Changing the world through football
Where possible, this annual report uses the Social Reporting Standard (SRS) as a guideline for reporting the activities and impact of streetfootballworld in 2012. www.social-reporting-standard.de
MESSAGE FROM THE BOARD
Young people are at the centre of everything we do at streetfootballworld. The organisations which form the streetfootballworld network equip their participants with the skills, confidence and opportunities they need to overcome the challenges they face in their daily lives. As a worldwide coalition, we can learn from each other and develop stronger solutions together.

In 2012, streetfootballworld once again provided a platform to exchange best practice, develop projects and share ideas on how to increase the impact on a global scale. To name just a few landmarks: the East Africa Forum was held in Kigali, network members met EU policy makers in Brussels, and promising new partnerships were launched. The highlight event was the General Assembly in Lyon, which reminded us all of the tremendous spirit and dedication of the organisations involved.

Above all, 2012 showed us that we are heading in the right direction with our collaborative approach. Our team consists of strong network members and partners, all driven by a purpose beyond their individual goals. We believe that 2013 will see us come another step closer to our common goal: changing the world through football.

The streetfootballworld Network Board

VOICES FROM THE NETWORK

“Having come through the programmes myself, I have now risen to the position of Head Coach at Slum Soccer. A large part of that growth is attributable to streetfootballworld and the opportunities they have brought to the network.”

Homkant Surandase
23, Head Coach at Slum Soccer (India)

As a teenager, Homkant Surandase was wandering aimlessly on the streets before joining Slum Soccer. His dedication and commitment saw him become a full-time staff member with the organisation, and he is now a role model to the groups of street children he works with. In 2010, Homkant honed his coaching skills by participating in the adidas Exchange Programme implemented by streetfootballworld.

“I have opened my eyes to see things differently, to see what football can do – and that is to bring people together.”

Teresa Yuol
19, participant at Football United (Australia)

Sudanese-born Teresa Yuol moved to Australia as a refugee in 2003, taking part in the programmes of streetfootballworld network member Football United for four years. With the help of the organisation, Teresa received a scholarship to the University of New South Wales where she is currently studying anthropology and sociology.

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Our goal is to change the world through football.

All over the world, organisations use football to tackle issues such as HIV/AIDS prevention, education, youth employability, social integration and peace building — with demonstrable impact. As the leading network in the field of Social Change through Football, streetfootballworld brings together 84 of these organisations from 61 different countries.

By uniting network members and partners from the worlds of sport, business, politics and philanthropy, streetfootballworld brings global support to sustainable local initiatives. In 2012 alone, we reached almost 700,000 young people on a regular basis.

Our goal is to change the world through football.
We believe that it takes a team to win a game.

**THIS IS HOW WE WORK**

We believe in the power of football to change lives. That’s why we promote football as a tool for social development and involve partners that are passionate about the game. Football is our common language – all over the world.

We believe that the power to change communities lies in the communities themselves. That’s why we coordinate a global network of local organisations that use football to engage young people and tackle community issues such as social integration, health education, and peaceful conflict resolution.

We believe that it takes a team to win a game. By working together towards a common goal, we achieve things that cannot be achieved alone. That’s why streetfootballworld connects a strong team of grassroots organisations, governments, corporates, foundations and football federations.
In 2012, 98% of streetfootballworld network members took part in at least one of 16 streetfootballworld initiated programmes.

**THE NETWORK**

The streetfootballworld network is central to everything we do. This is how organisations benefit from membership:

**SHARING KNOWLEDGE**

In 2012, 98% of streetfootballworld network members took part in at least one of 16 streetfootballworld-initiated programmes to learn from the leading experts in the field: each other.

"The value of streetfootballworld is to connect organisations throughout the world using football for social development. This allows us to learn about each other and share best practice."

Darius Shirzadi  
Executive Director, Project GOAL (USA)

**RAISING AWARENESS**

In 2012, we advocated for Social Change through Football on the global stage, ensuring high-level support for the work of streetfootballworld network members.

"Without streetfootballworld we would probably still be a small unknown association on an isolated Atlantic island which appears only on a few world maps. Thanks to streetfootballworld we are well established locally and have strong international partners."

Florian Wegenstein  
Founder and Director, Delta Cultura  
Cabo Verde (Cape Verde)

**PROVIDING ACCESS TO FUNDS**

In 2012, we channelled over $2 million directly to network members.

"Thanks to the Football for Hope programme support, we were able to advance and promote educational opportunities for young people in some of the most excluded and impoverished urban communities in central Costa Rica."

Roy Arias  
Director, SEPROJOVEN (Costa Rica)

**FORGING CONNECTIONS**

In 2012, we connected network members with major global partners including FIFA, adidas, Gillette, Hyundai, the European Commission and the German government.

"Thanks to streetfootballworld, we have been able to connect with Hyundai to launch a pan-European youth employability programme, resulting in more opportunities for disadvantaged young people."

Matt Stevenson-Dodd  
Chief Executive Officer, Street League  
(United Kingdom)

**CREATING LEGACIES**

In 2012, we continued to ensure that the 2010 World Cup in South Africa has a lasting legacy through the development of the FIFA Football for Hope Centres. We also implemented RESPECT your Health as part of UEFA’s official social responsibility programme for EURO 2012.

"The Football for Hope Centre has strengthened our impact on all levels – not only by changing the lives of our participants and the wider community through our programmes, but also by helping Kick4Life to become financially more sustainable."

Refiloe Maphallela  
Lesotho Football for Hope Centre Manager, Kick4Life (Lesotho)
NUMBER OF ORGANISATIONS ACTIVE IN EACH FIELD

- **Employability**: 43
- **Health**: 57
- **Environment**: 27
- **Peace Building**: 40
- **Gender**: 56
- **Social Integration**: 63
- **Youth Leadership**: 65
- **Education**: 69

**Total Number of Organisations**: 84 organisations in 61 countries

**Organisations in the Network Involving Both Girls and Boys**: 98%
The streetfootballworld network members are leaders in the field of Social Change through Football, delivering high quality programmes with demonstrable impact – and they are committed to sharing their expertise with others. In order to ensure the highest possible standards, new network members must undergo a rigorous application process, and all network members are assessed at regular intervals.

**BUILDING A STRONG TEAM: NEW MEMBERS IN 2012**

We are proud to welcome 13 new members to the streetfootballworld network:

- GOALS Haiti (Haiti)
- Teamplay@NAC (The Netherlands)
- Fugees Family (USA)
- Asociación Civil Los Pioneros (Perú)
- Asociación Civil WARA (Perú)
- Carolina for Kibera (Kenya)
- Instituto Fazer Acontecer (Brazil)
- Organización Juvenil RECREARTE (Costa Rica)
- Soccer Without Borders (USA, Nicaragua, Guatemala, Uganda)
- Sport – The Bridge (Switzerland, Ethiopia)
- Street Soccer USA (USA)
- Trans-Nzoia Youth Sports Association (Kenya)
- Youth Football Club Rurka Kalan (India)

**NETWORK DEVELOPMENT**

There is a growing number of strong organisations that provide valuable services and collaboration opportunities within the field of Social Change through Football.

**INPUT**

- 22% of streetfootballworld’s personnel resources
- €679,000 invested (personnel and non-personnel resources)

**OUTPUT**

- Ongoing assessment of network membership (potential and existing members)
- Hosted General Assembly, with election of new Network Board and approval of streetfootballworld strategy
- Strengthened regional structures through network meetings in Kenya, Rwanda, Australia, Costa Rica, France, Belgium, USA
- Established Regional Coordination in East Africa

**IMPACT**

- Expanded network (13 new network members and 7 new affiliate members)
- Stronger regional cooperation of network members
- Increased networking and collaboration between network members
- Stronger organisations providing young people with increased access to education, health, social inclusion and peace
STRENGTH IN DEPTH: THE NETWORK AFFILIATES

There is a growing number of strong organisations that provide valuable services and collaboration opportunities within the field of Social Change through Football – and therefore to our network members.

In 2012, we proudly welcomed the first network affiliates: Coaches across Continents, love.fútbol, One World Futbol Project, PlayAble, Red Deporte y Cooperación, TackleAfrica and WomenWin.

“Working with streetfootballworld has been a great experience of teamwork for all the organisations involved in changing the world through football. In particular the General Assembly in Lyon was a celebration, an excellent meeting point and a good example of democracy in action.”

Carlos de Cárcer
Red Deporte y Cooperación (Spain)

GENERAL ASSEMBLY 2012

The streetfootballworld General Assembly takes place in a two-year cycle and forms the basis of the network’s strategic direction. Network members define the future of Social Change through Football by exchanging ideas, discussing strategies for improved collaboration and democratically electing a new Network Board to advise and shape the network’s development.

The 2012 General Assembly was hosted by network member Sport dans la Ville in Lyon, France, and was attended by 56 network members from all over the world. Over three days of intense and fruitful discussion, the network members worked on topics including gender equality, social inclusion and social enterprise.

NETWORK BOARD

The Network Board consists of elected representatives of five network members, as well as the Network Director and the CEO of streetfootballworld gGmbH.

The Executive Manager of the network acts as the Secretary General of the Network Board. The Network Board plays a key role in developing the strategic direction of streetfootballworld and advises the Network Management Team in all important decisions.

THE NETWORK BOARD IN 2012

• Steffi Biester (KICKFAIR, Germany)
• Dr. Vladimir Borković (streetfootballworld Network Director)
• Kirk Friedrich (Grassroot Soccer, South Africa/Zimbabwe/Zambia)
• Jürgen Griesbeck (streetfootballworld CEO)
• Clive Lessem (Mifalot Chinuch, Israel/Jordan/Palestinian Authority)
• Christophe Mailliet (streetfootballworld Head of Network Operations, ex-officio without voting rights)
• Adán Parreño* (Mundo Afro, Uruguay)
• Matt Stevenson-Dodd (Street League, United Kingdom)

* Board member until September 2012
The strength of the global streetfootballworld network depends on strong collaboration at a regional level. 2012 saw major developments in streetfootballworld’s regional networks across the world:

**Latin America**

In April 2012, network members SEPROJOVEN and Fútbol por la Vida hosted the 3rd Latin American Congress on Social Development through Football in San José, Costa Rica, with support from RECREARTE. The event brought together representatives from civil society, governments and business to discuss key issues such as youth leadership, violence prevention and social protection systems. The Network Board and all Latin American network members also held a series of workshops and meetings in Costa Rica.

In September 2012, streetfootballworld’s Regional Coordination in Latin America, Fundacion Fútbol para el Desarrollo (FuDe) announced its resignation, together with nine network members from the region. Following the developments in Latin America, ten network members in the region met in Lyon prior to the General Assembly to agree on a new collaboration structure for the region.

**North America**

Six American and US-based network members represented the field of Social Change through Football at the Urban Soccer Collaborative USC Symposium in April, discussing how to consolidate the field in the USA and increase cooperation. The discussion on a regional strategy continued in September when streetfootballworld held a network meeting around the Beyond Sport United event in New York.

**Asia**

Nine streetfootballworld network members from Asia-Oceania met in Sydney to discuss the next steps for the creation of a ten year strategy for the region, together with representatives from the Asian Football Confederation. The meeting was hosted by network member The Big Issue Australia.

**East Africa**

Network members in the region continued to implement their joint regional strategy towards closer collaboration. Initiatives included a planning meeting in Nairobi in January, numerous staff and young leader exchange programmes throughout the year, and the first streetfootballworld East Africa Meeting and Forum in Kigali which took place in October.

The strengthening of regional activities was cemented by the appointment of Margaret Belewa as streetfootballworld’s first Regional Coordinator for East Africa. Welcome, Margaret!
A strong network needs strong organisations. Together with the network members and our partners, we design programmes to reinforce their organisational capacity according to their needs:

**ADIDAS EXCHANGE PROGRAMME**

As part of the FIFA Partners’ CSR programme and Football for Hope, the adidas Exchange Programme offers specially designed workshops in which network members share their expertise on topics requested by the participants themselves. The adidas Exchange Programme also includes Coerver Coaching seminars to equip coaches with new methods to engage and train young people.

In 2012, the adidas Exchange Programme was held twice: in Ghana, with a focus on communication, PR and event planning; and in Lyon, with a focus on employability. A total of 48 coaches and 38 administrative staff took part.

**FOOTBALL FOR HOPE PROGRAMME SUPPORT**

Access to funding is crucial to the long-term success of any social development programme. Through Football for Hope, streetfootballworld advised FIFA on the allocation of $1,593,292 in direct funding to 63 organisations working in the field of Social Change through Football in 2012, including 46 streetfootballworld network members.

**INFOCUS LAUNCH AND IMPLEMENTATION**

In 2012, streetfootballworld received support from Comic Relief to launch the next phase of inFocus – the effective and user-friendly Monitoring & Evaluation (M&E) support services developed jointly with the Laureus Sport for Good Foundation and Aqumen Social Technologies.

inFocus consists of two components: a support team of experts who provide advice, training and tools, and the inFocus online software which helps organisations store and analyse programme data.

inFocus reflects the increasing desire of organisations working in the field to evaluate their programmes and demonstrate their impact, enabling partners and donors to better understand how football can change lives. A total of 14 streetfootballworld network members across five continents used inFocus in 2012.

“We are pleased to have supported streetfootballworld and their partners to introduce an innovative monitoring and evaluation service for the sport and development sector.”

*Kevin Cahill, CEO, Comic Relief*

**SONY EUROPEAN GRADUATE PROGRAMME**

Young professionals from Sony worked with representatives from streetfootballworld network members as part of the final module of Sony’s European Graduate Programme (EGP). The programme gives Sony graduates the chance to apply their skills in a new environment, whilst allowing network members to benefit from the experience of business professionals.

In 2012, a total of 20 Sony graduates teamed up with:

- **Colombianitos**, to develop a new marketing strategy with a focus on corporate partnerships
- **SALT Academy**, to set up a long-term fundraising strategy to build football facilities
- **EPROCAD**, to support the upgrade of the organisation’s corporate identity and communication
- **Dream A Dream**, to work on a partnership strategy with football clubs and confederations.

63 organisations working in the field of Social Change through Football in 2012, including 46 streetfootballworld network members
“It is sometimes hard to get our message across. The Sony graduates will bring a new perspective to our programme, and with their help we will be able to better communicate our great work in the communities.”

Sandra Flórez
Colombianitos (Colombia)

UNITED
In 2012, streetfootballworld relaunched UNITED, a donation platform for network members which gave 14 organisations the opportunity to raise funds for their work in the field of social change through football. Powered by TDS Fujitsu, over 2,000 football fans took part in a UEFA EURO 2012 prediction game, donating a total of €14,000 to 14 participating network members. As an added incentive, the three organisations that raised the most funds had their donations topped up. SALT Academy won the fundraising challenge – closely followed by Sport Against Racism Ireland and WhizzKids United.

GILLETTE FOOTBALL CLUB
In September 2012, streetfootballworld and Gillette announced a new partnership to support the field of Social Change through Football. As Gillette’s global charity partner, streetfootballworld will be featured on the Gillette Football Club – a YouTube channel showing goals and highlights from the world’s top football leagues. Gillette announced a $1 donation to streetfootballworld for every registered visitor on the site.

“With incredible partners like streetfootballworld, we want to undertake a mission to make a difference in the lives of the next generation. streetfootballworld is a young and impressive organisation that has been able to reach disadvantaged children in a powerful way to give them the support, education and skills they need to thrive. Together, we can do great things.”

Austin Lally
Global Vice President, Gillette

PAN-EUROPEAN EMPLOYABILITY PROGRAMME
Together with Hyundai and five international football stars, streetfootballworld and a group of European network members launched a new programme to support youth employability – one of the continent’s most urgent issues. The initiative aims to develop life and employability skills through structured programmes which combine football and education.

The programme is led by streetfootballworld network members KICKFAIR (Germany), Sport dans la Ville (France) and Street League (United Kingdom) – with additional support from affiliate member Red Deporte y Cooperación (Spain) and Balon Mundial (Italy).

Special thanks go out to Hyundai and its star-studded team of ambassadors who lent their support: Iker Casillas, Karim Benzema, Daniel Sturridge, Lukas Podolski and Giuseppe Rossi.

**INPUT**

<table>
<thead>
<tr>
<th>38% of streetfootballworld’s personnel resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>€2,964,000* invested (personnel and non-personnel resources)</td>
</tr>
</tbody>
</table>

**OUTPUT**

In 2012, streetfootballworld implemented 16 programmes and events to strengthen network members’ organisational capacity

- 98% of network members took part in at least one capacity development activity
- 60 streetfootballworld network members received a total of €2.5 million in direct funding

**IMPACT**

- Network members report increased knowledge and expertise in key areas, thus improving the quality of their programmes and organisational strength
- Network members have increased access to potential partners and other relevant organisations
- Stronger organisations providing young people with increased access to education, health, social inclusion and peace

* Includes figures for the ‘20 Centres for 2010’ project.
"I feel proud to collaborate in this kind of initiative to support streetfootballworld and help young people through sport."

Iker Casillas, Real Madrid and Spain national team captain
Over the years, governments, corporations and federations have sought out streetfootballworld’s unique expertise to incorporate the social power of football into their activities. Consulting also allows us to engage with new partners and better understand their needs and objectives – enabling us to create meaningful social responsibility strategies that focus on sustainable impact and benefit young people. streetfootballworld has advised FIFA, the Asian Football Confederation, adidas and Sony among others.

ASIAN FOOTBALL CONFEDERATION (AFC)
In 2012, streetfootballworld consulted the AFC on football and social responsibility in Asia. We outlined a 10-year strategic development plan for the region, with a focus on embedding Social Change through Football at all levels of Asian football. The report drew upon numerous in-depth interviews with AFC staff, Member Associations, streetfootballworld network members and a broader range of stakeholders.

“We have tremendous respect and admiration for streetfootballworld, as we share the vision that football is an excellent platform through which many kinds of social and developmental objectives can be achieved.”

HRH Prince Ali Bin Al Hussein
Executive Committee Member, AFC and Vice President, FIFA

“CONSULTING
Consulting allows us to engage with new partners and better understand their needs and objectives.”

INPUT

9% of streetfootballworld’s personnel resources

€247,000 invested (personnel and non-personnel resources)

100 hours of pro bono expertise

Support from CoCreate

OUTPUT

In 2012, streetfootballworld advised 4 corporations and football federations in the area of social responsibility

IMPACT

Greater understanding for the work of streetfootballworld and Social Change through Football among influential partners

Increased resources for the field of Social Change through Football

Stronger organisations providing young people with increased access to education, health, social inclusion and peace
Raising awareness of Social Change through Football

Social Change through Football is gaining momentum, and we are advocating for the approach at all levels. From prestigious conferences to social media, we want to share the work of the streetfootballworld network with the whole world.

WORLD ECONOMIC FORUM

For the first time in 2012, streetfootballworld CEO Jürgen Griesbeck spoke on a panel at the Annual Meeting of the World Economic Forum in Davos. As one of only 30 social entrepreneurs invited to take part by the Schwab Foundation, he used the opportunity to meet with relevant stakeholders and raise awareness of Social Change through Football.

BEYOND FOOTBALL

After a successful first edition in Cape Town in 2011, Beyond Football returned in 2012 for another special one-day event designed to explore the social potential of the game. Hosted at Arsenal’s Emirates Stadium by streetfootballworld as part of the Beyond Sport Summit, and powered by adidas, it was attended by close to 100 sports industry professionals, entrepreneurs, corporates and civil society organisations.

“It’s not until everyone grasps the potential of football uniformly and collectively that we can really achieve something special. We have to let go of ownership and work collaboratively.”

Clarke Carlisle
Chairman, PFA and panelist, Beyond Football

STREETFOOTBALLWORLD IN BRUSSELS

Fifteen European streetfootballworld network members came together in Brussels from November 12 – 14 to meet with Members of the European Parliament, representatives from the European Commission and civil society organisations.

HIGH-PROFILE EVENTS

streetfootballworld advocated for Social Change through Football at a range of international events in 2012, including the Skoll World Forum; the Vision Summit; the Ashoka Support Network meeting; MOVE Congress 2012; The World Economic Forum on the Middle East, North Africa and Eurasia; Beyond Sport United; the GIPE Congress and FIFA’s Ballon d’Or. We co-chaired the Annual Conference of the European Venture Philanthropy Association and spoke at the UBS Global Philanthropy Forum. We also presented films at two film festivals: CINEfoot in Brazil, and 11mm in Germany.

STREETFOOTBALLWORLD IN THE PRESS

In 2012, streetfootballworld appeared in online and print media including the Financial Times, the Sueddeutsche Zeitung, the Frankfurter Allgemeine Zeitung, the Daily Mail and DIE STIFTUNG. streetfootballworld also authored articles in The Huffington Post, the Guardian and SportsPro Magazine.

INPUT

10% of streetfootballworld’s personnel resources

€315,000 invested (personnel and non-personnel resources)

OUTPUT

Organisation/hosting of 2 major events to raise the profile of Social Change through Football:
- Beyond Football
- Brussels Seminar - Development through Football on EU Policy

Presented at 20 high profile events/conferences

Published 7 opinion pieces in key media

40 articles written about streetfootballworld in key media

IMPACT

Existing partnerships strengthened and new partnerships created

Increased visibility for the sector
“I believe strongly in the power of football to unite individuals, groups and entire nations. I am impressed by how streetfootballworld uses football as a bridge for communication between diverse European cultures and societies.”

Peter Gilliéron
Chairman, UEFA Fair Play and Social Responsibility Committee

RESPECT YOUR HEALTH

After winning the €1 million UEFA Monaco Charity Award in 2011, streetfootballworld launched RESPECT your Health – the official community health programme of UEFA EURO 2012. The campaign aimed to promote healthy living in the host nations Poland and Ukraine by educating young people and their families on the benefits of physical activity and healthy lifestyles.

RESPECT your Health is based on a ‘train-the-trainers’ approach, in which local coaches, teachers and volunteers learn how to use the power of football to engage communities in the long-term.

RESPECT YOUR HEALTH KEY FACTS AND FIGURES:

- A specially-made guidebook on healthy lifestyle was distributed to over 2,400 teachers, coaches and volunteers across Poland and Ukraine
- 86 workshops were held to train a total of over 6,000 trainers across the two countries – over 800 continued to work actively in their communities after the tournament
- RESPECT your Health was part of the European Championship trophy tour – involving around 800 young people in health activities in the eight host cities
- In total, RESPECT your Health taught over 100,000 people about healthy lifestyles

EUROCAMP 2012

As the highlight event of RESPECT your Health, Eurocamp 2012 brought together more than 250 young participants selected by the national FAs of 41 UEFA nations across Europe for a week of intercultural learning, dialogue and football in the Polish city of Wroclaw. Fifteen streetfootballworld network members were involved in the event, which included workshops on youth leadership, health awareness, integration and employability. Eurocamp was organised by streetfootballworld and Volunteers for Sport Foundation, and was made possible with the support of the European Commission, UEFA and the City of Wroclaw.

“Eurocamp 2012 is a true European experience for the participants. Coming together from across Europe with diverse social backgrounds, the young people unite behind their common passion for football, develop important life skills and grasp the opportunity to shape their own future.”

Doris Pack
European Parliament’s Chairperson of the Committee on Culture and Education

SOCIAL LEGACY

3% of streetfootballworld’s personnel resources

€582,000* invested (personnel and non-personnel resources)

2012: Implemented two major social legacy programmes (RESPECT your Health, 20 Centres for 2010)

Involved 17 partners in social legacy programmes

INPUT

OUTPUT

IMPACT

Improved well-being of host communities

A social legacy component is now part of all World Cup bidding processes

Increased global awareness of social issues

* Figures for the ‘20 Centres for 2010’ project are accounted for under Capacity Development (see p12)
**20 CENTRES FOR 2010**

FIFA and streetfootballworld’s ambitious plan to build 20 community health, education and sport centres in disadvantaged communities across Africa continues to go from strength to strength. The official social legacy campaign for the 2010 World Cup in South Africa has so far seen seven Football for Hope centres open in South Africa, Mali, Kenya, Namibia, Lesotho, Rwanda and Ghana – with the remaining thirteen in their final stages of development and expected to open in 2013. The centres are hosted by selected organisations in close cooperation with local communities, offering programmes tailored to local needs. The centres open up opportunities for new partnerships, investment and social enterprise, thus increasing the host organisations’ capacity to act as community hubs.

In 2012, the centres in Cape Coast, Ghana and Kigali, Rwanda opened their doors. Locations were also selected for the final three centres, which will be built in DR Congo, Ethiopia and Burundi.

The fifth Annual Centre Host Workshop was held in Addis Ababa in November 2012. The key themes of sustainability, centre programmes and operations and M&E were addressed and discussed by the 20 attending Centre Hosts.

“The alliance between FIFA and streetfootballworld, which uniquely and successfully links a world sport federation with a large number of community-based NGOs worldwide, is a best practice among partnerships for development.”

Federico Addiechi
Head of CSR, FIFA

---

**20 community health, education and sport centres across Africa.**

- **01** Khayelitsha Football for Hope Centre
  Cape Town, South Africa (open)
- **02** Baguinéda Football for Hope Centre
  Bamako, Mali (open)
- **03** Mathare Football for Hope Centre
  Nairobi, Kenya (open)
- **04** Katutura Football for Hope Centre
  Windhoek, Namibia (open)
- **05** Kimisagara Football for Hope Centre
  Kigali, Rwanda
- **06** Oguaa Football for Hope Centre
  Cape Coast, Ghana
- **07** Lesotho Football for Hope Centre
  Maseru, Lesotho (open)
- **08** Mogalakwena Football for Hope Centre
  Limpopo, South Africa
- **09** Edendale Football for Hope Centre
  Edendale, South Africa
- **10** OwaQwa Football for Hope Centre
  OvaQwa, South Africa
- **11** Alexandra Football for Hope Centre
  Alexandra, South Africa
- **12** Manica Football for Hope Centre
  Manica, Mozambique
- **13** Besongabang Football for Hope Centre
  Mamfe, Cameroon
- **14** Iringa Football for Hope Centre
  Iringa, Tanzania
- **15** South East Football for Hope Centre
  Ramotswa, Botswana
- **16** Tarrafal Football for Hope Centre
  Tarrafal, Cape Verde
- **17** Bulawayo Football for Hope Centre
  Bulawayo, Zimbabwe
- **18** Kalebuka Football for Hope Centre
  Kalebuka, Democratic Republic of Congo
- **19** Addis Football for Hope Centre
  Addis Ababa, Ethiopia
- **20** Kabondo Football for Hope Centre
  Bujumbura, Burundi
**AIMS AND ACHIEVEMENTS**

“Football can act as a vehicle for social change. Together with streetfootballworld, we want to harness the positive effects of the game and the upcoming World Cup in Brazil to strengthen youth development in the region.”

Dirk Niebel
German Federal Minister of Economic Cooperation and Development

### BY 2015 WE AIM TO

- Expand the streetfootballworld network to at least 100 or more strong organisations with at least half of them acting as hubs in their communities and working in close cooperation with each other to serve 2,000,000 young people.

### PROGRESS IN 2012

- The streetfootballworld network consisted of 84 organisations reaching 805,000 young people. 13 of these organisations acted as hubs in their communities.

- Network members took part in capacity development activities offered by streetfootballworld 262 times.

- Over 10,000 football fans donated €14,000 to network members; 40 articles on Social Change through Football published in key media.

- The total budget of the streetfootballworld network members grew from €38.5 to €47 million.

### LOOKING AHEAD: 2013

In 2013, we will continue to strengthen organisations on the ground through capacity development measures, monitoring and evaluation services and by growing the network further - with our goal of reaching 2 million young people by 2015. Exciting developments are underway in Asia and the US, where we will be significantly expanding our activities.

We will advocate for our approach at the global stage, for example by hosting the Beyond Soccer event in Philadelphia and attending high-profile events such as the global and regional editions of the World Economic Forum. Ahead of the FIFA World Cup 2014, we will increasingly focus on positioning Social Change through Football in the host nation of Brazil: we will be advising FIFA on the implementation of the Football for Hope Forum 2013, and we are working with the GIZ (German Development Agency) to empower network members in Brazil and Latin America.
Since 2008, streetfootballworld has developed a decentralised organisational structure, with regional entities in South Africa, the USA, Brazil and the UK.

**ORGANISATIONAL STRUCTURE**

streetfootballworld was founded in 2002 by Jürgen Griesbeck, Dr. Vladimir Borković and Johannes Axster as a project of the German Youth Football Foundation, and became a non-profit limited company (gGmbH) in September 2004. In 2009, streetfootballworld plus GmbH was founded as a 100% subsidiary based in Berlin.

Since 2008, streetfootballworld has developed a decentralised organisational structure, with regional entities in South Africa, the USA, Brazil and the UK. These entities allow streetfootballworld to work closely with network member organisations at a regional level, and provide a global reach when working with partners.

Network members sign the network statutes and by-laws as the basis for all activities within the network. The streetfootballworld network General Assembly democratically elects a representative board which works with the management team to make all strategic decisions concerning the network.

**ENVIRONMENTAL AND SOCIAL PROFILE**

streetfootballworld is an equal opportunity employer, with staff from 15 different nationalities in four locations across the world. We offer a flexible and family-friendly working environment.

streetfootballworld is committed to reducing its carbon footprint by offsetting all business travel through atmosfair, contributing €1,062 in 2012 in CO2 compensation.
streetfootballworld finances its activities primarily through project grants and donations from sport/football federations, governmental/international organisations, foundations and corporations, and to a minor extent through consultancy services provided via the trading arm streetfootballworld plus GmbH.

streetfootballworld faces a sound financial situation with a diversified partner and donor base. Direct project costs, staff and other operational costs are financed through the income streams described above. Our charitable activities are predominantly funded via streetfootballworld gGmbH in Germany, raising funds and then (co)financing local and international projects and activities.

The Football for Hope project “20 Centres for 2010” – predominantly financed by FIFA – is by far the biggest project in terms of volume and duration. It generates income streams of approximately €10 million between 2008 and 2013 and its implementation work spans between 2008 and 2015.

Each streetfootballworld entity prepares financial statements according to the respective local GAAP. They are prepared and audited by external local chartered accountants and tax advisors according to the respective legal framework. Financial information for the entire group of streetfootballworld entities is derived from the local financial statements and then consolidated internally.

Funds application and budget forecasts are closely monitored using an internal controlling system on cost centre and project level. Project-earmarked funds not utilised in the year of funds inflow are accrued and carried forward accordingly.

Project-earmarked reserves at the end of 2011 amounted to €4.8 million and €3.5 million at the end of 2012 (preliminary). streetfootballworld had at its disposal free reserves of €0.2 million at the end of 2011 and €0.4 million at the end of 2012 (preliminary).
The peak in total income which can be observed in 2010 is a result of incoming budgets for the construction of the Football for Hope Centres that year.

**INCOME (ANNUAL) CONSOLIDATED, IN K€**

<table>
<thead>
<tr>
<th>Year</th>
<th>All streetfootballworld entities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>8,000</td>
</tr>
<tr>
<td>2007</td>
<td>7,000</td>
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<td>6,000</td>
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<td>2012</td>
<td>2,000</td>
</tr>
<tr>
<td>2013</td>
<td>1,000</td>
</tr>
</tbody>
</table>

**PERSONNEL EMPLOYEES AND FREELANCERS, IN FULL-TIME EQUIVALENTS AT THE END OF YEAR**

<table>
<thead>
<tr>
<th>Year</th>
<th>Regional streetfootballworld offices</th>
<th>streetfootballworld HQ, Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>50</td>
<td>5</td>
</tr>
<tr>
<td>2007</td>
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<tr>
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<td>20</td>
<td>30</td>
</tr>
<tr>
<td>2013</td>
<td>15</td>
<td>35</td>
</tr>
</tbody>
</table>

**STREETFOOTBALLWORLD ENTITIES**

- **streetfootballworld gGmbH**, Germany (German charity status)
- **streetfootballworld plus GmbH**, Germany
- **streetfootballworld South Africa** (South African charity status – PBO)
- **streetfootballworld USA** (US charity status – 501(c)(3))
- **streetfootballworld Brasil** (Brazilian charity status)
- **streetfootballworld UK** (UK charity status)

* The peak in total income which can be observed in 2010 is a result of incoming budgets for the construction of the Football for Hope Centres that year.
2011

INCOME
- SPORT/FOOTBALL FEDERATIONS: 62%
- GOVERNMENTS: 17%
- CORPORATIONS: 14%
- FOUNDATIONS: 7%

EXPENSES
- Capacity development: 49%
- Network development: 13%
- Legacy: 5%
- Consultancy: 9%
- Advocacy: 15%
- General overhead: 65%

2012 (preliminary)

INCOME
- SPORT/FOOTBALL FEDERATIONS: 47%
- GOVERNMENTS: 19%
- CORPORATIONS: 27%
- FOUNDATIONS: 7%

EXPENSES
- Capacity development: 55%
- Network development: 6%
- Legacy: 10%
- Consultancy: 6%
- Advocacy: 13%
- General overhead: 66%

2013 (planned)

INCOME
- SPORT/FOOTBALL FEDERATIONS: 44%
- GOVERNMENTS: 20%
- CORPORATIONS: 24%
- FOUNDATIONS: 12%

EXPENSES
- Capacity development: 65%
- Network development: 6%
- Legacy: 10%
- Consultancy: 6%
- Advocacy: 12%
- General overhead: 65%
We thank our partners:

Support us

streetfootballworld gGmbH
Deutsche Bank, Heidelberg
Account number: 110 33 4000
Bank Sort Code: 672 700 03
IBAN: DE 09 6727 0003 0110 3340 00
BIC: DEUTDESM672

streetfootballworld USA, Inc.
TD Bank N.A., Moorestown, NJ
Account Number: 4244286715
ADA Routing Number: 031201360
SWIFT Code: NRTHUS33XXX

streetfootballworld South Africa
FIRSTRAND BANK LTD, Cape Town
Account Number: 62213356464
Bank Sort Code: 201209
SWIFT/BIC Code: FIRNZA33XXX

Associação streetfootballworld Brasil
Bank: BANCO BRADESCO S.A., Rio de Janeiro
Account Number: 37622-1
Branch: 1629 (Praia de Botafogo, RJ)
SWIFT/BIC Code: BBDEBRSPSPO

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www.streetfootballworld.org
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youtube.com/streetfootballworld

Contact us

Head office:
streetfootballworld gGmbH
Waldenserstraße 2-4
10551 Berlin, Germany
+49 (0)30 78 00 62 40

Regional offices:
Cape Town, Rio de Janeiro, New York
contact@streetfootballworld.org

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