reaching 2,000,000 young people by 2015*

*It's easy to get young people onto the pitch.*

Once they're there, football can help them do more:

- Go back to school
- Prevent HIV/AIDS
- Find employment
- Become leaders and role models

*Football is more than a game. It is how we are changing the world.*

*Impact around the world:*

- **Sport dans la Ville, France:** 80% of job programme graduates found employment in 2010.
- **Bola pra Frente, Brazil:** Less than 1% of participants aged 15-24 drop out of school, compared to 41% of non-participants in the region.
- **America SCORES, USA:** Students perform a total of 50,000 hours of community service annually.
- **Kick4Life, Lesotho:** Over 8,000 young people have undergone voluntary HIV testing, with 400 referred to ongoing medical treatment and support.
- **Spirit of Soccer, Cambodia:** In 2010 over 35,000 children learned how to avoid landmines.



# The power to change communities lies in the communities themselves

## The streetfootballworld network:

More than 80 independent organisations in 60 countries - all using football to empower young people



What **streetfootballworld** offers:

### Expertise

"The ability to share ideas and learn with **streetfootballworld** network members worldwide has been a real and tangible asset."

Charlie Gamble, National Development Director, Street League

**streetfootballworld** offers everything from live webinars and online resources to face-to-face training programmes and seminars. The **streetfootballworld** network rated the value of these services as 'high'.

### Awareness

"The visibility that we have gained through our affiliation to the **streetfootballworld** network has helped us to promote our work and attract additional partners."

Kirk Friedrich, Executive Director, Grassroot Soccer

**streetfootballworld** brings Development through Football onto the global agenda with the Clinton Global Initiative, FIFA, UEFA and many others.

### Funding

"Through our **streetfootballworld** membership we have been able to access funding from global partners that were out of our reach before."

Thomas Orock-Eyong, Founder and Director, United Action for Children

**streetfootballworld** channelled over €6,000,000 directly to 81 network members between 2007 and 2011.

### Connections

"Thanks to **streetfootballworld**, we were able to establish a meaningful, long-term relationship with Sony Colombia that has so far resulted in support for our programmes, including a scholarship scheme that helps young people get a high school education."

Ana Arizabaleta, Director of Operations, Colombianitos

**streetfootballworld** has introduced network members to over 40 partners from the public and private sector.



# It takes a team to win a game

**streetfootballworld** brings together professional football organisations, businesses, governments, foundations and network members on the same team. We create *global* support for sustainable *local* solutions.



Our game:  
Empowering young people

Public & private partners

Expertise  
Awareness  
Resources

Community organisations

Young people

Knowledge  
Skills  
Opportunities

Achieving goals in life

"We value **streetfootballworld's** unique understanding of the full potential not only of football, but also of global partnerships, and look forward to expanding our combined reach in the years to come."

Roy White, Head of HR for Global Sales & Marketing Operations, Sony

"**streetfootballworld** has formed a powerful coalition of people behind the aim of seizing the full potential of football for social development, from NGOs to companies and foundations to football bodies."

Şenes Erzik, First Vice-President, UEFA

"Together with **streetfootballworld** we will use our specialised knowledge and experience to offer children and youth opportunities to develop."

Luis Alberto Moreno, President, Inter-American Development Bank

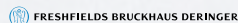
# We thank our partners...



architecture for humanity



AVINA STIFTUNG



LGT Venture Philanthropy



RESPECT



## Our Awards

UEFA Monaco Charity Award (2011)

European Social Entrepreneur of the Year (2011)

Global Sports Award for Philanthropy and Cooperation through Sport (2010)

Ashoka Globalizer (2010)

Ashoka Fellowship (2007)

Laureus Sport for Good Award (2006)

FIFA Fair Play Award (2006)

## Find us at

[www.streetfootballworld.org](http://www.streetfootballworld.org)



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