



Annual report 2008

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Foreword

streetfootballworld is in the unique position of bringing together organisations from all corners of the earth to work towards positive social development through the common language of football. Over the last years, we have united nearly seventy local organisations under one banner, helping them to learn from each other and showing them and the world that their daily work on the ground is part of a strong, worldwide movement.

2008 was a very special year. Though we continue to face one of the greatest challenges for a social enterprise—namely, limited resources to invest in organisational capacity building and governance—we managed to build a substantial foundation. We expanded the team in areas such as partnership management, communications, finance, administration and new business opportunities in order to enhance the quality of our work. In addition, we founded streetfootballworld South Africa and began building a team there, focused initially on preparing for Football for Hope’s activities around the FIFA World Cup™ in 2010.

With the network growing in strength after a process of consolidating trust and establishing a legal framework and governance structure, we entered a second stage of development: building partnerships with corporate, governmental and development spheres. With up-to-date information about the needs of our network members, we are now in a position to identify partnerships that can offer concrete solutions to both network member organisations and partners, as well as add value to the growing global environment dedicated to social change through football.

While we focus in the years to come on creating partnerships with organisations, companies and governments, we will continue to remember that behind even the biggest global enterprises are individuals who want to make a positive impact. Behind every one of our network members are individuals changing their communities, and within each community are individuals whose lives are improving. Behind streetfootballworld itself are individuals whose passion for social development led them here. streetfootballworld could not exist and flourish without all these people and their desire to shape the world. We look forward to bringing many more organisations, enterprises and, most importantly, individuals, into the world of Development through Football in 2009.

A handwritten signature in black ink, reading "Jürgen Griesbeck". The signature is written in a cursive, flowing style.

Jürgen Griesbeck
streetfootballworld Managing Director and Founder

1. streetfootballworld

streetfootballworld is a social profit organisation that promotes positive change through football. Founded in 2002, the non-governmental organisation (NGO) is a leading contributor to the field of Development through Football that works toward social change on a global scale.

At the heart of streetfootballworld's work is the streetfootballworld network, which connects organisations worldwide that use the world's most popular sport to address issues such as children's rights and education, anti-discrimination and social integration, the environment, health, and peacebuilding. The streetfootballworld network helps local organisations to share experience and expertise in Development through Football with each other, as well as with potential partners and the general public.

2. The streetfootballworld network

2.1 Growth

Along with strengthening and supporting existing streetfootballworld network members, streetfootballworld regularly incorporates new organisations that can enhance the quality of the network in both local and global contexts. Nineteen organisations joined the streetfootballworld network in 2008:

- America SCORES (U.S.A.)
- Asociación Civil Gurises Unidos (Uruguay)
- EMIMA (Tanzania)
- Football United (Australia)
- Fundación de las Américas para el Desarrollo "A Ganar" (Ecuador)
- Fundación Educere (Chile)
- Kick4Life (Lesotho)
- The Kids League (Uganda)
- Maccabim Association (Israel)
- Magic Bus (India)
- Movimiento Mi Cometa (Ecuador)
- Moving the Goalposts Kilifi (Kenya)
- NAWALifeTrust (Namibia)
- Oltalom Sports Association (Hungary)
- PuntaGol (Chile)
- Ser Paz (Ecuador)
- Sport dans la Ville (France)
- Sports Against Racism in Ireland
- Starfinder Foundation (U.S.A.)

The streetfootballworld network in 2008



By the end of 2008, 68 organisations in 43 countries were streetfootballworld network members.

2.2 Regulation

The Network Statutes and By-laws were accepted in the summer of 2008 by nearly all existing network members; a total of five organisations did not meet the deadline for formally accepting the statutes and were therefore excluded from the network at the December meeting of the Network Board. All organisations must now formally accept the Network Statutes and By-laws as well as comply with membership criteria in order to join the streetfootballworld network. The Statutes and By-laws were established to give the network and its members a firm basis for long-term development and to clearly state the principles, objectives, membership criteria and internal structure of the network.

2.3 From the members, for the members

streetfootballworld carried out an extensive study on the results of the 2008 Member Profile Questionnaire (MPQ), using the responses provided by network members to gain greater insight into their needs and expectations. The first of its kind within streetfootballworld, the report will serve as a basis for evaluating and developing opportunities such as potential partnerships and member services. Major needs identified by network members that will be addressed in the years to come through the streetfootballworld network include funding and long-term partnerships.

3. Partnerships and programmes

2008 was a year of milestones for streetfootballworld, with the creation not only of two groundbreaking projects within Football for Hope, but also of several pan-European projects.

3.1 Football for Hope

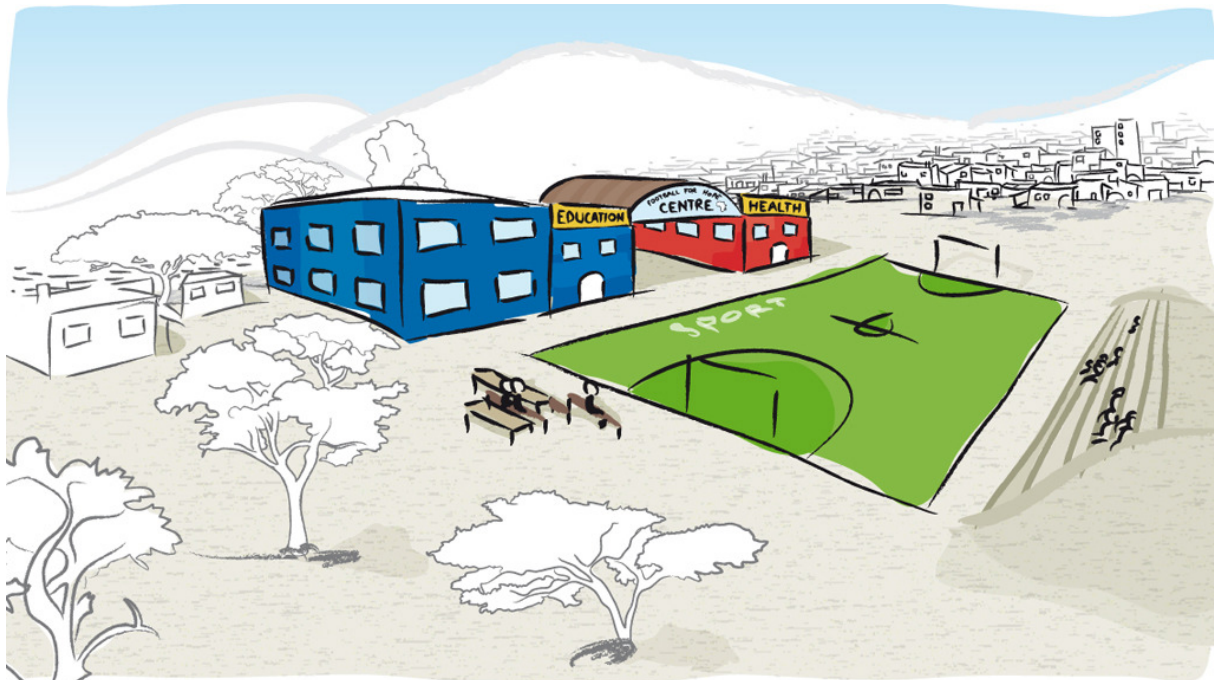
Football for Hope is a movement created by FIFA and streetfootballworld that uses the power of the game for positive social change. Created in 2005, Football for Hope brings the world of professional football and local development organisations together for social development.

streetfootballworld's largest partnership continued to take shape in 2008. Football for Hope took firm root in South Africa in preparation for the 2010 World Cup, which will be hosted by an African nation for the first time.



3.1.1 20 Centres for 2010

20 Centres for 2010 is the Official Campaign of the 2010 FIFA World Cup™ South Africa. Developed by streetfootballworld and FIFA within the framework of Football for Hope, the programme will build 20 Football for Hope Centres—each consisting of education, public health and football facilities—in disadvantaged communities across Africa. Five centres in South Africa and 15 across the rest of the continent will provide local organisations with vital infrastructure that will help them expand their work in the field of Development through Football. The goal of the campaign is to promote social development through football long after the final whistle of the 2010 World Cup, leaving a tangible social legacy for Africa.



Artist's rendition of a Football for Hope Centre

An agreement was reached by streetfootballworld; FIFA; Architecture for Humanity, an organisation that develops architectural solutions for disadvantaged people and communities; and Greenfields, an organisation specialising in synthetic turf systems, in January. In September, after political tensions in Kenya had eased and further development of a centre in Nairobi once again became possible, the first six Centre Hosts (local organisations charged with running the centres) were confirmed:

- Association Malienne pour la Promotion de la Jeune Fille et de la Femme (Bamako, Mali)
- Espérance (Kigali, Rwanda)
- Grassroot Soccer (Cape Town, South Africa)
- Mathare Youth Sports Association (Nairobi, Kenya)
- Play Soccer (Cape Coast, Ghana)
- Special Olympics Namibia (Windhoek, Namibia)

With the exception of Special Olympics Namibia, all of the first six Centre Hosts are currently streetfootballworld network members.

The actual design process for the first Football for Hope Centre began in Cape Town with Grassroot Soccer, with the opening of the centre planned for late 2009.

A range of exciting opportunities for cooperation developed in 2008 and many potential partners were eager to support the centres. The Cisco Networking Academies will integrate their globally recognised programmes into the Football for Hope Centres, and a partnership with the Jacobs Foundation was established to support Education through Football initiatives at the centres. Several lawyers and consultants also provided support throughout the process this year.

20 Centres for 2010 at a glance

- Each centre will have facilities for public health, education and football
- 5 centres in South Africa, 15 across the African continent
- First centre to open in Khayelitsha, Cape Town, South Africa in late 2009

Centre development will continue in 2009 with an added focus on local engagement in order to ensure that the centres are accepted by the community and local organisations and to maximise the potential impact of these hubs for social development in each area. An organisational study, financed by Comic Relief, will be carried out to identify the strengths and weaknesses of Centre Hosts and enable targeted capacity building.

While Centre Hosts will remain the key anchors for the successful development of the centres, streetfootballworld and FIFA will continue to provide support on a day-to-day basis within the initial development phases.

streetfootballworld’s success during the year in managing a process that involves multiple international and regional stakeholders—including FIFA, the 2010 FIFA World Cup Organising Committee, Architecture for Humanity, Greenfields, Centre Hosts, football associations, ministries and provincial and local governments—will ensure that each of the 20 centres will have a solid and important role in their respective communities.

3.1.2 Football for Hope Festival 2010

Following streetfootballworld's highly successful festival 06, held alongside the World Cup in Berlin, streetfootballworld and FIFA agreed to not only create a similar event in 2010, but also to make it an official element and venue of the World Cup in South Africa. The festival will provide an opportunity for Football for Hope and local organisations that are part of Football for Hope to showcase their achievements in the field of Development through Football.

A detailed project plan, the qualification process, the preparation process for delegations and the visitors' programme were all prepared in the second half of 2008. At the end of the year the qualification process was launched and 62 applications from a total of 65 organisations (some applying jointly) were received. Participating delegations will be selected in June 2009 in order to allow delegations ample time for fundraising and preparation.

Festival 2010 at a glance

- June 27th-July 12th, 2010 at No. 3 Square in Alexandra, Johannesburg
- 32 delegations from around the world
- Each delegation will consist of eight players—male and female—aged 15-18 and three coaches/educators

Solid relationships with major stakeholders such as the Organising Committee and the City of Johannesburg have been established and will have a positive effect on the process of securing community involvement and other major tasks of 2009 and 2010.

3.1.3 South American Football for Hope Festival – Chile 2008



Celebrating a goal in Chile

The South American Football for Hope Festival – Chile 2008 was the first ever Football for Hope Festival. The event promoted Football for Hope in South America and beyond, encouraged intercultural dialogue, and ignited momentum for Festival 2010 in South Africa. Fifteen teams from South America and one from South Africa brought over 200 young participants—male and female—aged 15-21 to the festival, which was an official element of the FIFA U-20 Women's World Cup.

Hosted by streetfootballworld network member ONG Gente Viva – Proyecto CHIGOL, the festival offered participants the chance to celebrate Development through Football with art and culture workshops and an exciting football tournament in symbolic public spaces throughout the city. A seminar was also held to present best practice in the field. Through the festival, 30 young volunteers from CHIGOL had the unique opportunity to get involved in an international, intercultural experience.

Important partners and stakeholders including the Inter-American Development Bank, national and municipal governments, the Avina Foundation and academic institutions were represented at the event.

During the festival, streetfootballworld's Network Communications Manager Sarah Bagel was seconded as a FIFA Media Officer at the U-20 Women's World Cup. The experience proved both satisfying and useful for Sarah, streetfootballworld and FIFA; further secondments for streetfootballworld staff members at FIFA events will be sought in the coming years.

3.1.4 Football for Hope Programme Support

Selected organisations working in the field of Development through Football receive financial support through Football for Hope in order to implement local projects. In 2008, a total sum of USD 830,707 was distributed to support 25 organisations.

3.1.5 Football for Hope Monitoring and Evaluation System

A monitoring and evaluation (M&E) system is invaluable for establishing the success of a project and for finding ways to improve it. However, only a few organisations worldwide that are active in the field of Development through Sport have been able to systematically implement M&E.

In April, the pilot phase of the Football for Hope M&E System kicked off. The system will develop measurement tools that can be adapted to programme-specific objectives and promoting capacity building amongst local organisations that are part of Football for Hope. It will strive to be applicable to a wide range of projects. It combines content created by the Swiss Academy for Development with an IT-based infrastructure developed by Aquamen Sports Consulting.

3.1.6 Football for Hope Online Community

The Football for Hope Online Community, a website which will provide organisations within Football for Hope with the latest information on Football for Hope activities, will be launched in 2009. It will feature documents, news, calendars and discussion forums.

3.2 EUROSCHOOLS 2008

EUROSCHOOLS 2008 was the official school programme of the UEFA EURO 2008. For the programme, over 200 schools across Switzerland, Austria and Lichtenstein became ambassadors for the 53 member nations. Throughout EUROSCHOOLS 2008, students and their teachers tackled topics including fair play football, intercultural dialogue and racism. Over 20,000 pupils took part, and around 2000 young people were directly



Dialogue after a match

involved in football activities, which included EUROSCHOOLS Cups in a total of eight host cities. The final match took place in Innsbruck and was won by Latvia, represented by boys and girls from the Salzburg School for Sport and Applied Arts.

“EUROSCHOOLS taught many of us to treat each other with more fairness. Everybody liked the way the game was played with agreements and fair play rules. ”

- Coralie, Switzerland

streetfootballworld’s implementing partners for EUROSCHOOLS 2008 were the Swiss Academy for Development and FairPlay-vidc. Funding was provided by UEFA, Euro 2008 SA, the federal governments of Switzerland and Austria, the football associations of Austria and Lichtenstein, and the city of Innsbruck. The programme’s total cost was EUR 1,260,000.

3.3 EUROSCHOOLS YOUTH CAMP

EUROSCHOOLS YOUTH CAMP was held in September as a follow-up and international highlight of EUROSCHOOLS 2008. This celebration of European diversity began in Steinach, Austria and Trogen, Switzerland simultaneously and ended with a Fair Play Football tournament in Vaduz, Lichtenstein. Over 300 young people from 46 European countries lived, worked and played together, participating in intercultural workshops and other events throughout the week before heading to the tournament in Lichtenstein.



A helping hand

streetfootballworld’s implementing partners for EUROSCHOOLS YOUTH CAMP were the Swiss Academy for Development, FairPlay-vidc, the Pestalozzi Children’s Foundation and the Lichtenstein Football Association. Financial support was provided by UEFA, the federal governments of Lichtenstein and Switzerland, the Lichtenstein Football Association, and the EU Youth in Action programme. The total cost of EUROSCHOOLS YOUTH CAMP was EUR 640,000.

“I think the moment that was most touching was on the first day because I didn’t know anybody. Slowly we met all the children and now Slovenia is the best friend of Israel.”

- Meitar, Israel

3.4 Foča 08

In May, nearly 200 young people from 15 European countries converged on the town of Foča in Bosnia and Herzegovina to celebrate the social dimension of football. The first ever European Street Football Festival brought together a dozen European delegations representing organisations that use football for social development. A further twelve Balkan delegations represented communities that, less than two decades ago, were caught in the middle of the Bosnian War. The event was a first not only for Foča, but also for Europe, and served as a living example of the ideals of friendship, tolerance and fair play.

The 24 teams took part in a Fair Play street football tournament designed to promote dialogue amongst the participants, who did not often share a common language. While the young street footballers enjoyed themselves on and off the pitch, the coordinators present at Foča 08 held the first meetings uniting Europe's Development through Football community.

The organisations, which included nine streetfootballworld network members, discussed potential future collaboration, exchanged expertise and strengthened their relationships.



Fair Play in Foča

Football Friends and Media Consulta joined streetfootballworld in implementing Foča 08. The overall cost of the event was EUR 213,000, which was covered by the European Commission's Directorate General for Enlargement, Football for Hope, and the City of Foča.

3.5 German Street Football Network (Netzwerk Straßenfußball)



Netzwerk
Straßenfußball

The German Street Football Network was created in 2007 to develop a national network in Germany for organisations using football as a powerful tool for addressing social issues such as integration, education, health and violence prevention. The network serves as a centre of expertise as well as a meeting point, and offers the opportunity for members to share knowledge. The network also promotes the field of Development through Football.

As of the end of 2008 the German Street Football Network consisted of eight member organisations:

- Brandenburgische Sportjugend, Brandenburg
- buntkicktgut, Munich
- Dynamo Windrad, Kassel
- KICKFAIR, Ostfildern (Baden-Württemberg)
- klickkicker.de, Berlin
- köln kickt, Cologne
- Sportgarten e.V., Bremen
- Straßenfußball für Toleranz, Hamburg

The German Street Football Network's main events of 2008 were the German Street Football Festival in Nuremberg and the German Street Football Forum in Potsdam. In August, 120 young people from around the country and a guest team from South Africa came to Nuremberg to participate in workshops, watch the German national team play a friendly match against Belgium and show their own skills in a Fair Play Football tournament.

The December forum offered an opportunity for representatives of each network member as well as representatives from two potential future members (PLAY!YA of Berlin and Gallus Projekt in Frankfurt) to discuss network matters, plans for 2009 and how the theme of integration is a central focus of each network member's work.

streetfootballworld's partner in the management and direction of the German Street Football Network is network member KICKFAIR. The network's total cost for development and programmes in 2008 was EUR 255,000 and was funded by the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), the German Football Association (DFB), and the Youth Football Foundation

3.6 Football-Learning-Global (Fußball-Lernen-Global)

How does a pound of coffee end up on a supermarket shelf in the western world? In 2007, Football-Learning-Global was conceived to use football as an introduction for teachers and students to the idea of a unified world that addresses development issues across continents and hemispheres. Schools that wish to strengthen their students' intercultural understanding are guided to learning partnerships with institutions in Africa and Latin America.

Fussball
Lernen
Global



Football-Learning-Global offers more than 15 qualification courses for teachers and students as well as expertise for schools on how to come into contact with partners in the southern hemisphere to establish development-based partnerships. Alongside acting as a partner for organisations holding local and regional Fair Play Football tournaments, the programme held the Football-Learning-Global Festival in September, featuring 15 schools and 170 participants.

This year saw the implementation of an evaluation process measuring the programme's impact. It is led by the University of Tübingen and will produce final results in 2009. The Institute for Peace Education Tübingen and KICKFAIR are streetfootballworld's partners in

this endeavour, which is funded by the German Federal Ministry for Economic Cooperation and Development and cost EUR 145,000 in 2008. Football-Learning-Global will run until 2009.

3.7 Lernen fürs Leben e.V.

Lernen fürs Leben is an employee initiative of buw, a German company and leader in the customer care industry. streetfootballworld acted as a consultant for the organisation, helping to develop a partnership with streetfootballworld network member Grassroot Soccer in South Africa to reconstruct an old pitch and old buildings for Grassroot Soccer to use as its Port Elizabeth headquarters. With EUR 69,000 invested by Lernen fürs Leben, the project will continue into 2009.

3.8 Google

streetfootballworld was a beneficiary of Google's YouTube film project, "23 Days", for which people sent in their amateur film clips about various aspects of EURO 2008. Prominent German filmmaker Detlef Buck used the material to create a film that was shown in cinemas throughout Germany. streetfootballworld received EUR 12,000 from Google's 23 Days profits to support the development of the German Street Football Network.

3.9 Looking ahead

2009 will see streetfootballworld focusing on developing a new partnership with Sony as well as other selected partners, and founding a new entity specifically for partnership development.

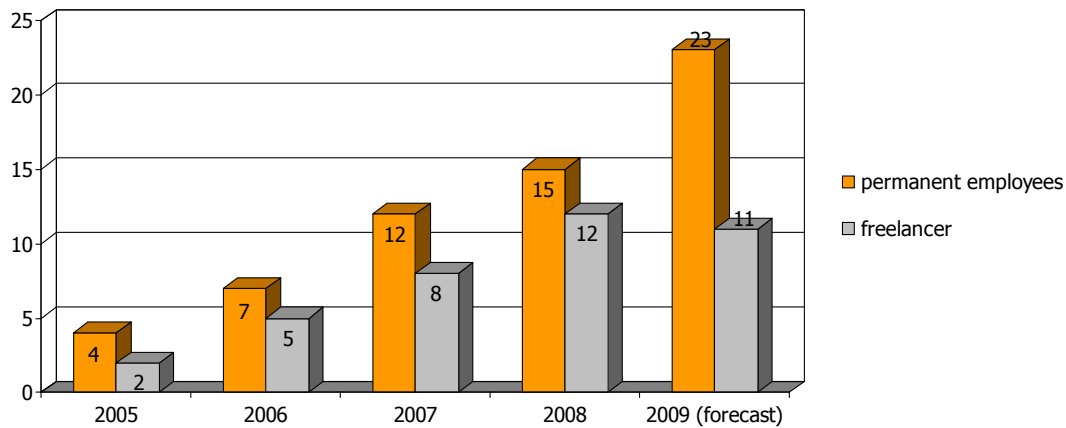
4. Internal developments

streetfootballworld grew rapidly in 2008, welcoming 16 new employees and consultants throughout the year into the fold for a total of 15 permanent employees and 12 freelancers.

These new team members include employees destined to be part of the new streetfootballworld South Africa office, which was founded as a section 21 association (charitable status) and is currently in the process of applying for the status of Public Benefit Organisation.

The streetfootballworld team is supported by 30 volunteer translators from around the world, who this year translated a total of 200 articles for streetfootballworld.

streetfootballworld employees per year (full-time equivalent)



4.1 Communication

The communications department was officially established in 2008.

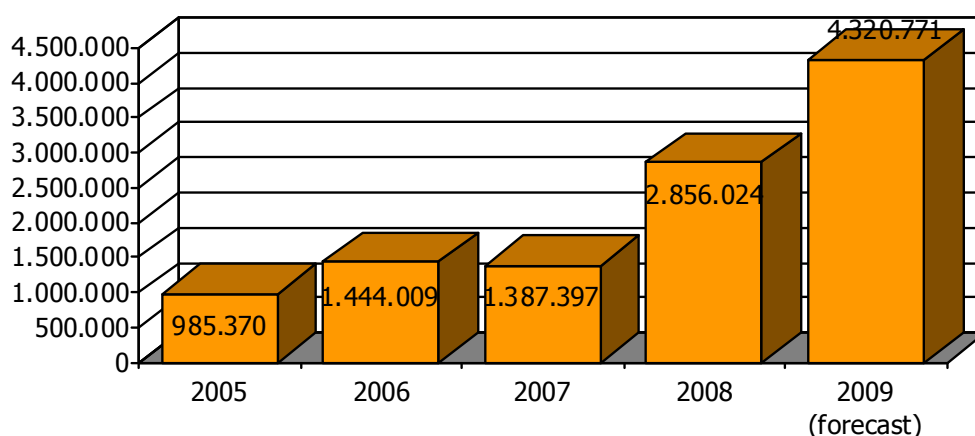
A new media partnership was formed with Deutsche Welle: in return for being the first to be notified about any special streetfootballworld news and events, Deutsche Welle will link to streetfootballworld.org from its website, include streetfootballworld in relevant events, and support streetfootballworld's own events.

On November 12th, streetfootballworld held a press breakfast entitled "Development through Football: Can football change the world?" at the South African embassy in Berlin. Ambassador S.E. Sunwabo Funde hosted the event, in which streetfootballworld Managing Director Jürgen Griesbeck was joined by Federico Addiechi, Head of CSR at FIFA, to discuss Development through Football initiatives in Africa. The event was featured in various media outlets, including the Frankfurter Allgemeine Zeitung.

Throughout the year, streetfootballworld shared 115 news articles and announced 40 events on www.streetfootballworld.org.

5. Financial report (in EUR)

streetfootballworld's turnover doubled from 2007 to 2008 despite a reduction in federal funding due to a large increase in corporate and strategic funds.



Year	Overall funds	Federal funds	Corporate and strategic funds
2005	985 370	446 848	538 522
2006	1 444 009	625 553	818 456
2007	1 387 397	387 119	1 000 278
2008	2 856 024	285 114	2 566 110
2009 (forecast)	4 320 771	342 500	3 978 271

streetfootballworld also benefitted from a number of pro bono and in-kind contributions, including legal and business consultation.

In addition, over EUR 850 000 were channelled to streetfootballworld network members through various initiatives.

**Profit and loss statement for the financial year 2008
(01.01.2008 - 31.12.2008)**

	reporting year		previous year	
	EUR	EUR	EUR	EUR
Turnover				
sport/football confederations	2 154 505.18		963 228.38	
governmental	289 913.60		387 118.69	
Non-governmental	411 604.69		37 049.44	
		2 856 023.47		1 387 396.51
Other operational income	467 792.57	467 792.57	111 819.83	111 819.83
Salaries and wages	-404 395.20	-404 395.20	-285 586.32	-285 586.32
Social security contributions, pension costs and benefits	-80 977.55		-51 709.79	-51 709.79
- thereof for pension plans				
expenses relating to pension plans	-4320.00	-4320.00	-4 320.00	-4 320.00
Amortisation	-11 935.40	-11 935.40	-16 754.13	-16 754.13
Other operating expenses	-2 838 438.86	-2 838 438.86	-1 145 401.88	-1 145 401.88
Interest and similar income			1 710.11	1 710.11
Extraordinary income	3 924.07	3 924.07		
Income taxes	-354.52	-354.52	-640.71	-640.71
Other taxes	-331.84	-331.84	-342.54	-342.54
Profit for the year		3 195.49		491.08