WHO WE ARE

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1.1. FOOTBALL CAN CHANGE THE WORLD

Football is the most popular sport on the planet, with an estimated 4 billion fans worldwide. In addition, 265 million players are actively playing football, representing 4% of the world’s population.

Football is also the most profitable sport in the world. The European market alone has an estimated value of €25.5 billion, while the world’s football industry is estimated at over €50 billion.

Football is a catalyst for social change

It empowers young people to transform their communities.

Hundreds of organisations across the world are using football to improve life in their communities. They have proven that football can be an effective tool in addressing a number of social challenges. On the pitch, these organisations teach disadvantaged young people about fair play, inclusion and respect – lessons directly transferable to life in general. Off the pitch, they leverage the universal passion for football to get their participants into social development programmes. All over the world, the game is used to drive progress towards the achievement of the following Global Goals:

Football is a unifying and mobilising force

It embodies the meaning of team play and has the potential to mobilise half of the world’s population.

Football is the largest social phenomenon on earth and reaches every corner of the world. From the favelas of Brazil to the stadiums of Europe, football has the ability to connect and bring people together.

With this unparalleled influence and cross-cultural popularity as well as easy accessibility to the game itself comes an extraordinary opportunity to mobilise football fans towards improving the world we live in.
1.2. ABOUT STREETFOOTBALLWORLD

Our work started in 2002, driven by the belief that football can be an effective tool to transform our societies. When we started, we knew that there were community organisations using football to catalyse change in their societies. We based our action on the belief that, to achieve global change, we needed to connect the dots, we needed to form a team, and we needed to act as a collective.

We created the streetfootballworld network to identify, connect and empower community organisations with proven sustainable social impact in their communities, and enable them to do more. Our network currently consists of 127 network members that, together, reach nearly 2 million people in 85 countries.

For over 15 years, we have been implementing social impact strategies in cooperation with our network members and a wide range of partners – from FIFA and UEFA to sponsors, governments and private partners, who believe in the quality standards that underpin the work of our network.

We want to maximise the power of football for good. That is why we also work to develop, incubate and impulse social enterprises – such as Common Goal or the third half – that can contribute to advancing and leveraging the field of football for good, make it sustainable and amplify its global impact.

1.3. VISION, MISSION & STRATEGIC APPROACH

VISION
To change the world through football.

MISSION
To maximise the power of football, for good.

In order to do so, we want to create a sustainable and resilient ecosystem for the field of football for good. By sustainable, we understand that football for good is an economically viable solution with income-generating mechanisms, global recognition and measurable value to the people and the planet. By resilient, we understand that the football for good field has developed an inner resistance and flexibility to respond to crises and doesn’t depend on volatile funding trends.

STRATEGIC APPROACH
To achieve our mission, we work in four strategic areas:
1. Building a trust-based social impact network
2. Offering best-in-class quality implementation
3. Developing systemic and scaling solutions for the field
4. Developing a shared vision for the field of football for good

OUR CONTRIBUTION TO THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

In 2015, for the first time representatives from all layers of society came together to align behind a shared vision of how a better world should look, and put together an action plan to achieve it: the 2030 Sustainable Development Agenda.

• Our contribution to the 2030 Agenda is multifold:
  • We work to amplify the impact of football as a catalyst to tackle social change.
  • We work to connect the world of football and coordinate collective action to support the Sustainable Development Agenda.
  • We use football as the universal language to unite the global community to overcome the greatest challenges of our times.
2 OUR SOLUTION

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2.1. THE PROBLEM WE ADDRESS

All over the world, community organisations are using football as an efficient catalyst to drive social change. In 2002, those were still isolated initiatives. Despite proven success, they had none to very few opportunities to exchange, to access sustainable resources and to scale.

Football for good was in its infancy and it lacked a shared vision and quality standards that would enable everyone involved to understand where and how football for good impact-driven initiatives are implemented and built. And, of course, the field of football for good lacked mechanisms that could guarantee sustainable resources for these organisations.

Through our journey, we have worked to grow and develop the field of football for good always with the same challenge in mind: how can we maximise the power of football for social transformation?

In parallel, the world around us has also changed. The digital world as we know it today was still in its early development and football was a phenomenon experienced mainly on mainstream TV and in stadiums. In parallel to new technologies being developed, the football industry had just begun its exponential growth.

Following the recent launch of the Millennium Development Goals (2000-2015), the sustainable development of our planet was emerging as a topic on the global agenda. But there was not yet a sense of urgency with regards to addressing global challenges.

2.2. OUR SOLUTION

As we advanced through our journey and the context changed, our opportunities and ambition have grown: from uniting the field of football for good to uniting the world of football; from driving resources to the field to creating systemic mechanisms that can guarantee resources; and from supporting local initiatives to creating a shared vision on how football can change the world we live in.

Our approach is multifold. In order to achieve our mission, we work in four strategic areas: 1) Building a trust-based social impact network, 2) Offering best-in-class collaboration opportunities, 3) Developing systemic and scaling solutions, 4) Developing a shared vision for the field.
2.3. OUR IMPACT LOGIC

BUILDING A TRUST-BASED SOCIAL IMPACT NETWORK

DEVELOPING A SHARED VISION FOR THE FIELD, BASED ON TEAMPLAY

INCUBATING SYSTEMIC & SCALING SOLUTIONS

OFFERING BEST-IN-CLASS COLLABORATION OPPORTUNITIES

NETWORK DEVELOPMENT

IMPLEMENTATION OF COMMON GOAL

IMPLEMENTATION OF SOCIAL IMPACT STRATEGIES

INCREASED ORGANISATIONAL STRENGTH
• more resources
• higher visibility
• increased capacity
• greater efficiency

INCREASED PROGRAMME QUALITY
• increased expertise
• more opportunities to develop curricula
• further opportunities for capacity building

INCREASED OPPORTUNITIES FOR EXCHANGE & COLLABORATION
• new networking opportunities
• increased collaboration opportunities
• stronger alignment towards a shared agenda

MORE LIVES CHANGED

MORE YOUNG PEOPLE EMPOWERED

MORE COMMUNITIES TRANSFORMED

IMPROVED RECOGNITION OF FOOTBALL AS A TOOL FOR SOCIAL TRANSFORMATION

INCREASED ENGAGEMENT AND PARTICIPATION OF THE GLOBAL COMMUNITY (individuals, organisations, institutions and other stakeholders)

INCREASED INVESTMENT IN THE FIELD

INCREASED ALIGNMENT TOWARDS THE GLOBAL GOALS

IMPROVED RECOGNITION OF FOOTBALL AS A TOOL FOR SOCIAL TRANSFORMATION

INCREASED ENGAGEMENT AND PARTICIPATION OF THE GLOBAL COMMUNITY (individuals, organisations, institutions and other stakeholders)

INCREASED INVESTMENT IN THE FIELD

INCREASED ALIGNMENT TOWARDS THE GLOBAL GOALS
2.4. NETWORK DEVELOPMENT

NETWORK MEMBERSHIP
Every year, streetfootballworld aims to enlarge its network by 10%. To do so, we welcome organisations from across the globe to apply to become new network members.

The application process to become a new network member consists of a number of procedures and steps that enables streetfootballworld to evaluate and assess whether the applicant meets the quality standards of our network.

Our quality seal is based upon these standards and is the basic principle for network membership. This section provides an overview of the different steps of the application process, the criteria used to evaluate potential new network members, the decision-making process and human resources involved, as well as the mechanisms that enable streetfootballworld to follow up on the journey of our network members.

6-STEP APPLICATION PROCESS
streetfootballworld resources are allocated to high-impact organisations that have demonstrated their expertise and impact in the field. Over the past 15 years streetfootballworld has created and developed a selection process to identify, evaluate and handpick the best-in-class organisations in the field.

HOW WE MAINTAIN QUALITY
In addition to the application process, streetfootballworld runs a series of activities to ensure that network members still meet the quality standards of the network, years after they were first approved as members. Those activities include: field visits, follow up and M&E on projects implemented jointly with streetfootballworld and the Member Profile Update (MPU), an annual assessment to revise the organisational strength, programme quality and network value of every member.

6-STEP APPLICATION PROCESS

1. BASIC CHECK
The applicant completes an Eligibility Questionnaire to evaluate the mandatory criteria. If all of the requirements are met, a positive preliminary evaluation report is issued.

2. SCREENING
An in-depth interview is conducted on the mission, vision, potential, shortcomings, and expectations for the future. This will provide the basis for determining whether the organisation will be invited to apply.

3. APPLICATION
The applicant completes a Membership Application Questionnaire and the streetfootballworld network team consults with external references.

4. FIELD VISITS
A site visit is conducted to gain a first-hand impression and fuller understanding of the organisation’s work. This will be the final step before completing a Membership Evaluation Report.

5. EVALUATION
The Membership Evaluation is carried out by a team of experts to assess the organisation’s compliance with the required 42 quality standards. If the Evaluation Report results in a positive outcome, the organisation is recommended for membership to the network board.

6. FINAL DECISION
The network board, which consists of five elected network member representatives and two permanent members from streetfootballworld, revises the recommendation and conducts a final vote on the organisation’s acceptance into the streetfootballworld network.
Network Quality Standards and Eligibility Criteria

streetfootballworld’s quality standards are based on three main focus areas: organisational strength, programme quality, and network value. Each one of these focus areas includes a number of criteria that enables streetfootballworld to evaluate the organisations that want to become part of the network.

Network Membership Criteria

Organisational Strength

1. Governance
   - Legal status
   - History/years of existence
   - Mission & vision
   - Political independence
   - Religious independence
   - Child protection policy

2. Youth Leadership
   - Opportunities

3. Human Resources
   - Internal capacity
   - Gender balance
   - Volunteer ratio

4. Sustainability
   - Annual turnover
   - Resources

5. Transparency
   - Organisational practice
   - Accounting & reporting

6. Infrastructure
   - Office & facilities

7. Communications
   - Website
   - Social media platforms
   - Media outreach

Programme Quality

1. Objectives
   - Community advancement
   - Sustainable development goals

2. Beneficiaries
   - Target group
   - Number of beneficiaries
   - Gender balance
   - Inclusivity

3. Methodology
   - Role of football
   - Experience
   - Materials & curricula
   - Frequency & intensity

4. Community Engagement
   - Community participation

5. Impact
   - M&E tools & processes
   - Outcomes
   - Achievements
   - Relevance

6. Scalability
   - Scalability & replicability of the programmes

Network Value

1. Networking
   - Commitment to networking

2. Benefits
   - Motivation
   - Expectations

3. Contributions
   - Expertise
   - Geographic area
   - Curricula
   - Achievements

4. Footballs
   - Experience
   - Openness to engage

5. Transparency and Decision-Making Processes

The streetfootballworld network board has been in place since 2005 and consists of 2 permanent representatives from streetfootballworld and 5 network representatives elected every two years. During the two-year mandate, the streetfootballworld network board holds meetings twice a year. Among other responsibilities, the network board decides through a democratic process on the approval of new network members or the exclusion of existing members from the network.

Composition of the Network Board

2 + 5 = network board members

Network Board

- Revises the recommendations by the streetfootballworld expert team
- Conducts quarterly meetings to discuss application and evaluation of potential network members
- Issues final decision

Streetfootballworld Expert Team

- Conducts eligibility check and invites organisations to apply
- Conducts site visits and interviews with potential network members
- Evaluates all of the membership criteria
- Consults organisations working on similar social issues or in similar region
- Consults external references that have been proposed by the potential network member

Decision-Making Process
**2.5. IMPLEMENTATION OF SOCIAL IMPACT STRATEGIES**

We have a 15-year track record in designing and implementing social impact strategies for some of the biggest names across sectors, including FIFA, UEFA Foundation, the Premier League, international corporations like SAP, adidas and FedEx, the European Union, the German Government and many others. Together, we are working to maximise the impact football can have on the achievement of the UN Global Goals. We believe that the potential of football as a global phenomenon has not yet been fully discovered or realised – that is why we are looking for dedicated partners who will, with and through us, build coalitions around the power of the world’s biggest sport.

In every partnership, we design innovative solutions to achieve our partners’ social responsibility objectives and bring change to people in need. For us, a successful partnership is based on exchange, mutual understanding, a shared vision and co-creation. We help actors across sectors to leverage their engagement around the beautiful game and align their social impact strategies with their core business and their respective departments. To find the best alignment possible, we offer activations in three different areas: programmes, infrastructure and events.

**PROGRAMMES**
Football is a versatile tool for attracting and retaining hard-to-reach youth. We design a range of football-based social programmes that engage young people, address local needs and create positive social change. Using low-threshold football activities as well as non-formal education strategies enables access to some of the most disadvantaged young people around the world and gives us a unique and powerful opportunity to use football as a tool to fight inequality and discrimination.

**INFRASTRUCTURE**
Every day, millions of young people play football on dangerous terrain. Our infrastructure projects offer safe places for young people to play and learn, enabling community organisations to amplify their social impact through football. All of our infrastructure projects place a strong emphasis on local ownership, striving to include community members throughout the planning, construction and maintenance phases. They also present a valuable brand-building opportunity for partners looking to showcase their brand in otherwise hard-to-reach communities.

**EVENTS**
Nothing brings people together like football. We organise a number of events in cooperation with our partners and network organisations, including football festivals, forums, training-of-trainers days, capacity development workshops and others. Through our events, we try to always promote the social dimension of the beautiful game. During our festivals, for example, we bring together disadvantaged boys and girls from all around the world for a combination of football matches, educational workshops and cultural programmes. For these young people, participation means more than just play. It means connecting with peers, learning life skills and sharing valuable insights. Festivals also present an excellent opportunity for partners to engage their employees and inspire their customers through authentic content to be shared.

**OUR SOLUTION**

**GETTING TO KNOW EACH OTHER**
Based on a collaborative process with our partners, we discuss and explore their strategy, mission and objectives.

**PRIORITISING GLOBAL GOALS & GEOGRAPHIC AREAS**
We prioritise our partners’ preferred contribution to the Global Goals and/or the region(s) where they would like to have an impact.

**DEFINING THE BEST IMPLEMENTATION STRATEGY**
We determine the most effective way of realising our partners’ goals through one or more of our implementation strategies.

**PRESENTING A PROJECT PROPOSAL**
We design a project that achieves social impact and adds value to our partners.

**IMPLEMENTING THE PROJECT**
We implement the project in cooperation with our local partners and seek opportunities to provide visibility for our partners.

**MONITORING THE IMPACT AND REPORTING**
We monitor the impact of the project and report on the results achieved related to the priorities established at the beginning of our collaboration.
2.6. IMPLEMENTATION OF COMMON GOAL

We are living in a time in which football is more profitable than ever, and yet very little of the wealth is trickling down to the fans or, indeed, society at large. Amidst football headlines dominated by news of record-breaking transfer fees, astronomical wages and accusations of tax evasion, the commercialisation of football has worn its cultural fabric so thin that people are starting to question what the game stands for. We strongly believe that there is an untapped opportunity for football and that the time is ripe to unlock it. So, rather than dwelling on the many issues that need to be resolved, we have shifted our attention to the unique potential that football continues to demonstrate in terms of improving young people’s lives.

For more than 20 years, many institutions and individuals within the business have been working hard to identify ways that football can give back to society. However, a major stumbling block for many of the organisations making an impact in the field has been and continues to be gaining access to financial resources. Consequently, football has been divided into two dimensions – one is an industry that harbours a wealth of gargantuan proportions, the other is a global network of high-impact non-profit organisations that rally behind the vision of football for good. Despite football being the most popular sport the world over, the profit from the industry has reached only a fraction of its potential for driving change. Until now.

ABOUT COMMON GOAL

Common Goal is a footballer-led movement that aims to bridge the two dimensions of football by building a sustainable and lasting connection between the football industry and the sustainable development of our society. We hope to do that by harnessing the wealth and influence of professional football into a unified front.

The idea is simple. Professional football players, managers, officials, clubs and other stakeholders from the football industry donate a minimum of 1% of their earnings to a shared fund which supports community organisations that use the game to drive progress towards the Global Goals. The movement started in 2017 with players and managers but its long-term vision is to unlock 1% of the entire football industry’s revenues — estimated at €50 billion per year—to support organisations and large-scale projects that use football as a force for good.

ORGANISATIONS AND PROJECTS SUPPORTED BY COMMON GOAL

All organisations supported through Common Goal are streetfootballworld network members. New members joining the movement, or members renewing their pledge after one year, can choose to either:

1. Support individual organisations from our portfolio of high-impact football NGOs; or
2. Pledge their 1% to the Common Goal Collective Fund to support larger-scale projects benefiting multiple football for good organisations at once.

COMMON GOAL PROMISE TO ITS MEMBERS

Common Goal is a trust-based agreement. This means that the pledge is not legally binding and members can decide to terminate their membership at any point in time. In addition, as part of its promise, Common Goal ensures the following features to its members:

• All the pledges made by Common Goal members are tax deductible to the full extend permissible by law.
• Common Goal guarantees that 90% of the pledge goes straight to the cause. The remaining 10% is used to cover operating expenses related to: (1) tax-effective cross-border donations; and (2) Common Goal operations and running costs.
• Common Goal provides transparent reports on how the funds have been invested and offers members the possibility to experience the field of football for good first hand through visits to streetfootballworld network member organisations.

OUR MEMBER’S JOURNEY

New member joins the movement
Member signs the pledge agreement and transfers 1%
Members can choose to support
1. Individual organisations (currently streetfootballworld network members)
2. Larger-scale projects benefiting multiple football for good organisations at once.
Members receive an impact report in the first quarter of the next natural year after making the pledge
Pledge Renewal
WORK PERFORMED

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3.4. Our Impact in 2018 38
3.1. RESOURCES

In 2018, a total sum of 8,299,494.12€ was invested into football for good programmes steered by streetfootballworld. These funds came from:

- Football Industry: 5,843,854.33€
- Public Donors: 1,431,059.36€
- Corporate Partners: 923,467.21€
- Other Donors: 101,113.22€

The graphic provides an overview of the overall funding scheme streetfootballworld employs, and explains how the funds invested by our partners were used in 2018.

Funds Invested in Football for Good Programmes

From the overall funding, 5,527,945.42€ (xx%) were directly transferred to our network member organisations in the following different ways:

- Funds transferred by streetfootballworld for the implementation of projects
- Funds transferred by streetfootballworld to finance network members’ ongoing programmes
- Funds sourced through streetfootballworld but transferred directly by our partners to the network members (programme support)

An amount of 2,771,548.70€ (xx% of the overall funding) was allocated to the four main activities run by streetfootballworld:

- Network Development
- Implementation of social impact strategies
- Developing sustainable mechanisms for the field

26 27
3.2. WORK PERFORMED

This section gives an overview of the work performed by streetfootballworld in the following areas:

3.2.1. Developing a network
3.2.2. Implementing social impact strategies

While all of these areas are strongly linked, for practical reasons the work performed by streetfootballworld in the year 2018 has been divided according to the categories mentioned above. The projects implemented by streetfootballworld during the reporting period have been included in the Annex at the end of this publication.

3.2.1 DEVELOPING A NETWORK

In the year 2018, streetfootballworld welcomed seven organisations from Africa, Asia, Europe, the Middle East and North America to the network.

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<tr>
<th>NEW ADDITIONS TO THE STREETFOOTBALLWORLD NETWORK IN 2018</th>
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<tr>
<td><strong>BENEFICIARIES</strong></td>
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<td><strong>8,320</strong></td>
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<td>Year divided by age groups:</td>
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<td><strong>2,321</strong></td>
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<td>Year divided by age groups:</td>
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<td>10%</td>
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<td><strong>1,900</strong></td>
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<td>Year divided by age groups:</td>
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<td>2%</td>
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<td><strong>5,500</strong></td>
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<td>Year divided by age groups:</td>
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<td>45%</td>
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**PURE GAME** works in troubled inner city areas delivering a sports-based development programme focused on providing young people with life skills through football. The organisation’s vision is a community of children and young people that are realising their potential, contributing to the community as young leaders, and confidently making positive choices that reflect their unique strengths and personalities.

**FOOTBALL FOUNDATION**, a subsidiary of the Grootbos Foundation, was founded in 2008 and implements multiple sports training programmes as well as parallel education programmes in HIV/AIDS education, female empowerment, environmental conservation, healthy nutrition, enterprise development and social integration skills. The organisation engages children between the ages of 6 and 18 six days a week from socially excluded communities in the Overberg region.

**KARACHI UNITED (KU)** was established in 1996 to promote football at the grassroots level and achieve football excellence in Pakistan. Today, Karachi United operates with a clear mandate – to work on the elements that bring communities together on a common platform, with football as the fulcrum. These include building awareness, tolerance and advocating for health and well-being.

**WATOTO WASOKA** is a community-led NGO based in Bakuji, the largest slum in Kampala, Uganda. Founded in 2009, Watoto Wasoka (which loosely translates as “Football Kids” from Swahili) focuses its programmes on slum and street children. The organisation’s vision is to change their lives by using football to provide access to education, as well as to water, sanitation and hygiene services (WASH).
NEW ADDITIONS TO THE STREETFOOTBALLWORLD NETWORK IN 2018 (CONT.)

**MSIS** was founded in 2009 in Mrągowo to offer new and creative approaches to the organisation of sport and its use in Polish society. The main objectives of MSIS’s activities are to popularise the innovative sports method of football3, to create local, national and international partnerships and networks to spread high-quality non-formal education through sport, and use sport to develop the local structures of communities.

**Beneficiaries:** 1,884

**Supported SDGs:**

**Location:** Poland

**SUPPORTED SDGs:**

**Beneficiaries:** 3,858

**Location:** United Kingdom

**Beneficiaries:** 3,500

**Supported SDGs:**

**Beneficiaries:** 3,500

**Location:** Palestine

**Beneficiaries:** 3,500

**Beneficiaries:** 3,500

**Beneficiaries:** 3,500

**Beneficiaries:** 3,500
3.2.2. IMPLEMENTING SOCIAL IMPACT STRATEGIES

We have a 15-year track record in designing and implementing social impact strategies for some of the biggest names across sectors. During the course of more than a decade, we have honed our expertise in three areas: programmes, infrastructure and events.

5,527,945€

Funds generated for our network members in 2018

- 83 received programme support funding
- 7 benefited from infrastructure development
- 115 took part in at least one project implemented
- 15 took part in capacity building programmes

32 projects were implemented in the year 2018 in cooperation with 115 network members

ANNUAL FUNDING AMOUNT FOR PROJECTS

- FOOTBALL INDUSTRY: 5,843,854.33€ invested in 7 projects
- CORPORATE PARTNERS: 923,467.21€ invested in 6 projects
- PUBLIC DONORS: 1,431,059.36€ invested in 14 projects

LATIN AMERICA
- 4 PROJECTS

EUROPE
- 10 PROJECTS

MIDDLE EAST
- 4 PROJECTS

AFRICA
- 7 PROJECTS

GLOBAL
- 10 PROJECTS

N. AMERICA
- 2 PROJECTS

ASIA
- 3 PROJECTS

*Projects can be implemented in more than one region at once.*
<table>
<thead>
<tr>
<th>SECTOR</th>
<th>PROJECT TITLE</th>
<th>REGION &amp; COUNTRIES</th>
<th>PARTNER(S)</th>
<th>PROJECT TERM</th>
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<td>PUBLIC DONORS</td>
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<td>Training of Trainers &amp; Football Festival in Zambia 2018</td>
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<td>Generation Amazing</td>
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<td>Supreme Committee for Delivery &amp; Legacy</td>
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<td>Menstrual Hygiene Management</td>
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3.3. COMMON GOAL IN 2018

2018 was a crucial year for Common Goal. Not only did we unlock significant resources and implement impactful new projects in the field, we took our movement as a whole to the next level.

We managed to more than double the size of our community and collectively inspire millions of fans to re-imagine what football can bring to our world.

We went from an idea to building the world’s largest footballer-led social change movement, and in the course of doing so kicked off a new era of social responsibility in world football - one that is systemic, team-oriented and puts the beautiful game at its very core.

COMMON GOAL MOVEMENT GROWTH IN 2018

75 NEW PLAYERS & MANAGERS JOINED IN 2018

FCN NORDSJÆLLAND JOINED AS THE 1ST PROFESSIONAL FOOTBALL CLUB

341,083€ FUNDS RAISED IN THE SECOND ALLOCATION CYCLE (APRIL-DECEMBER 2018)

THE COMMON GOAL COLLECTIVE FUND

Common Goal members team up to support global-scale projects that can achieve greater impact.

GOOD MENSTRUAL HYGIENE MANAGEMENT (1 YEAR)

The project has developed the Menstrual Hygiene Management (MHM) Education Guide and empowered over 3000 girls in the year 2018. The MHM Guide is now used in 15,000 schools and is set to empower over 2 million girls across India in 2019.

SOCIAL ENTERPRISE ASSIST PROJECT (2 YEARS)

The vision of Social Enterprise Assist is to empower community organisations with the skills and know-how to set up and successfully run their own social enterprises. Social enterprises are businesses with a social purpose.

IMPACT IN THE FIELD

In order to create global change we need to start locally.

In 2018 Common Goal teamed up with 31 football for good organisations - including both organisations supported by Common Goal members and organisations involved in the Common Goal projects. Each of these organisations has a long-standing track-record in achieving sustainable impact in their community. They are continually implementing programmes and supporting disadvantaged young people in 20 countries.

484,212€ RESOURCES ALLOCATED THROUGH COMMON GOAL IN 2018

The first Common Goal cycle supported 25 organisations and two global-scale projects from April 2018 to April 2019. This graphic depicts the allocation of funds to local organisations and collective projects for this cycle. The graphic does not show all players who joined in 2018, as the pledges made by some of them were only transferred to the organisations at the end of 2018. For the same reason, the graphic does not represent all resources raised in 2018, as some were only allocated to the organisations and projects at the end of the year 2018 and used mainly in the year 2019.

RESOURCES ALLOCATED THROUGH COMMON GOAL IN 2018

MEMBER ORGANISATIONS SUPPORTED IN 2018

AfricanAid - Whizzkids United
America SCORES
Asociación Civil Andar
Balon Mundial
Football For All in Vietnam
Football United
FundLife International
HODI
IBYDC
Indochina Starfish Foundation
Jambo Bukoba
KICKFAIR
Oscar Foundation
Real Madrid
Sacred Sports Foundation
Soccer Without Borders
Sport 4 Life UK
StarLinder Foundation
Street League
TackleAfrica
Tiempo de Juego
Training 4 Change
YEDI
Yuwa

GLOBAL GOALS SUPPORTED

COMMON GOAL ALLOCATION CYCLE (APRIL-DECEMBER 2018)

43% of players chose to exclusively support member organisations

40% of players chose to support organisations and the Common Goal Collective Fund

18% of players chose to solely support the Common Goal Collective Fund

These are the 34 member organisations whose pledge was allocated to organisations and projects in 2018.

42% of players whose pledges were allocated to organisations and projects in 2018.

90% of players whose pledges were allocated to organisations and projects in 2018.

68% of players whose pledges were allocated to organisations and projects in 2018.

32% of players whose pledges were allocated to organisations and projects in 2018.

WORK PERFORMED

GLOBAL GOALS SUPPORTED

10% OPERATIONS

44,822€ Operating expenses related to enabling tax-effective cross-border donations through our partner Transnational Giving Europe. (1 year)

38% QUALITY MANAGEMENT

22,411€ Sourcing, vetting and evaluation of football-based organisations through streetfootballworld.

8% SOCIAL ENTERPRISE ASSIST PROJECT (2 YEARS)

484,212€ The vision of Social Enterprise Assist is to empower community organisations with the skills and know-how to set up and successfully run their own social enterprises. Social enterprises are businesses with a social purpose.

6% IMPACT IN THE FIELD

10,000 children in the year 2019.

15,000 schools are using the MHM Guide.

3000 girls were empowered in the year 2018.

2 million girls are planned to be empowered in 2019.

10 football-based organisations from 7 countries were involved in the projects supported by the Collective Fund.

20 Common Goal Members pledged to the Collective Fund in 2018.

25 organisations and two global-scale projects from April 2018 to April 2019.

20 Common Goal Members

32% of players whose pledges were allocated to organisations and projects in 2018.

2018 was a crucial year for Common Goal. Not only did we unlock significant resources and implement impactful new projects in the field, we took our movement as a whole to the next level.

We went from an idea to building the world’s largest footballer-led social change movement, and in the course of doing so kicked off a new era of social responsibility in world football - one that is systemic, team-oriented and puts the beautiful game at its very core.

296,788€

341,083€

484,212€

2018 was a crucial year for Common Goal. Not only did we unlock significant resources and implement impactful new projects in the field, we took our movement as a whole to the next level.

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WORK PERFORMED

COMMON GOAL ALLOCATION CYCLE (APRIL-DECEMBER 2018)

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32% of players whose pledges were allocated to organisations and projects in 2018.
As previously presented in chapter 2, streetfootballworld’s work has an impact on two levels: It first affects our direct target group: football for good organisations. They, in turn, address the challenges faced in their communities and support a number of participants through their programmes. In order to measure the impact of our work on these two levels, streetfootballworld conducts the Annual Member Profile Update (MPU), which consists of an extended questionnaire related to the organisational strength, programme quality and network value of our network members. This page provides an overview of streetfootballworld’s impact. First, on our direct target group, our network members; and secondly the global impact of the network. The data related to organisations is always presented in absolute numbers. The data related to participants is presented as percentages in reference to the total number of participants reached, 1.9 Million. The number of participants is an approximation calculated by adding up the number of participants reached by each member. The information collected through the MPU supports three main processes:

- Ensuring that the quality standards requested during the application process of becoming a network member are maintained over the years;
- Best understanding the needs and challenges of our network members and adapting our programmes accordingly;
- Measuring the impact of streetfootballworld on the two levels described above.

### 3.4. OUR IMPACT IN 2018

Through their membership, AT LEAST 115 organisations (Org) HAVE IMPROVED their organisational strengths, the quality of their programmes or their network value.*

#### ORGANISATIONAL STRENGTH
- 114 increased their visibility
- 106 increased their efficiency & expertise
- 86 welcomed more participants
- 81 strengthened their capacity

#### PROGRAMME QUALITY
- 95 increased quality of their programmes
- 79 increased expertise in football
- 55 developed football for good curricula
- 43 in employability
- 55 in social enterprise
- 45 in M&E
- 27 in health
- 76 in youth leadership
- 5 in LGBTQ+ inclusion in sports

#### NETWORK VALUE
- 65 cooperated with at least another member
- 95 took part in networking opportunities
- 114 feel part of a bigger team

#### THE STREETFOOTBALLWORLD NETWORK REACHES

- 127 NETWORK MEMBERS
- IMPLEMENTING PROGRAMMES IN
- 85 COUNTRIES

#### 27 PROJECTS IMPLEMENTED INVOLVING
- 115 NETWORK MEMBERS

#### COMMON GOAL UNLOCKED
- 439,390€ IN 2018
- 5,527,945€ ALLOCATED TO OUR NETWORK MEMBERS

#### 8,299,494€ RESOURCES UNLOCKED FOR THE FIELD

#### WHAT WERE THE BIGGEST BENEFITS OF NETWORK MEMBERSHIP IN 2018?
- 43% Funding opportunities
- 21% Networking & Events
- 16% Collaboration opportunities
- 12% Capacity Development
- 8% Visibility

*Numbers are based on self-assessment questionnaire conducted with 127 network members

#### IMPACT ON NETWORK MEMBERS

- 439,390€ COMMON GOAL UNLOCKED
- 1,9 MILLION PARTICIPANTS REACHED

#### IMPACT OF THE NETWORK

- 90% young participants (under 29)
- 83% of the participants are under 18
- 116 network members are Youth Serving Organisations
- 48% female participation (997,359)
- 100% of network members welcome female participants in their programmes
- 49% of the employees in the network are female
- 119 network members are actively working towards SDG 5 Gender Equality

#### GLOBAL GOALS

Most addressed Sustainable Development Goals by our network members:

#### IN THE 2018 QUESTIONNAIRE

- 114 NETWORK MEMBERS FEEL PART OF A BIGGER TEAM

- 116 network members have a participating structure that enables young people to have an active role
- 49% of female participants in their programmes
- 100% of the employees in the network are female
- 119 network members are actively working towards SDG 5 Gender Equality
- 79% of participants have access to safe spaces to play

#### YOUTH LEADERSHIP

- 96% young participants (under 29)
- 83% of the participants are under 18
- 116 network members are Youth Serving Organisations

#### FEMALE PARTICIPATION

- 48% female participation (997,359)
- 100% of network members welcome female participants in their programmes
- 49% of the employees in the network are female
- 119 network members are actively working towards SDG 5 Gender Equality

#### COMMUNITY TRANSFORMATION

- 79% of participants have access to safe spaces to play
3.4.2. Reach of our network by region

**Europe**
- 22 countries
- 490K people
- 27 network members

**Latin America**
- 14 countries
- 150K people
- 21 network members

**North America & the Caribbean**
- 4 countries
- 57K people
- 18 network members

**Middle East**
- 7 countries
- 110K people
- 5 network members

**Asia & Pacific**
- 15 countries
- 570K people
- 41 network members

**Africa**
- 23 countries
- 500K people
- 41 network members

**Percentage of network members related to each SDG**

- SDG 5: 93%
- SDG 4: 86%
- SDG 3: 81%
- SDG 16: 45%
- SDG 1: 45%
- SDG 8: 28%
- SDG 9: 28%
- SDG 10: 39%
- SDG 17: 33%
- SDG 11: 33%
CASE STUDIES

Scoring for the Future 44
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WITH 4.5 MILLION YOUNG PEOPLE ACROSS EUROPE STRUGGLING TO FIND EDUCATION, TRAINING OR EMPLOYMENT, STREETFOOTBALLWORLD CONTINUES TO FOCUS EFFORTS ON FINDING WAYS TO SUPPORT THOSE AFFECTED. FUNDED THROUGH THE EUROPEAN COMMISSION’S ERASMUS+ SPORT PROGRAMME, THE PROJECT ‘SCORING FOR THE FUTURE’ WAS LAUNCHED IN JANUARY 2018 TO PROMOTE EDUCATION IN AND THROUGH SPORT WITH A SPECIAL FOCUS ON SKILLS DEVELOPMENT AND EMPLOYABILITY.

Scoring for the Future harnesses the power of sport so that NEET (not in education, employment or training) young people are equipped with transferable skills to increase their educational and professional prospects. Through participation in sport, skills such as cooperation, leadership, fair play, competition handling and stress management can be acquired to later be applied in a work setting.

To implement the programme, streetfootballworld has teamed up with 9 football for good organisations from 7 European countries. During the course of the 24-month project term, the organisations from across Europe will reach approximately 13,000 young sportspeople (from disadvantaged backgrounds, refugees, host communities, migrants). These young people will, in turn, use the experiences they have gained through the programme to become multipliers of sport-based youth employability methodologies in their communities and sports clubs. 20 coaches and managers will be involved in the design and development of a Training-of-the-Trainer toolkit, and with many more trainers, managers, decision-makers and other multipliers exposed to best-practice examples in the field of skill-development through sport, the learnings from the project will outlive its official duration.

Towards the end of the Scoring for the Future lifespan, a Training Day will take place to share the methodology and curriculum of the ‘Scoring for the Future – Developing Life Skills for Employability through Football’ toolkit and enable key stakeholders working in the field to deliver programmes promoting youth employability.

MOST ADDRESSED SUSTAINABLE DEVELOPMENT GOALS:

TARGET GROUP
- 160 coaches, trainers and youth workers, stakeholders in the area of sports and education, M&E experts
- 13,000 NEET young people in Europe
- Policy makers, key stakeholders, NGOs

OBJECTIVES
1. Further develop and scale sport-based youth employability methodologies that promote skill development in young sportspeople.
2. Share and transfer information on how to encourage skill development and non-formal education through Training-of-Trainers and distance-learning resources.
3. Empower European sportspeople with transferable skills such as communication, tolerance and team work, as well as technical skills which support them on and off the pitch.
4. Foster synergies between the proposed project, its partners, and non-formal education to encourage the re-integration of NEET youth into society.
5. Enable cross-border exchange and peer-to-peer learning to develop the capacity of organisations to implement sport-based employability programmes.

EXPECTED OUTCOMES
1. Creation of an accessible Youth Employability through Sport Training-of-Trainers toolkit to transfer impact-measured, successful practices to sport clubs, organisations and associations across Europe.
2. Establishment of project partners as European knowledge hubs on how to promote skill development using sport as a tool.
3. Project visibility and content dissemination achieved through a Europe-wide multiplier sport event.
4. Europe-wide continuation of the measures after the funding period through free access and open resource material, assisted by streetfootballworld and the knowledge hubs.

FUNDING SECTOR
Public Donor

REGION
Europe

PROJECT TERM
1st JAN 2018 - 31st DEC 2019

PARTNER
European Commission
MORE SPACE FOR SPORT
1000 Chances for Africa

TO GIVE MORE CHILDREN AND YOUNG PEOPLE IN KENYA ACCESS TO SPORT, THE GIZ-FUNDED PILOT PROJECT ‘MORE SPACE FOR SPORT – 1000 CHANCES FOR AFRICA’ (‘MEHR PLATZ FÜR SPORT – 1000 CHANCEN FÜR AFRIKA’), CARRIED OUT BY STREETFOOTBALLWORLD TOGETHER WITH LOCAL NETWORK MEMBERS HODI, MTG AND TYSA, HAS CREATED A SERIES OF SAFE PLACES TO PLAY THROUGH THE CONSTRUCTION OF FOOTBALL PITCHES AND PROGRAMME SUPPORT ACROSS THE REGION.

With funding from the German Agency for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH - GIZ) the football pitches were built on readily available parcels of land in highly underserved areas. A key part of the process was the involvement of the local communities in all stages of the production, including architectural design, construction and, whenever possible, skill building programmes. This served to generate employment and local economic revenue, simultaneously sparking a sense of ownership amongst locals, the latter being crucial to the success and sustainable outcome of the project.

With the construction complete, these communities not only have safe spaces to play for their children and young people, but also a hub for expanding existing programmes or developing new initiatives to promote equal opportunities and education in marginalised communities.

MOST ADDRESSED SUSTAINABLE DEVELOPMENT GOALS:

TARGET GROUP
• Children and young people from underserved communities in Kenya

OBJECTIVES
1. Support three football for good organisations to construct or refurbish community football fields with a maximum of community involvement to ensure subsequent ownership of the infrastructure.
2. Provide a safe space to play for the young people attending the activities of these organisations.
3. Empower disadvantaged children and young people in Kenya by engaging them in football for good programmes focused on education, gender equality, social inclusion and health, which can be carried out in the infrastructure.

OUTCOMES
1. One grass pitch built by TYSA on the organisation’s land and opened in April 2016.
2. One grass pitch refurbished by MTG at a girls’ school supported by the organisation.
3. Two gravel pitches refurbished by HODI at two schools, both of which were re-opened in August 2017.
4. Infrastructure used in close coordination with all relevant local stakeholders (schools, communities and youth clubs).
5. Pitches accessible beyond organisations: giving local communities the facilities required to carry out football programmes.
6. With infrastructure in place for programme delivery, the social impact of local football for good programmes is increased.

FUNDING SECTOR
Public Donor

REGION
Africa

PROJECT TERM
1ST MAY 2015 – 28TH FEB 2018

PARTNER
German Agency for International Cooperation (GIZ)

NETWORK MEMBERS
Moving the Goalposts Kilifi
Horn of Africa Development Initiative (HOODI)
Transforming Young Stars of Africa (TYSA)
PLAYING FOR A COMMON FUTURE: Dialogue through Football

JORDAN’S YOUNG POPULATION FACES TOUGH CHALLENGES WITH REGARDS TO THEIR SELF-CONFIDENCE, EQUAL OPPORTUNITIES AND GENERAL OUTLOOK ON THE FUTURE. WITH UNREST IN NEIGHBOURING SYRIA AND IRAQ, JORDAN’S STANCE AS A WELCOME REFUGE FROM THE VIOLENCE, REGIONAL INSTABILITY AND DOMESTIC PRESSURES HAVE LED TO UNREST AND A DRASTIC INCREASE IN PRICES.

The project entitled ‘Playing for a Common Future: Dialogue through Sports’ supports 16,610 Iraqi, Syrian, and Jordanian children and adolescents. Activities focused on building an understanding for inclusion and respect are being implemented in Azraq refugee camp, as well as in communities across the country hosting refugees. Young people affected by trauma are able to engage in dialogue conducted in a safe space. Through the programme’s activities the participants are offered moments of respite from everyday struggles and the memory of traumatic experiences.

The project thus promotes peaceful communication and prevents conflict. The activities will further more connect participants beyond the project’s scope through shared play and laughter and overcoming similar challenges. By means of this project, young people will be empowered and inspired to become leaders, value respect and peaceful dialogue and strive for better education. They will also be enabled to overcome trauma by learning relevant methods and being able to identify destructive patterns of behaviour.

MOST ADDRESSED SUSTAINABLE DEVELOPMENT GOALS:

TARGET GROUPS
• Disadvantaged Jordanian, Syrian, Iraqi children aged 6-17 in Azraq refugee camp, from sports clubs and community centres in Irbid, Balqa, Zarqa, Mafraa and Madaba.
• 610 voluntary Syrian, Iraqi and Jordanian multipliers between the ages of 18 and 30 to implement football and life skills training, events and tournaments through local organisations and sports clubs.
• Members of the host population: Jordanian young people and their families, local sports teachers, representatives of civic organisations, social workers etc.

OBJECTIVES
1. Build an understanding for inclusion and respect in Azraq refugee camp, as well as in communities hosting refugees in different locations around the countries.
2. Promote peaceful communication through sport.
3. Inspire and enable young people to become leaders, value respect and peaceful dialogue and strive for better education.

EXPECTED OUTCOMES
1. 15,000 Jordanian, Syrian and Iraqi girls and boys will have taken part in inclusive football and life skills training in 5 target regions and 72 locations across Jordan. They will have learned to resolve conflicts without violence and with dialogue.
2. 600 or more young coaches will have been enabled to independently deliver life skills sessions and football trainings to children in their communities on a regular basis and to multiply the project’s methodology and activities to peers.
3. Through participation in local and national sporting events, local, regional and national policy makers will have gained knowledge of innovative, inclusive sports programmes.

FUNDING SECTOR
Public Donor
Football Industry

REGION
Middle East

PROJECT TERM
1st JUNE 2017 - 30th NOV 2018

PARTNERS
Federal Ministry for Economic Cooperation and Development (BMZ), UEFA Foundation for Children

ORGANISATIONS
Cross Cultures Project Association (CCPA)
Asian Football Development Project (AFDP)
FEDEX FIELD IN A BOX™

SINCE TEAMING UP IN 2016 TO DELIVER THE FIRST GAME-CHANGING FIELD IN A BOX™, FEDEX EXPRESS, THE UEFA FOUNDATION FOR CHILDREN AND STREETFOOTBALLWORLD HAVE BEEN BUSY ROLLING OUT THE TURF IN A NUMBER OF LOCATIONS WORLDWIDE TO ENSURE THAT LOCAL CHILDREN AND YOUTH HAVE A SAFE SPACE TO PLAY. AFTER BREAKING GROUND IN SPAIN AND POLAND, 2018 SAW THE INAUGURATION OF FURTHER PITCHES IN SOUTH AFRICA AND BRAZIL.

As Main Sponsor of the UEFA Europa League, FedEx Express (a subsidiary of FedEx Corp) joined forces with the UEFA Foundation for Children and streetfootballworld in a bid to use its engagement in professional football to connect young people to new possibilities through the game. Through the Field in a Box™ project easy-to-install, artificial-turf sports fields are delivered to underserved communities to provide children and youth with a safe space for the development of life skills. These pitches serve as hubs where football for good projects can be implemented, often on the basis of streetfootballworld’s football3 methodology. Since the beginning of the CSR initiative, communities in four different locations worldwide have received Field in a Box™ pitches.

Following the inauguration of the first Field in a Box™ in Cañada Real Galiana in Madrid, Spain, and its subsequent positive impact on the local community and beyond, the three organisations set about expanding the programme to reach further communities across the world. With its global network of football for good organisations, streetfootballworld was able to identify regions most in need and designate local organisations as implementation partners with on-the-ground expertise to facilitate the installation of the pitch and its later use by the community.

MOST ADDRESSED SUSTAINABLE DEVELOPMENT GOALS:

TARGET GROUP
- Children (at least 50% girls) and young people from underserved communities engaged in football for good programmes.

OBJECTIVES
1. Provide children and young people from underserved communities with a safe space for the development of life skills.
2. Create hubs for the implementation of football for good programmes.

OUTCOME
In 2018: The construction and inauguration of community pitches in South Africa and Brazil.

FUNDING SECTOR
Corporate Partners
Football Industry

PROJECT TERM
19TH APR 2017 - 31ST AUG 2018

PARTNERS
UEFA Foundation for Children, FedEx

NETWORK MEMBERS
Love.football (Brazil)
OASIS (South Africa)
Nissan & UEFA Foundation for Children
EMPLOYABILITY PROGRAMME

THIS GENERATION OF YOUNG PEOPLE IN EUROPE FACES A PLETHORA OF STRUCTURAL CHALLENGES. THEY LIVE IN A FULLY GLOBALISED SOCIETY AND ARE OFTEN HIT HARD BY THE EFFECTS OF THE ECONOMIC CRISIS. AS A RESULT, MORE THAN 3.4 MILLION YOUNG PEOPLE WERE UNEMPLOYED IN THE EU IN 2018, SIGNIFYING A YOUTH UNEMPLOYMENT RATE OF 15.2%. IN LIGHT OF THESE CHALLENGES, STREETFOOTBALLWORLD TEAMED UP WITH NISSAN AND THE UEFA FOUNDATION FOR CHILDREN TO EMBARK UPON A TWO-YEAR VENTURE TO SUPPORT SPORT DANS LA VILLE IN FRANCE AND STREET LEAGUE IN THE UNITED KINGDOM TO PROMOTE EMPLOYABILITY AMONG MARGINALISED YOUTH.

streetfootballworld designed the programme to build upon its network members’ coherent and successful curriculum combining employability with football activities, while simultaneously providing Nissan employees with the opportunity to become involved in the field of football for good. Engaging employees in an effective and meaningful way is a key component of streetfootballworld’s corporate partnerships. Employees can become part of social impact programmes and identify with their company’s mission, which results in increased motivation, engagement levels, performance and loyalty.

Using the power of football as a driving force, the programme assists the participating youth in their personal development and the acquisition of employability skills. With increased motivation and confidence, as well as proficiency in key competencies, such as CV writing and job interview performance, these young people significantly enhance their chances of finding a job. Through the programme, they also have the opportunity to visit Nissan offices and factories, as well as receive in-work support. With the investment into the academies of streetfootballworld’s network member Street League in Tee Valley and North London, Nissan will enable the engagement of 320 young people during the course of the two-year project term. In France, streetfootballworld network member Sport dans la Ville will channel the resources towards the participation of at least 30 young people.

CASE STUDIES

MOST ADDRESSED SUSTAINABLE DEVELOPMENT GOALS:

TARGET GROUP
• Adolescents and young adults not in employment, education or training (NEET) or struggling to stay in the education system.

OBJECTIVES
1. Increase the employability of NEET young people in the United Kingdom and France through low-threshold, football-based programmes.
2. Provide local football organisations with access to corporate partnerships to strengthen their employability programmes.

OUTCOMES
1. 320 NEET young people engaged in the academies of Street League in Tee Valley and North London.
2. 30 NEET young people given the opportunity to participate in the programmes of Sport dans la Ville.

FUNDING SECTOR
Corporate Partner
Football Industry

REGION
Europe

PROJECT TERM
1st Jan 2018 - 31st Dec 2019

PARTNERS
Nissan, UEFA Foundation for Children

NETWORK MEMBERS
Street League (United Kingdom)
Sport dans la Ville (France)
Streetfootballworld was contracted to support the Premier League in restructuring their existing small grants programme for development projects in football beyond the borders of Europe. The International Development Fund supports collaborative projects between the Community Organisations of Premier League Clubs and community-based organisations like streetfootballworld network members, as well as selected individual projects led by streetfootballworld network members in the areas of sports participation, education and life skills development. The new set-up enables Premier League Club Community Organisations to use the quality seal of the streetfootballworld network to find a trusted first-class international partner for a collaborative project that will enable the exchange of knowledge and skills.

Selected streetfootballworld network members have received the unique chance to partner with a Premier League Club and to share their extensive experience in using football to create opportunities for young people all over the world. In addition, the community grants for individual projects further enhance the support of the Premier League for the field of football for good.

### Objectives
1. Provide capacity building for coaches on how to involve people with disabilities in their existing football for good programmes.
2. To increase girls’ participation in football at all levels and empower young female coaches by improving their coaching skills and train them to deliver the skills development curriculum addressing gender equality and sexual health education through football.
3. To deliver a mental health programme and an additional football technique training.
4. To increase the outreach of prevention messages, testing and treatment of HIV.

### Expected Outcomes
1. 150 coaches trained in the different areas mentioned.
2. 340 young people with disabilities were provided with access to and included in high-quality football and development sessions.
3. An increase in programmes delivered by women and accessible for girls as well as increased female participation.
4. Coaches will have increased their knowledge associated with mental health.
5. Participants actively engaging in the discussion on the important of HIV testing and the availability of HIV self-testing.

### Funding Sector
Football Industry

### Region
Global

### Project Term
11th Sept 2017 - 31st July 2019

### Partner
Premier League
SPIEL DICH FREI!
(Play and be free!)

The project ‘SPIEL DICH FREI!’ ('PLAY AND BE FREE!') was conceived with the aim of preventatively tackling the Islamist actions or orientations of young people. Together with project partners RheinFlanke, Liberal-Islamischer Bund e.V. and CrossArts Cologne, StreetFootballWorld developed, tested and implemented a novel approach combining religious education, music and drama, as well as sports pedagogy.

Within the framework of project weeks at schools and at educational and youth centres, a team of religious educators, music and theatre educators, as well as sports educators and social workers are helping the participating pupils to engage with Islam and the Islamic world through innovative formats, enabling culture as well as sports-related social competence and conflict resolution training. The students work together with the religious educators theoretically with Islam to get to know alternative religious understandings. The cognitive and emotional development and processing of the content and the reflection is then promoted with the help of music and plays. On the pitch and with the specific sports-pedagogical methodology (football3) the students are given the opportunity to further develop their social skills through play and for targeted anti-violence training.

The programme offers students in Germany an alternative and multi-dimensional exploration of Islam as well as their religious and social identity. At the same time, the project aims to contribute to building sustainable skills in radicalisation prevention among teachers and school social workers.

CASE STUDIES

MOST ADDRESSED SUSTAINABLE DEVELOPMENT GOALS:

TARGET GROUPS
- Young people at risk of becoming radicalised
- Parents, family members and other caregivers
- Voluntary, part-time and full-time youth welfare workers
- Multipliers
- Key state and civil society stakeholders

OBJECTIVES
1. The early prevention of Islamic attempts at radicalisation of adolescents.
2. The development and testing of an interactive and low-threshold platform for reflected, equal and creative engagement with Islam and aspects of participants’ own religion, culture and identity in Germany.

EXPECTED OUTCOMES
1. Production of a print and digital curriculum (toolkit) involving international experts.
2. Project weeks at schools: 250-300 girls and boys will have been sensitised to the dangers of Islamism and have reflected on society and democracy through discussions with a particular focus on the understanding of and demand for equal rights of the sexes.
3. 250-300 girls and boys will have increased their dialogue, cooperation and conflict resolution skills.
4. Training of 25-30 voluntary multipliers in the methodology and project model and independent continuation of the measures to expand and consolidate the project.
5. Public presentation of the results at the end of the project to raise public awareness on the topic.

FUNDING SECTOR
Public Donor

PROJECT TERM
1st Sept 2017 – 31st Dec 2019

PARTNER
Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ)

NETWORK MEMBER
RheinFlanke

OTHER ORGANISATIONS
Liberal-Islamischer Bund e.V. CrossArts Cologne
THIS YEAR’S ACCOMPLISHMENTS WOULDN’T HAVE BEEN POSSIBLE WITHOUT THE SUPPORT OF OUR PARTNERS
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