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www.streetfootballworld.org
The world of football for good is rich with stories that manifest both at professional levels as well as in the cracks and shadows of society. Realising the scope and variety of this field, FOOTBALL4GOOD magazine will not only illuminate our own developments on the pitch. It will also share stories and successes from the growing football for good community all over the world.

Through our combination of photography, reporting, interviews, and some playful articles, FOOTBALL4GOOD magazine will keep you thoroughly updated on the events and developments in the field of football for good.
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Get on the pitch and help unlock the positive power of the game
IN 2016, WE WELcomed our first streetfootballworld GLOBAL AMBASSADORS, JUAN MATA AND MEGAN RAPINOE. LAST DECEMBER WE BOARDed A FLIGHT TO MANCHESTER, ENGLAND TO TALK WITH JUAN ABOUT FOOTBALL FOR GOOD AND HOW HIS POSITION CAN CONTRIBUTE TO THE FOOTBALL FOR GOOD COMMUNITY.

Juan became streetfootballworld’s first global ambassador in April of 2016. A playmaker for both Manchester United and the Spanish national team, Juan is one of the first players to simultaneously hold the Champion’s League, Europa League, World Cup and European Championship titles.

But for Juan, football is about more than holding titles. As part of his ambassadorship, the 28-year-old raises awareness of the other side of the game, shining a light on how and why streetfootballworld uses football to tackle social challenges that range from refugee integration in Germany to conflict resolution in Colombia.

“For me football is about happiness, passion and bringing people together in this world,” Juan believes. But such confidence in the potential of a sport does not materialise out of thin air—Juan experienced football’s ability to unite people from an early age.

“Football has been very important in my life since I was born,” he says, “My dad played all over Spain, so since I can remember, I was kicking a ball.” Juan recalled his earliest memories of football, all of which consisted of him and his sister playing ball in the corridor of his house, breaking vases and picture frames left and right. “My mother wasn’t so happy about that part,” he says smiling.

Beyond being the sport that he profoundly loves, Juan recognises that football—the sport that he has committed his life to—means a lot more to him: “It’s also a connecting force. Football is a passion,” he says, “It brings people together from different corners of the world. It brings strangers together and gives them a reason to celebrate… When you celebrate with someone in the stands who you’ve never met before, that’s the power of football manifesting.”
“FOOTBALL HAS ADDED SO MANY VALUES TO MY LIFE SINCE I WAS A KID. I LEARNT HOW TO PLAY ON A TEAM, I LEARNT HOW TO SHARE, AND MOST IMPORTANTLY, I LEARNT THE VALUE OF RESPECTING OTHERS.”

As a Spaniard that has played all over the world, Juan understandably associates football with familiarity in otherwise foreign places. But it’s the internal qualities of the sport itself, too, that he believes to attract such large numbers of followers. “It’s also a beautiful game. It’s unpredictable, and it can be played anywhere—on a beach, in a stadium, on the streets. It’s just a beautiful game that is always full of surprises, and in its most basic form, available to everyone.”

Yet beyond passion, beauty, and spontaneity, Juan believes football to be a means of developing life skills. “Football has added so many values to my life since I was a kid,” he explains, “I made friends through football that I still am very close with today. I learnt how to play on a team, I learnt how to share, and most importantly, I learnt the value of respecting others.” As a result, Juan decided that amongst his busy schedule of both being a professional footballer and studying, he wanted to get involved in the other dimension of football—football for good.

“FOOTBALL IS THE STRONGEST FORCE THAT WE HAVE TO BRING PEOPLE FROM THE SAME AND ALSO DIFFERENT SOCIETIES TOGETHER BECAUSE IT ALREADY HAS SUCH A STRONG FOLLOWING.”

“A few years ago, I started fully realising the potential of football to positively impact the world,” he explains. “It’s the strongest force that we have to bring people from the same and also different societies together because it already has such a strong following. That’s why I feel that, as a streetfootballworld ambassador, I really have the opportunity to contribute to the world of football for good and help unite different people under one common goal.” While he truly enjoys his life as a professional footballer, Juan believes there is more to football than playing at a professional level, and he is intent on working towards developing the sport’s many global dimensions.

FOOTBALL IS MORE THAN A SPORT. FOOTBALL HAS A BIG POWER TO CHANGE THIS WORLD INTO A BETTER PLACE FOR A LOT OF KIDS AROUND THE WORLD.
IN THEIR FIRST TWO YEARS OF EXISTENCE, FUNDLIFE HAS REACHED OVER 10,000 CHILDREN IN 10 DIFFERENT COMMUNITIES, CREATED 5 SAFE SPACES FOR DISPLACED CHILDREN AND OFFERED 2,000 HOURS OF PLAY AND EDUCATIONAL SERVICES TO CHILDREN.

MEET FUNDLIFE INTERNATIONAL
Tacloban City, Philippines.

On 8th of November 2013, one of the most powerful and deadly typhoons ever recorded in the country struck the Philippines. Typhoon Haiyan (Yolanda) made landfall and wreaked havoc in Tacloban City and other parts of the Visayan region, killing upwards of 7,000 people and displacing more than 3.6 million, 1.7 million of whom were children.

The following year, FundLife International was founded on the principle that all children, regardless of anything else, should have an equal opportunity to reach their full potential. Their first project was to design an approach for children, most of whom had lost almost everything, that would make them believe they could do anything.

FundLife International is thus a dynamic NGO that inculcates young leaders from the unlikeliest places while combatting the cultural heritage of extreme inequality and root causes of individual dependency.

The organisation works with severely disadvantaged and marginalised children to promote global equal opportunity and advocate every child’s equal right to play, education, and equitable opportunities to fulfill their full potential, regardless of where they are born.

FundLife’s core principle is to restore dignity and dreams to children in the most disadvantaged communities. Their focus is supporting children living in acute and extreme poverty and those living in post-disaster (natural or conflict) communities.

FundLife’s Football for Life Programme
Believing that children deserve more than just food and shelter, FundLife conceptualised and presented a strategic relief and development programme to UNICEF that would restore childhood to Typhoon Haiyan survivor-children. FundLife’s flagship programme Football for Life (F4L) is an innovative and dynamic approach that adapts and reacts to the real-time needs of the children it supports. It aims to restore childhood to children through organised and regularly scheduled ‘play’ sessions. F4L reaches nine communities across Tacloban, developing the capacity of locally sourced coaches to cultivate an authentic community ownership model that works with civic, private and public stakeholders.

Originally developed to provide the first line of psychosocial support to children after a post-disaster, the adaptability and popularity of F4L has made it a crucial long-term support system in ensuring public and private agencies can ‘build back better’.

In their first two years of existence, FundLife has reached over 10,000 children in 10 different communities, created 5 safe spaces for displaced children and offered 2,000 hours of play and educational services to children.
CHAMPIONS OHNE GRENZEN
NEW NETWORK MEMBER FROM GERMANY

THEIR ENDEAVOUR DERIVES FROM THE SHARED DESIRE TO CREATE A STRONG AND LASTING CULTURE OF WELCOME FOR REFUGEES AND A CULTURE OF DIVERSITY IN GERMANY.

CHAMPIONS OHNE GRENZEN (CHoG) was founded in 2012 and is a non-profit association dedicated to providing support to refugees in the German federal states of Berlin and Brandenburg. It is the result of a union of young avid sportsmen and women who all have academic backgrounds in social education, cultural and social studies and are destined to take action against the social segregation of refugees by means of football projects. Their endeavour derives from the shared desire to create a strong and lasting “Culture of Welcome” for refugees and a culture of diversity in Germany. They regard athletics and especially football as an excellent means of affirmative action for sustainable desegregation of any marginalised social group.

By means of exclusive football practice facilities, orientation tours in the cultural landscapes of Berlin and Brandenburg, and social and informative counselling and personal networking, they tend to refugees from all over the world on their way to a new life in refuge.

CHoG is not only a regional provider of athletic offerings, but acts as an agent to mediate between athletic, social and political groups. They identify themselves as the connecting piece between institutions and actors like refugee camps on the one hand and traditional football structures on the other. CHoG promotes exchange and communication, and identifies yet ignored fields of action in refugee policies. Through its professional backgrounds in education, desegregation and sport, the organisation supports refugees of all ages on their journey towards self-fulfilment. The head starting-point of working with refugees is to empower them to actively take part in shaping their environment.

CHoG holds weekly football practices with around 200 attendees who otherwise have difficulty accessing football organisations in Germany. These trainings are free and open to any gender. They’re also followed by voluntary consulting sessions, or a “tea circle,” where participants can receive guidance on how to navigate life in their new country.
streetfootballworld deploys selective funding schemes that enable partners to make long-term sustainable investments in new and existing football for good initiatives worldwide. Set-up as a 360 degree service provider, streetfootballworld covers the distribution of funds to qualified programmes or projects, relationship management with beneficiary organisations and impact reporting for grantmakers.

Community investments facilitated by streetfootballworld are called “Programme Support”: community organisations use awarded funds to launch new or expand existing football-based development programmes and/or enable peer-to-peer exchanges that foster knowledge transfer and collaborative learning between organisations, with the aim to deliver relevant and impactful programmes to empower marginalised youth. Funding usually ranges from 20,000 to 60,000 EUR per organisation/project per year.

In 2016, Programme Support funding coordinated by streetfootballworld was granted to 134 football for good projects amounting to 4.39 million EUR. These funds have enabled the implementation of 97 projects coordinated by streetfootballworld network members. Since 2007, streetfootballworld has managed the investment of more than 26 million EUR into football for good projects through its Support Programme.
The ongoing refugee crisis has caused unimaginable hardship and suffering for children and young adults who have been forced to flee their homes. Throughout their journey towards safer lands, many young refugees have confronted violence, hunger, and the numbing reality that the places that they once called home have been left behind. The proportion of minors among the refugees entering Europe is significant. In Germany, for example, about a third of the individuals who are currently seeking asylum are under the age of 18.

In addition to shelter, food and health care, children and youth need educational opportunities, supportive relationships, meaningful social interaction, and opportunities to play with one another so as to ensure their healthy physical and mental development.

**TO ADDRESS THESE CHALLENGES, THE UEFA FOUNDATION FOR CHILDREN AND STREETFOOTBALLWORLD HAVE CREATED THE REFUGEE SUPPORT PROGRAMME.**

This programme welcomes football for good organisations to apply to streetfootballworld for ‘Programme Support’ in the form of funding provided by the UEFA Foundation for Children. These applications include descriptions of new or already existing football-based community development projects that seek to foster social cohesion among communities in Europe that have been affected by the refugee crisis. Projects should also primarily target participants of 18 years or younger.

The UEFA Foundation for Children is currently supporting 22 football-based refugee projects across Europe with 900,000 EUR in funding. The funding scheme aims to reach up to 32,000 participants across 15 countries (Belgium, Bosnia & Herzegovina, France, Germany, Greece, Hungary, Italy, Ireland, Italy, Serbia, Romania, The Netherlands, UK, Ukraine).

After gathering the submitted applications, streetfootballworld will then evaluate the project proposals and subsequently recommend the allocation of UEFA funds to projects that promise the greatest impact in the field of social cohesion. On average, funding ranges from 15,000 and 90,000 EUR per organisation/project per year.

The UEFA Foundation for Children is currently supporting 23 football-based refugee projects across Europe with 1,000,000 EUR in funding. The support programme was launched in March 2016 with streetfootballworld’s call for project proposals regarding social cohesion. The funding scheme aims to reach up to 32,000 participants across 15 countries (Belgium, Bosnia & Herzegovina, France, Georgia, Germany, Greece, Hungary, Ireland, Italy, Serbia, Romania, The Netherlands, UK, Ukraine).

In addition to providing financial support to football-based development organisations, streetfootballworld and the UEFA Foundation for Children have launched additional initiatives aimed at complimenting the efforts of organisations to facilitate social cohesion in the host societies.

As the use of the football3 method has gained momentum in the field of fostering social cohesion, streetfootballworld is currently deploying football3 ‘train the trainer’ workshops in communities that have been affected by the refugee crisis. The central lessons of football3, including communication, respect for your fellow players and peaceful conflict resolution, all speak to daily challenges facing refugees and their host communities in this time of transition.

**DISTRIBUTING FOOTBALL EQUIPMENT TO ORGANISATIONS WORKING WITH REFUGEES**

In the second half of 2016, streetfootballworld has distributed the remaining official gear of Euro Cup 2016, which consists of almost 11,000 pieces of clothing and equipment, to 30 football for good organisations across Europe. Organisations have received material such as bibs, footballs, training shorts, jackets, and t-shirts to use within their development projects.
THE MIDDLE EAST IS A REGION FULL OF POTENTIAL, DIVERSITY AND PASSION FOR THE BEAUTIFUL GAME. MORE AND MORE INITIATIVES IN THE REGION ARE HARNESSING THE POWER OF FOOTBALL AS A TOOL TO DRIVE SOCIAL CHANGE. THIS HAS LED STREETFOOTBALLWORLD TO INVEST INTO GROWING OUR NETWORK IN THE MIDDLE EAST.

In December 2016, streetfootballworld took a trip to meet with Network Members and potential partners to gain an overall understanding of the ways in which we can further contribute to football for good in the region. The challenges faced here are unique: Perceived differences between people and populations have turned neighbours against each other and led to the forced migration of millions of people, while already-marginalised groups have become increasingly vulnerable to political, social and economic discrimination. Yet we’re confident that with the implementation of football projects aimed at developing communities and individuals, regional tensions can be thoroughly addressed and energies can be refocused on the well-being of all populations regardless of religion, ethnicity or political preferences.
WE MEET OUR NETWORK MEMBER ANERA IN LEBANON

We kicked off our journey in Lebanon. The country, which has not had a stable government for the past few years, has been tugged apart as the unwilling host of proxy wars between neighbouring countries and an increasingly tense political atmosphere consisting of rivaling domestic and international political groups. In addition, 2 million Syrian and Palestinian refugees have entered Lebanon legally and illegally, a country with a population of just 4.5 million. As such, Lebanon recognizes some 15 religions and is one of the most diverse countries in the region. Our first visit in Lebanon was to the Beeka Valley, Lebanon’s most impoverished region in the country’s east which sees a massive influx of refugees due to its proximity to the border with Syria. Together with our Network Member ANERA, we visited refugee camps and informal settlements in order to meet with leaders of community initiatives with whom we look to work in the upcoming year.

The first initiative we visited engages children and youth in a Palestinian camp through sport-based activities. Drug abuse and violence are big challenges faced in the camp and this project thus seeks to provide children with a place to spend their time so as to help them avoid taking part in illegal or self-destructive activities. It does so through a handful of classrooms and a small pitch that caters to hundreds of local children. The second camp we visited in the valley is an informal Palestinian settlement with a larger pitch where a group of teenagers often spend their free time. The project aims to build confidence and community spirit amongst young people, and in additional to hosting sporting activities, it also teaches its participants English, math, and Arabic according to the Syrian curriculum. This is done in order to facilitate reintegration into the Syrian educational system once a young Syrian refugee returns home.
THE LARGE SUCCESS OF THEIR CLASSES AND THEIR HOPES OF MOVING TOWARDS MORE SPORTS-BASED PROGRAMMES HAS PUT LOGISTICAL PRESSURE ON ITS CAPACITY, WHICH IS WHERE ANERA AND STREETFOOTBALLWORLD CAN CONTRIBUTE GREAT SUPPORT.

We then made our way towards the South of Lebanon to observe the possible initiatives with which we can unite over the next year. In an informal refugee settlement hosting Syrians, Syrian Palestinians and internally displaced Lebanese, we came across an inspiring duo, Nazha and Hanan, who belong to a group of 7 female students that have committed their efforts towards improving their community. Living near Tyre, the region’s biggest city, they began offering Arabic, English, and math courses to local children. The large success of their classes and their hopes of moving towards more sports-based programmes has put logistical pressure on its capacity, which is where ANERA and streetfootballworld can contribute great support.

Having responded to a dire need in their community, these young women have given children a safe place to spend their time. The continued success of their project will positively affect the lives of many disadvantaged youth, their peers and families.

Following our visit to Southern Lebanon, we met with potential project partners in the Shatila and Sabra camps of Beirut, where space is limited and crime is abundant. One of the Shatila camp project teams we met with deals particularly with the reintegration of former drug abusers into society—a project which thoroughly impressed us. Run by a few men in their thirties, this initiative involves former drug abusers in community improvement activities. The street on which their office and some of their classrooms are based is a shining emblem of the success of their work: the walls are colorfully painted, the drains have been cleaned, streetlights have been installed to guarantee people’s safety throughout the night and to prevent drug dealers from conducting their businesses there, trash has been picked up from the streets, a fire hose installed and dangerous hanging electrical cables that had taken lives in the past had been removed—all as a result of the hard work of former drug abusers. Now, in addition to teaching math and language classes, this project wants to add football to their programme so as to deliver messages beyond the classroom and to engage both genders on the pitch. Of course, this is where ANERA and streetfootballworld hope to help!

The final initiative we visited in Lebanon is run exclusively by and for women. With just two staff members, Maria and Nayiri, the project has come to be an established institution in the neighbourhood over the last years. Here, Syrian, Afghan, Sudanese, Iraqi, Palestinian and women from other countries meet at the center to take part in a range of activities that are directed towards building sustainable, fulfilling livelihoods. While the centre offers activities for children of the participating women, the women themselves are able to take part in workshops on sewing, cooking, and craft-making as well as in courses on beauty-parlor skills. In addition to these classes, women have the opportunity to receive psychological counselling to overcome the trauma they and their families often suffer from.

In addition to these courses and relief methods, outside of the office hangs a small makeshift garden where the women grow all sorts of herbs and vegetables to be sold and used themselves. Additionally, local volunteers offer language and math classes as well as Yoga courses for women. This truly admirable project has thus given immeasurable value to the lives of participating women and their families.

THERE IS NO DOUBT THAT THE COUNTRY OFFERS IMMENSE POTENTIAL FOR THE DEVELOPMENT OF EFFECTIVE CHANGE-THROUGH-SPORT PROJECTS THAT COULD ALTER THE LIVES OF THOUSANDS OF DISADVANTAGED PEOPLE.

All in all, our visit to Lebanon generated a strong hope for what is to come through our collaboration with our network member ANERA and other local organisations. There is no doubt that the country offers immense potential for the development of effective change-through-sport projects that could alter the lives of thousands of disadvantaged people, and together with local organisations, streetfootballworld looks forward to doing just that.
WE VISIT THE ZA’ATARI REFUGEE CAMP WITH THE ASIAN FOOTBALL DEVELOPMENT PROJECT (AFDP)

Following our time in Lebanon, we visited the Za’atari Refugee Camp in Amman, Jordan. Jordan is considered to be one of the last remaining “safe havens” in a region torn by conflict. Of Jordan’s estimated 9.5 million inhabitants, close to 3 million are refugees from neighbouring countries, mostly Syrians. Za’atari is home to 90,000 refugees and Jordan’s most populated camp as well as the world’s second largest refugee camp. We came here to follow up on a very successful project which we instigated with AFDP and the Cross Cultures Project Association (CCPA) in 2014 to contribute to peace-building, conflict-solving and life skills of inhabitants of the camp. We now returned to see in what ways we can move forward and continue to positively impact the Jordan’s refugee and host communities.

The 2014 project had noticeably blossomed. A football league spanning across the Za’atari’s 12 districts consisted of girls’ and women’s as well as boys’ and men’s teams. Every day, these teams come together on the pitch and play football, contributing not only to their physical fitness, but their sense of belonging and development of life skills and problem solving techniques. Girls and women are heavily included, which can be considered a monumental success considering the more conservative culture regarding gender relations throughout many parts of the Middle East.

streetfootballworld hopes to help further develop this programme while also spreading it to Jordan’s Azraq refugee camp. This camp is crucially underdeveloped in terms of community, resources, and infrastructure, and with families arriving in Jordan now being sent to Azraq rather than Za’atari, streetfootballworld plans to collaborate with local NGOs to ensure the establishment of football for good within the camp and to better the experiences of refugees residing there.
IN FOCUS: MIDDLE EAST
DISCOVERING FOOTBALL FOR GOOD IN THE REGION

DAY 13-17: DEAD SEA, JORDAN

NEIGHBOURS UNITED BROUGHT TOGETHER 35 PARTICIPANTS FROM 14 COUNTRIES IN THE MIDDLE EAST

The third leg of our journey in the Middle East consisted of a trip to the Dead Sea for a seminar with our Israeli Network Member Mifalot.

The list of participating countries clearly shows the event’s intention: peacebuilding across and beyond the region through football. With 35 participants from 14 different countries meeting at the shores of the Dead Sea, this seminar brought together representatives from Palestine, Israel, Saudi Arabia, Bahrain, Qatar, Oman, Algeria, Morocco, Turkey, Iraq, Syria, Jordan, and Egypt—plus, of course, our very own representative from Germany. Network Members who took part included Mifalot, the event’s host, as well as the Peres Center for Peace and Iraq’s Spirit of Soccer.

The seminar sought to educate representatives about the best ways in which to use sports as a tool to improve communities, but that didn't stop participants from making the most of their time together through every facet possible.

While at the very first shy of mingling with other seminar members, delegations quickly broke up, curious to learn about each other’s views on everything from politics to favourite football players and overall ways of life (which turned out to be quite similar to their own!). Participants from across the region danced together to Aicha, a legendary song in the Arab world, while later swaying to an Israeli song that was all the rage in the 1930s.

The representatives from Oman educated their fellow seminar participants on the history of their traditional wardrobe, and a Turkish participant described—no, acted out—Turkish wedding ceremonial traditions for everyone to enjoy. A gift exchange took place whereby representatives of each country offered a small gift that spoke to the culture of their homes—bags of Jordanian dates, Moroccan souvenirs, Saudi Arabian perfumed oil, and Egyptian Christmas ornaments hung over the shoulders of grateful participants. Near the end of the seminar, one representative from Saudi Arabia expressed his pure joy that at having been able to connect with individuals across political lines—something he never thought would come to pass in his lifetime.

LESSONS THAT WERE GIVEN THEORETICALLY WERE THEN ALSO PUT INTO PRACTISE WITH GAMES ON AND OFF THE PITCH. FOR EXAMPLE, DISCUSSION TOPICS ABOUT WHAT MAKES A GOOD LEADER, THE BEST WAYS TO APPROACH PEACEBUILDING, AND THE WAYS IN WHICH PEOPLE FROM DIFFERENT GROUPS IDENTIFY THEMSELVES WERE EXPLORED BY THE PARTICIPANTS.

Of course, there was more on the agenda than cultural celebrations and gift exchanges. Participants took part in workshops and discussions on social obstacles that could be addressed through sports, particularly football. Topics included gender equality, ending sexual harassment, engaging marginalised groups such as differently abled people, survivors of violence and war and migrant workers and educating communities about the dangers of landmines through football.

Lessons that were given theoretically were then also put into practise with games on and off the pitch. Discussion topics about what makes a good leader, the best ways to approach peacebuilding, and the ways in which people from different groups identify themselves were explored by the participants.

Furthermore, coaches from different countries each came forward and explained a drill they used at home, thus widening other coaches’ range of training methods to use once they returned to their own teams. And, of course, there was a football session, led by streetfootballworld’s Miriam and The Peres Center for Peace’s Ahmed—two enthusiastic football experts.

There is no question as to the success of this seminar. It defied what many would think to be impossible by bringing together individuals who, according to political narratives, should not be brought together in an atmosphere of peace and friendship. One of the best indicators of the seminar’s success is the follow-up via our mobiles—a constant stream of messages is coming through the Whatsapp group of the seminar’s participants!

Now that the seminar is over participants stay in touch and send each other photos of their families, their homes and their local pitches. The one thing that became very clear, beneath all the politics and policies, is how very very much alike we all are.
FOOTBALL3 TRAINING IN BEIRUT

We finished off our tour of the Middle East back in Lebanon with our very own specialty—football3 trainings! The particular training we attended is part of a series of train the trainer events for our project with ANERA to foster peace and understanding between refugee and host communities in Lebanon. We are aiming to create a pool of football3 coaches who will train their peers.

The training was led by Hiba Jaafil, our long term football genius and friend in Lebanon, who now collaborates with ANERA and streetfootballworld to coach teams in Beirut as well as Southern and Eastern Lebanon to ensure football3 skills are learnt throughout the country. Around 30 people attended the training which we attended over the course of 3 days. With half of the participants being female, the trainees first sat in and listened to the background story of football3 and its connection to Andres Escobar before to the indoor pitch— luckily, as the rain storm outside was taking no prisoners. We played several rounds with various new rules being introduced, some practical, others humorous. And in the midst of the football3 discussions— woosh!— just like that, the power was cut—a Lebanese phenomenon all too familiar to our trainees. The entire gym fell into darkness but the mediators did not skip a beat. The discussion went on as though nothing had changed, and once the lights graced us with their presence again, the game was on.

The results of the football3 training were new football3 coaches who are both willing and able to go back to their respective neighbourhoods and spread the power of football to local boys and girls alike. Rain or shine, light or darkness, the football3 trainings were not only a great time, but a method of further spreading football as a form of inclusion and communication.

In the Middle East, just as everywhere else, football fosters peacebuilding, gender equality, social cohesion and youth leadership. It contributes to an atmosphere of understanding, teamwork and open-mindedness, all of which speak directly to the current-day needs of the region.

In the Middle East, just as everywhere else, football fosters peacebuilding, gender equality, social cohesion and youth leadership. It contributes to an atmosphere of understanding, teamwork and open-mindedness, all of which speak directly to the current-day needs of the region.
LAST NOVEMBER, LESOTHO PLAYED HOST TO THE FOOTBALL FOR HOPE ADIDAS EXCHANGE PROGRAMME. THE EVENT, CREATED AND SUPPORTED BY FIFA AND ADIDAS, BROUGHT TOGETHER 32 PARTICIPANTS FROM 16 COUNTRIES ACROSS SUB-SAHARAN AFRICA, WHO CAME TOGETHER TO REFLECT ON THE PURPOSE AND VALUE OF SOCIAL ENTERPRISE.

In part, it emerged in response to common problems that NGOs face in regards to securing donor funding. The United States Agency for International Development came out with a report in 2013 showing that donor funding remains the largest source of funding for NGOs, and that donor opportunities have declined in several countries including South Africa, Ghana, Zimbabwe, Mozambique, Rwanda and Angola. Additionally, in countries which are now defined as middle income by the World Bank, such as Botswana and Ghana, official development assistance has been substantially reduced. Financial viability remains the weakest factor of NGO sustainability, and 19 of the 25 countries surveyed fall in the ‘Sustainability Impeded’ category. As such, the theme of the exchange was centred around social enterprise development within the context of promoting financial sustainability, entrepreneurship and social business.

The event was hosted by Kick4Life, a football for good social enterprise in Lesotho that has improved the lives of thousands of HIV infected young people through football. Participants gathered in workshops to explore options for developing sustainable income-generation models. They exchanged real-life experiences of successes and failures so as to deepen each other’s understandings of the realities of running a social enterprise. They also analysed a range of revenue models being used globally by social enterprises and non-profit organisations that are generating income and explored ways to balance a core social purpose with the need to generate income.
Richard Muchiri, who is manager of all income-generating activities at MYSA, has seen new means of approaching funding. “We are now 30 years old and we have been fully depending on donor funding,” he said. “Of late, donor funding is coming with strange conditions and some are even dwindling. So, (this workshop) helped us come up with the idea of forming an income generation department, which we will spearhead to see that we bridge the funding deficit.”

Furthermore, Business Flow Canvas enabled the participants to create a 1-page business plan to identify their strengths and weaknesses. This allows organisations to move towards creating a revenue model without losing sight of their core social mission. George Mambabolo from South Africa Red Cross Society in South Africa and Naomi Nyalusi from IDYDC in Tanzania presented their idea of starting a restaurant that will ease donor dependency and eventually allow for self-funded programmes. Richard further developed his idea to use MYSA’s café and fitness centre to address youth employability. “The gym,” he says, “also creates employment for the youth that sustains the families that these people come from.”

Sarah Vickery, from AMANDLA Edufootball in South Africa, presented her organisation’s social franchise model which envisions a series of social businesses such as co-working spaces, a youth café and small enterprise units to generate income and support the sustainability of each centre.

The exchange rounded off with a cultural programme whereby participants were guided by locals within the Kick4Life’s football programmes to explore Lesotho’s culture. They visited the Lesotho Highlands Water Project while later relaxing to some Lesotho dance, song, poetry and acting performances.

The results of the conference were something to celebrate. Participants left feeling more confident in their ability to work towards donor independence. One participant stated, “I think, for me, when I was coming in, the idea of social enterprise in an NGO set up... I couldn’t visualise how it works. We are so donor dependent. Moving towards the direction of becoming a social enterprise was something I struggled to understand. But in the 3 days here, it is now clear that we can use our strengths within our organisations to empower or to finance our activities.”

“For me, the most difficult question—the question that I dread when doing funding proposals—is when they ask, ‘How are you going to be sustainable when we leave?’ With this workshop, now I have a way to start answering that question.”

Another representative expressed that she felt more comfortable in dealing with donors when she said: “For me, the most difficult question—the question that I dread when doing funding proposals—is when they ask, ‘How are you going to be sustainable when we leave?’ With this workshop, now I have a way to start answering that question.”

All in all, the exchange programme was a great way to both strengthen the streetfootballworld network as well as assist individual organisations in showcasing their organisation to investors so as to gain more funding.

Rhett Power, Lesotho’s Country Director at Kick4Life, expressed his appreciation that NGO independence remains high on streetfootballworld’s agenda. “I think that one of the focuses of streetfootballworld that should remain is helping organisations in developing countries become sustainable, sharing best practice from successful organisations, exposing and giving small organisations opportunities to see others who have been successful in this space, and helping them become sustainable and putting resources towards helping these organisations try to accomplish the mission of helping people’s lives through sport,” he told us.

“We agree, Rhett!”
IN OCTOBER 2016, STREETFOOTBALLWORLD TEAMED UP WITH FIFA, ADIDAS AND MAGIC BUS INDIA TO BRING TOGETHER 19 YOUNG CHANGE-MAKERS FROM AROUND THE WORLD.

Aimed at promoting youth leadership development and the exchange of ideas between young men and women who are intent on making a social impact through football, the Football for Hope adidas Exchange Programme took place as a means of ensuring continued advancement in the field of football for good for years to come.

The event was hosted by Magic Bus, a streetfootballworld network member that engages local youth in mentoring and sport-based curriculums so as to ensure that they have a constructive journey from childhood all the way through to better and more dignified livelihoods as adults.

Magic Bus, situated in Mumbai, welcomed participants at their Centre for Learning and Development, which provided a 22-acre residential campus and outdoor experiential learning space. The centre offered participants an opportunity to discover how the expansive outdoors can help nurture and develop their personal and interpersonal skills that transfer into all areas of education, business and social situations.
The first part of the programme set the scene for the second, third, and fourth parts. It was focused on the personal development of participants and aspired to ensure a climate of trust and communication. For example, participants gathered into pairs and took part in a rock-climbing activity where the climber was blindfolded and had to rely on instructions as well as emotional support given by his or her partner. Nachiket Joshi, facilitator for the climbing wall, stated, “We tend to think that because the climber cannot see it is better to be ‘directive.’ However, providing encouragement and support enables those blindfolded to ‘learn for themselves’ and it was evident that confidence grew, and less help and support were required on the 2nd and 3rd climbs.”

The second part of the exchange programme was aimed at better equipping participants with the means of building strong relationships and clearer ideas. This was carried out through a series of activities, one of which was the Elevator Pitch challenge. This challenge required participants to make a positive and informative impression on another interlocutor within just 60 seconds. Afterwards, feedback was provided, and participants believed likability to be one of the most important skills to foster when working in the social sector.

The third part of the programme gave participants a chance to create a theoretical plan of action for a multilateral project. Broken up into groups, participants were tasked with identifying social issues and creating project concepts that would tackle those issues. Concepts had to include a timeline, method, necessary resources, expected outcomes and follow-up measures. Groups created projects that aimed at addressing, among other social issues, gender inequality and the psychological health of children in marginalised communities.

The fourth and final part of the programme consisted of giving participants different perspectives on the world of football for good. They were given tours of Mumbai and the Western Indian Football Association centre, where they discussed the importance of leadership in sports. They also visited the Bombay Port Trust, which gave them the opportunity to understand the ways in which marginalised communities benefit from sports-based development programmes. One participant stated, “I come from a poor community, but I have never seen such poverty. This should not be accepted by anyone, and I will dedicate my life to work hard to end this.”

“NOTHING SAYS ‘WOMEN’S EMPOWERMENT’ BETTER THAN A GROUP OF YOUNG WOMEN FROM VARIOUS BACKGROUNDS AND CULTURES COMING TOGETHER TO MAKE THE WORLD A FAIRER PLACE TO LIVE IN.” PARTICIPANT CHRISTELLE REGANION FROM THE PHILIPPINES REFLECTS.

The outcomes of the programme were certainly promising. The event inherently promoted intercultural exchange by bringing together 19 individuals of 12 different nationalities, and it practised the inclusion of women with 58% of participants being female. Since the programme, participants have designed and worked together on 4 project ideas to address social issues, and they have expressed interest in regional and international teamwork and networking. Furthermore, participants gave reassuring feedback on their own experiences within the programme.

“Nothing says ‘women’s empowerment’ better than a group of young women from various backgrounds and cultures coming together to make the world a fairer place to live in,” participant Christelle Reganion from the Philippines reflects. “We may have different experiences of being a woman and different experiences of gender discrimination or oppression, but we have all fought our way through these barriers. From football players, to coaches, to writers, to teachers—I feel happy to have had the opportunity to learn from these empowered and inspiring young women. Here’s to a society where there is no glass ceiling for women,” Christelle Reganion.

Hemanta Acharya, a Nepali refugee living in Australia, had a similarly positive experience: “Though we represented our respective organisations, we were representing ourselves as individuals as well,” she said, “We shared ideas and went into actions which reflected our work, who we are as individuals, what we do and what we can do in the near future. As we were people from different countries, all of us had different experiences and perspectives, but we all had one goal: to share each other’s ideas and enhance our leadership skills.”

All in all, this exchange programme connected driven and committed youth from around the world to continue their work within a network of like-minded individuals. One day, we hope to see these admirable young adults carry the torch of football for good in all different parts of the globe.
Last month was an exciting time for the Open Fun Football Schools (OFFS) programme in the Ukraine. Ukrainian national team coach and former Chelsea, AC Milan and Ukraine star Andriy Shevchenko attended a special ceremony for around 200 internally displaced children in the eastern Ukrainian city of Kharkiv.

The visit was in the context of the first Ukrainian national team match in Kharkiv since the outbreak of fighting Eastern Ukraine in 2014, which was played against Serbia. The children’s festivities took place before the match and brought internally displaced persons from the Donbass region together with local communities through sport—a core objective of the OFFS programme. The event also gave the participating boys and girls a chance to play with Ukrainian national team players such as Oleksander Kucher and Victor Kovalenko at the Kharkiv Gymnazium.

The Open Fun Football Schools programme is supported by the GIZ on behalf of the German Federal Government. Its activities are taking place in the three Eastern regions of Kharkiv, Dnipropetrovsk and Zaporizhia. The project’s aim is to mobilise and connect people across divides and to facilitate social activities that help stimulate social integration, equality and cohesion.

The Ukrainian Football Federation’s vice-president, Vadym Kostuchenko, opened the activities stating that “international football has returned to this city!” Andriy Shevchenko invited participants to come to the match by stating, “this is a particular moment for Kharkiv city. It is a big step that the national team can play on such a fantastic stadium with the support of Kharkiv fans, and it’s an improvement for the region to be able to host matches of such stature. We thus invite everyone to come and support your team!”

Following the opening festivities, the coaches and players signed autographs and took photos with the young and very excited fans. To their delight, the representatives of the national team distributed football equipment and footballs as a token of appreciation and support for the project in the region. The presence of Ukrainian football stars past and present was an inspiration for young people still coming to terms with the upheaval caused by the Ukrainian conflict. The event underlined the continued efforts of social integration and international cooperation through football across the country.
FOOTBALL FOR PEACE AND RECONCILIATION PROJECT: 
FOSTERING FORGIVENESS

WITH THE SUPPORT OF THE GERMAN FEDERAL FOREIGN OFFICE, 
THE FOOTBALL FOR PEACE AND RECONCILIATION PROJECT UNITES 
FORMER FARC GUERRILLAS AND CIVILIAN VICTIMS THROUGH 
FOOTBALL TO FOSTER FORGIVENESS 
AFTER MORE THAN 50 YEARS OF SCARRING INTERNAL CONFLICT.

LAST OCTOBER, COLOMBIANS VOTED 
TO REJECT A PEACE DEAL THAT 
WOULD HAVE BROUGHT AN END TO 
52 YEARS OF WAR BETWEEN FARC 
GUERRILLAS AND LOCAL CIVILIANS. 
THE RESULT CAME AS A SHOCK TO 
MANY AND THREW THE COUNTRY 
INTO A STATE OF CONFUSION ABOUT 
ITS FUTURE.

Despite current political events in Colombia, 
football remains a constant and vital tool for 
fostering peace within communities. With 
the support of the German Federal Foreign 
Office, streetfootballworld embarked on an 
ambitious project, the Football for Peace and 
Reconciliation Project, in order to unite former 
FARC guerrillas and civilian victims through 
football and to foster forgiveness after more 
than 50 years of scarring internal conflict. 
The project is unique not only in the fact that 
it is bringing former guerrillas and victims 
together, but in that it is using local football for 
good organisations to do so—namely Fútbol 
con Corazon, Colombianitos and Tiempo de 
Juego.
The project’s outcomes have exceeded the expectations of both the organisers and the victims themselves. Although 48 participants were originally expected, 52 ended up taking part, speaking to the eagerness of local communities to move beyond this enduring conflict. More than building bridges between former guerrillas and their victims, the Football for Peace and Reconciliation Project has shed light on the binding humanity of the two groups, leading them to form friendships and work towards one another’s well-being.

For example, through this project, a number of FARC victims have gained employment in reintegration programmes that are aimed at easing the transition to civilian life for former guerrillas. In other words, conflict victims are working to bring opportunities to the very individuals who victimised them years ago, citing their time on and beyond the pitch together as a chance to better understand one another’s situations.

In fact, the project is now training 48 civilian victims and former guerrillas to be “Peace Leaders,” or to conduct football programmes that are focused on peace and reconciliation. This will give more than 4,000 young people throughout Barranquilla, Medellin, Puerto Tejada, Bogota, Soacha and Santa Marta—all of which have been heavily affected by the war—a safe place to play, learn and interact.

“It is more important to train a human being than a footballer,” notes Juan Betancour, a peace leader and victim of the conflict. “Every time that you train a young person you are building the peace we all dream of.”

“Giving civilian victims of war and former guerrillas new responsibilities as ‘Peace Leaders’ allows them to forget what side of the conflict they were on and helps change the way they see themselves and how they are seen by community members,” explains Football for Peace and Reconciliation project manager Ana Arizabaleta.

In addition to these trainings, Football for Peace and Reconciliation festivals are taking place to engage victims, former guerrillas and the wider community in innovative methodologies that promote reconciliation among the population. Furthermore, a digital platform will be developed where information on the methodologies will inform the work of sports associations, policy makers, media, universities and citizens across the country.

And no doubt, the results thus far have been inspiring. Victims of violence and sexual abuse, many of whom were dealing with the symptoms of post-traumatic stress disorder, have come to sleep well at night as a result of the program. Christian de Avila, a participant of the project who belongs to a marginalised minority group, has even started a project by the name of ‘Stealing Smiles,’ where he surprises local children with gifts for Christmas. “When children open the presents, they immediately smile,” he told us, “I get to steal their smiles!”

Another participant, Jose Vargas, said that after the amount of struggle he has had to go through, he never thought he would be helping former FARC guerrillas. Yet today, he is working with an agency of reintegration and enjoys the fact that he can offer those former guerrillas, who have now become his friends, opportunities to reintegrate into daily life. He is joined by Doris Ruedas, a victim of sexual abuse at the hands of FARC guerrillas. Yet she, too, passionately works towards reintegrating the people who contributed to her long-time physical and psychological discomfort.

The Football for Peace and Reconciliation Project has thus shown us that while football can often be a positive way to move forward, it also proves as a means of closing painful chapters with forgiveness and friendship.
Abdulrahman Haji: I Wanted to Make a Change for My Sister

A TALK WITH ABDURAHMAN HAJJI IS AN INVITATION INTO THE WORLD MOST PEOPLE WANT TO LIVE IN. HE BRIMS WITH IDEAS—THE KIND OF IDEAS THAT ALREADY HAVE A SENSE OF REALITY ABOUT THEM.

These ideas are going to happen. Everyone from Sony to UNICEF to Facebook has flocked to be a part of Abdulrahman’s plans to use football to give back to his communities, and in the process, they are extending his dreams far beyond his home in Dublin.

A PASSION FOR FOOTBALL

When Abdulrahman came to Dublin from Somalia, he quickly established a reputation that went beyond being the only black student in his school: he was Abdul the footballer, the kid who would jump at any opportunity to play. And so when streetfootballworld network member Sport Against Racism Ireland (SARI) invited him to a training session, he didn’t think twice. He had no idea that SARI’s football programmes were designed to combat the discrimination that he himself had encountered since his arrival in Ireland; he just wanted more time on the pitch.

Six months later, he was representing Ireland at Belgrade 2011, streetfootballworld’s 3rd European Street Football Festival, meeting peers from football for good programmes across the continent who opened his eyes to the depth and breadth of football. He realised that his passion for the game went further than his love of playing—he loved the power of football to change lives. And so when he turned 18 and SARI encouraged him to become a young leader, he immediately started taking on small tasks and doing leadership training. He went to college in Ireland and Arizona (where he played high division 1 competitive football) for sports management, and then went on to study event project management at Ballsbridge College, all the while working with SARI as a young leader.

“I matured with SARI,” Abdulrahman notes with a grin. And SARI would also grow with him.
ABDURAHMAN FIRMLY BELIEVES THAT IT'S IMPORTANT FOR MUSLIM GIRLS TO GET ON THE PITCH.

This includes a few young women whose families forbade them from taking part. Initially five players left the team, says Abdulrahman. “It’s a culture and religion thing. Some fathers are very protective; they wouldn’t let them come out in front of guys.” One father complained about the shorts and socks the girls wore—Abdulrahman purchased sports bottoms and leggings for the team.

Abdulrahman firmly believes that it’s important for Muslim girls to get on the pitch. Parents who once thought their daughters preferred art to football have been surprised to learn that they were wrong—once they had the opportunity, many young women were eager to play. “It’s a healthy lifestyle,” he notes. “Sports are important, for healthy living and to express yourself.”

“For me, football expresses my feelings,” one participant stated, “I look forward to training sessions. That’s where I can leave financial stress, relationship stress, everything, behind. No one can do anything to me. I can come out of my shell with no stress from the outside world. It’s like, ‘you’re free now.’”

Fadhila agrees. “I’ve never felt any happier. I’m accepted. It helped me build my self-confidence.”

CHANGING PERCEPTIONS

Fadhila is also a SARI young leader, and the team’s captain. Like her teammates, she’s working on a coaching badge; she recently ran her first session with Diverse City, a huge success—Abdulrahman is the first to point out that her teammates were more comfortable with her than with him. He plans to foster female talent so that he and Abdulkadir can step aside and let the young women run their team as well as play for it.

For Fadhila, Hijabs and Hat-tricks is more than an opportunity for Muslim girls that they can express themselves on the pitch, too.

NEW IDEAS, NEW GOALS

“Me giving back to people from my own religion, my background, where I come from...that’s what I’ve always wanted. It’s an honour to give back to my community,” Abdulrahman told us.

Abdulrahman notes that the support of several organisations was crucial in making his dream come true. One of his young leaders selected by streetfootballworld to attend its Future Goals Youth Forum on Football for Social Change, he was also the recipient of a Sony-funded stipend given to eight young leaders.

“WHEN I GOT ACCEPTED TO BRAZIL, I COULDN’T BELIEVE IT. AND WHEN I GOT THE STIPEND, THAT’S WHEN MY FACE REALLY LIT UP! I STARTED RECRUITING RIGHT AWAY.”

He still consults with his fellow young leaders from around the world. “It was an amazing experience, seeing what other people do, how they deal with things, and their problems. I saw their struggles and try to replicate their lessons into Hijabs and Hat-tricks.” His memories of playing football3 with young people in a favela also continue to inform his work. “Actually seeing that kind of environment, you appreciate things a lot more. Being there physically is where you understand a lot more about things.”

When he’d returned home and put his Brazilian flag and the rag ball a young boy gave him on display, Abdulrahman got back to work, using his stipend to purchase culturally appropriate kits for players and arrange transportation to tournaments. A year later, funds are low, especially compared to Abdulrahman’s ambitions for the team. For now, they need a place to train, especially since Diverse City will enter a competitive league in August. Over the year, he wants to expand the programme across Ireland, then the UK... and eventually around the world. He dreams of a team bus and a Hijabs and Hat-tricks AstroTurf.

As with all his plans and dreams for the future, Abdulrahman leaves no doubt that they will materialise: “If it takes ten years, let it be ten years,” he says.

The team runs bake sales to fund travel to and from tournaments and bonding excursions; while Abdulrahman is sure that Perry Ogden, SARI’s Chairman, would always be willing to offer funding, the young women want to do it themselves. The team will stay together whether there’s money or not.

FUTURE GOALS

In keeping with Abdulrahman’s conviction that Hijabs and Hat-tricks belongs in the hands of its participants, it was Fadhila, not her brother, who found herself on stage facing a standing ovation when the programme won a Beyond Sport Award for Best New Project in October 2015, (“We prepared ourselves for losing,” Abdulrahman begins, modestly. “That was you!” interrupts Fadhila with a laugh. “I’ve got confidence!”) The group was overwhelmed with attention during and after the event: approached by people interested in replicating the programme everywhere from Birmingham to Bermuda and swarmed by media, Abdulrahman has more reason than ever to believe that Hijabs and Hat-tricks will live up to his dreams.

That will leave Abdulrahman to his next plans: a sports academy in Europe that gives young African footballers the opportunity to come to a new continent and experience a different lifestyle. He also has big goals for his 4-year-old sister: future captain of Hijabs and Hat-tricks.

By that point, she won’t face the same challenges Fadhila and her teammates face now. “She’ll just be relaxing, life will be easy!” he laughs.
Football for good is often discussed and described through a broad lens—organisations highlight the different projects they engage in, the various countries they work in and the general social issues they seek to address through football. Yet every so often, we get a glimpse into the lives of the individuals whose entire circumstances have been changed for the better through football. In these occasions, we meet people with stories that remind us exactly why—day in and day out—we are working towards using football to develop both communities as well as the individuals who make up those communities.

PuKy is one of these people.
Puky’s Story gives us a first-hand account of what exactly football for good is capable of achieving.

In instances of illness, violence and discrimination, football serves as a path towards a healthy, fulfilling life that builds bridges of understanding and familiarity between the discriminated and discriminators. In some cases, football can even reroute a path from an untimely death towards a prolonged livelihood of purpose and enjoyment.

While Puky’s story is deeply personal, it represents the ways in which football has and continues to improve lives around the world, and it speaks to the necessity of continued movement forward in the field of football for good.

We met Puky, or Maphoka Pitso, as she less often goes by, in November 2016 at Kick4Life in Lesotho. Kick4Life seeks to change the lives and long-term prospects of vulnerable local youth. It does this through a wide range of football-based social development activities that focus on health, education and support towards sustainable livelihoods for local boys and girls. “Our HIV programme is one of the most successful in the country,” says Rhett Power, Lesotho’s Country Director at Kick4Life, “and in the last few years, we’ve had over 1,000 people with HIV that we’ve found, tested and put on medication and treatment. 100% of our participants right now stay on treatment for over 6 months, and 52% of our participants are women or girls — and that’s something we’re very proud of here.”

Today, Puky is the head women’s coach at Kick4Life, where she also gets to educate local communities on the prevention and treatment of HIV, ultimately seeking to remove HIV-based discrimination and stigmatisation while improving patients’ understandings of the importance of medication and treatment. Puky radiates confidence, joy and attentiveness to her surroundings. She sat down to talk with us about her journey to and within Kick4Life, and the ways in which football may be the reason she is still alive today.

“So, this is my story,” she begins. Puky and her brother were born and raised by her single mother in Maseru, Lesotho. When she turned 16, Puky’s mother informed her about the whereabouts of her biological father, and so Puky set off to find him.

“When I went to visit him for about 4-5 days, he introduced me to his friends. The next day, my father went to work, and unfortunately one of his friends knew I would be at my father’s house alone,” she says. “So his friend came to my father’s house while he was at work, and he forced himself onto me,” she tells us. “I was a virgin at the time. And after he slept with me, I told my father, and he immediately came to my rescue.”

But Puky was young and had yet to formally learn about HIV. At the time, she was unable to understand the importance of emotional support in times of difficulty. Instead, she had only derived her understanding of HIV from statements that were often both degrading and factually incorrect. “Instead of supporting her, being there for her, I discriminated and stigmatized her,” Puky regrettably recalls, “but this was only because I didn’t know what HIV was — I only knew that people who had it were being called names for ‘sleeping around’. That was what I thought back then.”

Puky’s aunt grew increasingly ill and eventually passed away. Puky had seen her aunt die on the day she went to visit the hospital.

“It’s very sad to say this, but I was glad that the stigmatisation and discrimination would finally stop. But that was before I came to Kick4Life.”

When Puky heard about Kick4Life’s women’s football in 2010, she couldn’t resist the invitation. “I really wanted to play football,” she tells us, “so I went to the centre. Every day we would come and do one session, which meant learning about life skills, hanging around with friends, and playing football. But I wasn’t really listening to the sessions — I just wanted to play football,” she says with a smile.

But Puky said it was the very last session that opened her eyes, that had made her understand what Kick4Life was aiming to do through their football programmes. “A girl started sharing her story about her HIV infection,” Puky remembers, “It caught my attention and I immediately realised that, by not supporting my aunt, I had made a very big mistake.” Right then, Puky decided that, in order to make up for the lack of support she had shown her aunt, she would support every person living with HIV that she came across from that point on.

Puky became more and more involved with Kick4Life’s programmes and was eventually selected to be trained as a coach so that she could help deliver the curriculum to local youth. Throughout the training, she found the one-on-one relationship between trainers and trainees to be reassuring. “You could feel that they cared about us. And they advised us to get tested for HIV,” she says, “and I thought that since I had never had sex except for the time that I was raped, there was no point in me getting tested.”

But Kick4Life staff was persistent and thoroughly informed Puky of the risks of forgoing testing. And so, on a whim, Puky decided to undergo testing. Puky maintained a relaxed, almost careless attitude throughout the procedure, “I ignored the pre-test counselling but when the results came back, they were positive.”

“I was shocked, but I was not sad,” she tells us.

“I was in denial, and I was thinking, ‘How did I get this? I even tested a second time because I thought the first results were not accurate. So that’s when I started looking at life differently. And that’s why Kick4Life came to my rescue.”

Kick4Life helped Puky get appointments at the clinic and they eased her access to and understanding of HIV medication. They informed her of the importance of not only starting but staying on medication for beyond the first few months — something very HIV patients are unaware of or careless about.

“I was afraid to tell people. Even now, not many people know about my status. I know that I have discriminated against people with HIV, and I am also afraid to be stigmatised and discriminated against,” she admits.

Yet Puky also sees the silver lining. She often goes to communities or schools and talks to children about HIV. Now, she feels like she has a new dimension of information to offer them, “It’s easier for me to talk to them because I can say, ‘look, here I am, I am alive, I am not sick, I am healthy’. I can be the example. It’s easier to talk about something that you really know about.”

As Puky continued to take her medication, she continued to feel healthy. Still, she couldn’t easily escape the negative stigma that accompanies HIV. “I had a boyfriend back then,” she says, “and when I told him I was HIV positive, he left me. Any guy would leave when I told them my status. So that was very hard for me until 2012, when I met this guy — who is now my husband.”

Puky’s husband, who is HIV negative, looked past the stigma and proposed marriage in 2014.
In 2015, they had a baby girl together. “Kick4Life told me about safety precautions to take so that my baby would be born negative. I took all those precautions, and at first I thought that if my baby came out to be HIV positive, I would never forgive myself,” she says, “but after many tests, the doctors had confirmed that she is HIV negative.”

Puky credits not only the health of her baby, but the fact that she herself is still alive to Kick4Life. “I always think that, if it wasn’t for Kick4Life, I could be dead. I had no courage to get tested, and if I didn’t get tested, I could definitely be dead,” she admits.

Now, Puky is working as the Kick4Life women’s team coach and manager, which she enjoys very much, particularly because it still involves trips to local communities that consist of teaching local youth about HIV and removing the stigma associated with it.

“In clinics don’t teach anything about HIV. They only give you the medication and that’s it,” Puky says of her interactions with local clinics, “that’s why we need organisations like Kick4Life, so that people can go out and teach people about this pandemic and make sure that people are living healthier, longer lives.” Thus, Puky continues to stay true to her promise that, since opening her eyes to the realities of HIV from the beginning of her time at Kick4Life, she firmly and persistently supports anyone living with the virus.
FOOTBALL3 is a unique football methodology that’s changing lives around the world.

football3 consists of 3 constitutive parts. In the first part, both teams gather and communicate mutually accepted rules and regulations for the match. Second, the match is played according to those rules. Lastly, the teams gather once again and discuss the match while awarding points to each other for instances of fair play.

The value of inclusion is embedded in football3’s nature; teams must be made up of an even number of boys and girls, while both teams are to celebrate the successes of one another. Respect takes priority over winning and communication among and between teams is highly encouraged. football3 is thus a means of enjoying the sport of football while engaging with one’s surroundings.

Pauline Bremer signed on as a football3 ambassador with streetfootballworld in October 2016. Pauline was born in Gottingen, Germany, where she kicked-off her youth career with the local football team. She has since played for FFV Turbine Potsdam as well as with the German regional and national teams since the U-15 level. In 2013, she was the top scorer in the UEFA Women’s tournament and in 2014, she won the U-20 FIFA Women’s World Cup with Germany and was awarded the silver shoe. At 20 years old, she is currently playing for the German Women’s National team and recently won a league championship with her Division 1 club team in France, Olympique Lyon.
What is your earliest memory of football? How did you get started on this path?

I think I first played when I was 5 or 6 years old. But really joining a football team and wanting to play football—that was when I was 9 years old. Actually I watched a movie, a movie called Die Wilden Kerle. It’s a movie about a group of young boys playing football and what I really liked was that they were wild and they just wanted to play football. They did everything for the team, and just wanted to win and play together. It connected with me because I also just wanted to have fun and play. So since I kicked the first ball, I can say that I never wanted to stop. I developed a passion for the sport.

You saw the movie before playing for the first time?

Yeah, I saw the movie and then I said “oh I want to do this too” and then I started playing with my sister. Before watching it, I was not really into football. It’s interesting that a movie sparked your decision to start playing more consistently.

So you became interested in football. How did it become part of your life? What are your memories from that time?

I was always playing at school, at the break times with the other kids. But after the movie I really said “okay, I want to join a club.” I was in Gottingen in my hometown, and they were building a local girl’s football team. I joined it with my sister.

I was 9 years old, the most important thing was to have fun. It was a small club. We practiced only twice a week so it wasn’t at all professional, it was mostly just to meet other girls. We were in the league and had some competition, too, but we were also small, so we weren’t like “we have to win and be better.” It was still just playing for fun.

So there was a moment between being this 9 year old girl playing for fun, and then realizing football is going to be your career. Did you wake up and thought “wow this isn’t just my hobby, this is my future”? When did this change happen and how did it happen?

It started slowly. At first I just wanted to play all day and improve myself because I’m quite ambitious in that sense. Then when I was 12, it started with the selection teams. So, you go to the city and the best girls of the city form a team, then the best girls of the region form a team. Every year the selection teams went a little higher. When I was 13, I joined the under-15 national team. And it was like “oh now you’re playing for Germany,” and that was really when I was like “maybe this could be a big thing in my life.”

So that was a pretty important realisation. What was the reaction from your family or friends?

My parents were actually happy because there are 3 girls in my family, and we all played football so we would often play together. They think playing professional football is good as long as we’re having fun, and that really was the case the whole time. So they always supported me. They weren’t like “oh you’re really good, go go go!” They weren’t pressuring me, but just supporting me.

You have 3 sisters? Older? Younger?

Yeah, I’m in the middle.

Do your sisters play also?

Yeah, just for fun as a hobby. We started together and they’re good, they’re really quite good. But they have other priorities.

What is the best thing about playing football now?

Best thing about playing football is that it really is so much fun. I can meet new people and communicate with people from different countries. I also love the competition. I always want to win.
And what’s the best thing about being a footballer besides the game itself?
You see so many different places in the world. You play in tournaments in Brazil or USA and travel a lot. You meet new people, and I also love being in a team and playing with others.

So you’ve travelled a bit and met people from different places. Do you have a memory of your biggest cultural shock?
Well my first “shocking” experience was when I moved to Potsdam to play with the Potsdam Bundesliga club because there were so many international players. They were all telling stories about different countries and I thought “wow this is amazing and we’re all together on the same team.” That was great, and so were all the journeys we did with the national team. We were in Scotland for my first game with the national team and that was great. The world cup in Canada was also great because we moved between the cities a lot and saw a bunch of places.

What’s the furthest you’ve been from home for football?
Canada. We also went to Azerbaijan which was interesting. I was a little shocked at the difference between rich and poor. We were in Baku, a big city, rich city, so much money, but then you take a bus 15 minutes outside the city and there are people on the streets with no houses. I started thinking a lot because I was only 15 at the time but seeing this gave me some more perspective on my life.

And now you play for Olympique Lyonnais? What’s a normal day in the life of Pauline Bremer?
I’m just normal. I wake up. Go to trainings— we train every day. Normally in the mornings at like 10am. Then we often eat together in the club. Then we do some treatment if you have some injuries. The rest of the day I’m free normally, so I study. Besides football, I study economics online.

So you study and play football... Where does streetfootballworld fit in to your life? Why did you decide to join us?
Yeah the girls in the club come and ask questions like “what do I have to do to become professional.” I mostly just say keep having fun. That’s the most important. You can’t play well when you don’t want to and you’re not motivated. Keep having fun in playing and it comes from that alone as you improve.

Do you feel like some sort of role model? Do you give advice to younger girls?
Yeah the girls in the club come and ask questions like “what do I have to do to become professional.” I mostly just say keep having fun. That’s the most important. You can’t play well when you don’t want to and you’re not motivated. Keep having fun in playing and it comes from that alone as you improve.

What key fields can you help in as an ambassador?
I can reach people. I want to make this organisation more well-known because it’s a good thing. If more people know, it gathers more force.

What do you like about our methodology, football3?
The coolest thing is that it really isn’t about winning or losing. It’s about having fun, communicating, and most importantly fair play. It’s a good thing because life is also not about winning. You can compare a lot of things about football to life, like how you act in a team and what you can contribute to a team. It’s really interesting to compare these things.

football3 promotes gender equality and women’s participation. In fact, we promote gender equality as an organisation. Do you see the potential of football3 to promote women’s empowerment?
I do. I think it’s good that you make sure that there have to be girls playing. Often boys don’t want to play with the girls, but if you just let the girls play then they get better, they feel better, they feel the same and not as less.
Can men and women reach the same level in professional football right now? Do you feel like there are similar opportunities for men and women right now in football?

No. No. I actually know that because it’s a different game because of the body. We aren’t as strong.

But in terms of fame? Or career opportunities in the football industry? Do you see a difference between the leagues?

Yeah. In the men’s league there’s much more money. I think that’s okay because more people are interested in men’s football than women’s football.

Why?

Because it exists longer I think. You know, women’s football was forbidden until 1973. Just afterwards women started to play, but it wasn’t the same way that men were playing. But there’s already some progress. It’s getting better but we don’t have the same number of spectators. That’s just how it is for now.

There’s a debate in the USA at the moment—the women fought for and received equal pay for equal play at the national team level. Was that discussed at the German level?

Yeah, we thought it was great that the US women were doing that. But it’s different in the US because they are simply more successful and more popular than the men’s team there. In Germany we’re not at that level, but we’re getting there.

Taking the pay into consideration, are there challenges that women footballers face that men don’t in the football industry?

Of course; as a woman you can’t live just on the salary of a professional footballer. You have to do things on the side. That starts in school, where you have to think about your education and career afterwards. In men’s football they start at like 13 or 14 and if they’re really good, they go to big clubs, and they leave school completely behind. When you’re really good as a male player, you make enough money for the rest of your life. So I think that’s the difficult part about women’s football—that you can’t really focus on football because you always have to think about the other things in your life.

And you would still encourage girls to play football?

Yes, of course.

What would you say to them?

Everything in life is a challenge. Big or small, you always grow through them. If it’s hard to become a woman footballer, you will grow to become one anyway and learn along the way. I always learned so much with each step and I learned not to be afraid. The prize at the end is worth it.

What’s your best achievement at this point in your career?

I learned quite early to stand on my own legs. I moved away from home when I was 16 and learned to do a lot on my own. At 19 I moved to another country, now I’m living there alone, and I can fix whatever problems arise on my own. Football has given me the chance to do that, otherwise I wouldn’t be living in Lyon. Football brought me here.

Do you have a football role model?

No, I don’t have an idol. In football individual players are of course important, but I’m more interested in the way teams play. When they pass in one or two touches, and move quickly and understand each other, I think that’s more valuable. I think it’s a team sport. Sure there are players with different qualities than others. But you can’t play alone. You need the team around you.
FOOTBALL FOR GOOD IN HISTORY

FOOTBALL FOR GOOD IN THE MIDST OF WAR

Perhaps the world’s most well-known football for good match took place over a century ago.

The year was 1914 and all along the Western Front, soldiers huddled for warmth in their trenches, slowly realizing that the First World War would persist through the holiday season. Yet among the dreary conditions of no-man’s land, Captain A D Chater of the British army witnessed what he called “one of the most extraordinary sights anyone has ever seen.”

“We were just going to fire on them when we saw they had no rifles, so then one of our men went to meet them,” Chater wrote. “In about two minutes, the ground between the two lines of trenches was swarming with men and officers of both sides, shaking hands and wishing each other a happy Christmas.”

In a letter addressed to his mother, Chater recounted the events of Christmas Day in no-man’s land, where at around 10am in the morning, he saw “a German, waving his arms” who then began walking with another soldier towards British trenches.

“We were just going to fire on them when we saw they had no rifles, so then one of our men went to meet them,” Chater wrote. “In about two minutes, the ground between the two lines of trenches was swarming with men and officers of both sides, shaking hands and wishing each other a happy Christmas.”

And what better way to celebrate a brief ceasefire in the midst of hardship? Football, of course! While British and German soldiers sang Christmas carols, took photos together, and chatted about their lives back home, they additionally took part in a series of unofficial football matches over the few days of peace.

Through these activities, soldiers from opposing forces came together and celebrated not only the holidays, but their shared humanity. In a time of war, where the enemy was meant to be perceived as less than human, football served as a connecting tunnel between trenches. Through football, the soldiers left their weapons off the pitch and engaged in friendly competition that, rather than further dividing the soldiers, united them in one of their common passions. Beyond bringing rivals onto one pitch, football was a tool that enabled the soldiers to sincerely enjoy one another’s company.

Yet all good things must come to an end. When word got out of the unofficial ceasefire in no-man’s land, participants in the friendly matches and holiday activities were threatened by their superiors with accusations of treason. Anyone who defied the orders to return to their trenches and fight faced court martial and execution. Despite the likelihood that each soldier was now even less inclined to fire on their “enemies,” the Christmas Truce came to an end and the war resumed on all fronts. Still, scattered among collections and archives on the events of WWI are the letters and diary entries of soldiers who witnessed first-hand the healing and celebratory aspects of football. One can only imagine their thoughts on the ways football for good has developed through today and continues to grow.

This holiday season, the Christmas Truce served as a reminder that with peace comes football, and with football comes peace. This story is emblematic of streetfootballworld’s belief that beneath the outer surface—whether it’s a uniform or a skin colour—there is a force inside each one of us that longs to play, connect with and understand those around us.
SOCCER FOR GOOD
ATLANTA 2017

EXPERTS THAT USE SOCCER TO TACKLE RACISM, GENDER INEQUALITY, VIOLENT EXTREMISM, REFUGEE INTEGRATION AND MORE GATHER FOR FIRST-OF-ITS-KIND EVENT IN THE USA

On March 9 2017 in Atlanta, GA, international non-profit organization streetfootballworld will bring together experts with over 100 years of collective experience in using soccer to change the world. They believe in a future in which boys and girls are treated as equals both on and off the field — a future in which everyone has access to safe places to play and in which social purpose is embedded at the heart of the sports industry.

The streetfootballworld Network connects over 120 organizations in 70 countries that use the power of the world’s most popular sport to tackle urgent social issues affecting young people. Every two years, a Network Board is elected to represent the fast-growing field of ‘soccer for good’, representing true pioneers in the field from across the world (see Profiles below).

These inspirational leaders will come together to discuss the power of soccer to change the world — and how their experience can help the growth of the game in the USA. They will be joined by organizations that work in underserved communities across the United States, Mexico and the Caribbean.

The landmark event coincides with an exciting time for soccer in Atlanta: the city’s new pro soccer team Atlanta United FC, backed by Atlanta Falcons owner and co-founder of Home Depot Arthur M Blank, kicks off its inaugural season in March, having sold out its entire allocation of season tickets before a single game has been played. Meanwhile local streetfootballworld Network Member Soccer in the Streets recently launched the first-ever soccer pitch located within a train station — the first of its kind in the world.
GET INVOLVED
SUPPORTERS CLUB

IN 2016, WE PROUDLY UNVEILED A NEW WAY FOR OUR SUPPORTERS TO GET INVOLVED, THE STREETFOOTBALLWORLD SUPPORTERS CLUB.

JOIN THE TEAM THAT’S CHANGING THE GAME
From gender equality in India to refugee integration in Germany, from peacebuilding in Colombia to HIV/AIDS education in South Africa, this club places football at the heart of social initiatives around the globe.

Collectively, we are building a future in which the world’s favourite sport becomes the world’s greatest catalyst for social change.

And you can join us.

World Cup winners and streetfootballworld ambassadors Juan Mata and Megan Rapinoe have already signed as captains of the team and we’d like to offer you a spot alongside them as a Supporters Club member.

If you believe in football as a force for good then this is your chance to get yourself in the game. Join us on the pitch and help change young lives through the power of play.

**YOUR ROLE**

**DONATION**

Pledge a minimum of €10,000 per year to amplify the impact of our football-based initiatives

**EXPERTISE**

Leverage your professional experience and networks to generate support for our cause

**CHANGING YOUNG LIVES**

Empower 2 million disadvantaged kids through football-based development programmes

**TRANSFORMING THE INDUSTRY**

Embed social purpose at the heart of the football industry and increase access to the game

**OUR IMPACT**

**FIELD TRIPS**

Discover the power of football-based development programmes you support through field trips tailored just for you.

**EVENTS**

Broaden your horizons through VIP access to an international array of festivals, forums and award ceremonies.

**CONNECTIONS**

Enter the Supporters Club locker room and connect with inspiring leaders from the worlds of sport, business and politics.

**CUSTOM KIT**

Show your colors with a personalised Supporter-Jersey that represents the initiatives you support around the world.

**IMPACT UPDATES**

See the value of your membership through impact reports, case studies and personal stories from the field.

**THE SUPPORTERS CLUB EXPERIENCE**

Our Supporters Club is a community of leaders with a common goal: using the game as a force for good.

As a Champion member of our Supporters Club you will not only make a difference to the lives of over two million disadvantaged young people each year, but also get to experience your impact first-hand.
EXPERIENCE THE THIRD HALF

WHAT IF YOUR NEXT VACATION HELPED 1,000 AFRICAN CHILDREN GET TESTED FOR HIV? OR BUILT A NEW FOOTBALL FIELD IN A BRAZILIAN FAVELA? OR PROVIDED EDUCATION TO GIRLS IN COSTA RICA?

Football is not only the world’s favourite sport—it’s also one of the most powerful vehicles for driving social change. And it is with great pleasure that streetfootballworld invites you to get on the pitch and help unlock the positive power of the game.

WELCOME TO THE THIRD HALF.

The third half is guided by the belief that football is more than a game of two halves. It’s about more than two teams. It means more than winning and losing.

Powered by streetfootballworld and eSoccer, the third half allows you to set off on international, football-themed adventures to incredible locations and leave a legacy of lasting impact. This is your chance to go beyond traditional travel and use the game for cultural and educational transformation. This is your chance to travel, play football and change the world.

A JOURNEY OF PERSONAL TRANSFORMATION

Football is often called the world’s ‘common language.’ It is played and watched by more people in more countries than any other sport—from the dusty streets of India to the mountain tops of Peru. It has a unique power to cross cultural boundaries and turn strangers into friends.

Each third half experience uses the medium of the game to take you on an educational journey through which you come to see what life is like through the eyes of your hosts. You will visit exciting tourist attractions with trusted local guides, experience exotic cuisine and customs and make new friends both on and off the field. And you will gain unique insights into the challenges the world faces and how we can solve them together as global citizens.

CULTURE: Activities that allow you to experience what life is like for people in your host community and to sample the unique flavour of your destination.

FOOTBALL: Activities that allow you to bond and socialise with your teammates and the local hosts—including football experiences, group meals, parties and more.

EDUCATION: Activities that allow you to learn first-hand about the work carried out by your host organisation and how your trip is helping to change the lives of others.

The third half methodology is comprised of three components:

FOOTBALL. EDUCATION. CULTURE.

So, how would you like to change the world through football? Why not head to the African mountain kingdom of Lesotho, where you can help teach orphans and vulnerable children about HIV/AIDS through the power of football? Or to South America, where you can build community football facilities for boys and girls in the favelas of Brazil. Or perhaps you’d prefer a trip to Central America, where you can use football to empower young women in Costa Rica.

Wherever you end up, the third half offers an unrivalled opportunity for you to not only explore the world but make a positive impact to it. This is the beautiful game at its very best.
LEARN MORE

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