FOOTBALL4GOOD
THE QUARTERLY MAGAZINE OF STREETFOOTBALLWORLD

GET IN THE GAME:
The World of Football for Good Gathers in Berlin
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SPOTLIGHT

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COMMON GOAL & PHILADELPHIA UNION
“It has always been my dream to help people and, with Common Goal, I think we have the same dream.”
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“When I go onto the pitch, I feel like I am the strongest woman in the world.”
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IN-DEPTH INTERVIEW

FOOTBALL4THOUGHT

IS FOOTBALL BECOMING THE NEW GOLF?
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...So, there I was, listening to these two Punjabi young women, instantly captivated by every word they said. “The oldest people in my family used to tell me that girls are not as important as boys,” said Baljinder, “now my community sees me as a role model and my parents are very proud of it.”

‘What has happened in between these two statements?’ I thought to myself...

And the answer, or part of it, was football.

Let’s use football as part of the answer in 2019 – the year of the FIFA Women’s World Cup, for all the young girls and women across the world.

Elvira González-Vallés
FOOTBALL FOR GOOD SUMMIT 2018

Football4Good Talks

HOW CAN FOOTBALL MAXIMISE ITS CONTRIBUTION TO THE 2030 AGENDA?
JÜRGEN GRIESBECK, MARCO BODE AND FATUMA ABDULKADIR ADAN DISCUSS THE FUTURE OF FOOTBALL

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GAINING THE ADVANTAGE FRANCES KAMARA, PROJECT GOAL, USA

Football4Good & Photography

GIRLS PLAY, GIRLS LEAD

Around the World with Football

IN VIETNAM WITH THE SCORT FOUNDATION RIJKI KURNIAWAN’S TRAVEL REPORT FROM VIETNAM
GET IN THE GAME CONFERENCE

IF BUILDINGS COULD SPEAK, WHAT WOULD THEY SAY?

Airport hangars are vast, expansive spaces. The smallest of sounds reverberate, filling the large internal swathe of space with metallic acoustics. Meant for protection from adverse weather conditions, as well as for the maintenance, repair, manufacturing, assembly and storage of aircraft, they are usually not places for people to converge. Especially those now obsolete from original purpose, as is currently the case with Berlin’s Tempelhof Airport, which gained new relevance during the 2015 European migrant crisis.

“At one point this very hangar held 3000 people,” our host and on-site manager from local sport organisation Tentaja explained, shifting prescience of its role as shelter within Europe’s refugee crisis from perception to reality. “We hope in 2019 that this is no longer called home.” While indicating improvement, the building’s troublesome history remains loaded with historical weight and has unfortunately survived the airport’s metamorphosis. Giving the task of the 2018 Get in the Game Conference, in reviewing and developing its own football for good vehicle, specifically guided by the topicality of how to integrate refugees into European host communities through sport, a corporeal responsibility.

As part of the first installment of the Football for Good Summit, the conference brought together local organisations alongside international experts in the field, as well as representatives of the public and private sectors, politics and media, for two days of presentations, panel discussions, interactive workshops and practical training sessions. Facilitators laced up to transform the cold hangar into a hotbed of ideas, the aim being simple: to gather and disseminate knowledge and best practices for using sport as a tool for the integration and social inclusion of refugees.

BUILDING COHESIVE AND INCLUSIVE SOCIETIES THROUGH FOOTBALL

“This isn’t an opportunity to rest on the laurels of the achievements made over the last 15 years but a chance to evaluate what changes need to be made in order to improve and ensure the impact of football for good is even greater.”

Dr. Vladimir Borković

In his welcoming words, streetfootballworld Associate & Network Director Dr. Vladimir Borković made clear this wasn’t “an opportunity to rest on the laurels of the achievements made over the last 15 years,” but rather “to evaluate what changes need to be made in order to improve and ensure the impact of football for good is even greater.”

Conducting Training-of-Trainer practical and methodological seminars, coaches then began demonstrating their expertise through specific football-based methodologies, incorporating tools which participants could best implement within their home communities or use as inspiration for individual programmes.

BERLIN, GERMANY: 27TH NOVEMBER – 1ST DECEMBER 2018

From the 27th of November to the 1st of December Berlin played host to the Football for Good Summit 2018. 127 organisations from across streetfootballworld’s network, representing 85 countries, spanning five continents, as well as a range of external guests from the football industry and government officials, participated in the 2018 Get in the Game conference and biannual Network Assembly. Comprising a multitude of events, the occasion united the vanguard of the world’s leaders in the field of football for good in order to maximise football’s contribution to building inclusive, more peaceful, and fairer societies.

Football for Good Summit 2018
Football for Good Summit 2018

SPOTLIGHT

through football, creating safe holistic approach to education approach: “We try to combine a dynamic, the pair explain their competences within a team build self-confidence and social to harness collective values and ball-possession activity designed methodology. While conducting aAmandla’s Edufootball and Marius Gutowski exhibited native Berliners, Ole Brandmeyer togethboth refugees and programmes in Berlin, bringing from running local sportChanneling experience amassed EDUFOOTBALL was one of those in attendance. Community in Brighton, England, the exchanges of ideas are,” the more interesting and diverse more heterogeneous the group, backgrounds and opinions: “The different countries, have different exercises, aiding the perspectives of those who come from different countries, have different backgrounds and opinions: “The the more interesting and diverse the exchanges of ideas are.” explains Ole. Mark Slide from Albion in the Community in Brighton, England, was one of those in attendance. “In the warm-up, we looked at areas such as teamwork, communication and healthy eating, then taking them into a match situation,” says Mark, who has been providing opportunities to the socially disadvantaged for a number of years. Yet, it was the enjoyment brought by the workshops, within a relaxed context that was most impressive: “The enjoyment helps encourage teams appreciate the other team. Respect towards your opponent, for abiding by the principles set out, is then followed by respect even when conceding a goal.”

WORKSHOPS

EDUFOOTBALL

Channeling experience amassed from running local sport programmes in Berlin, bringing together both refugees and native Berliners, Ole Brandmeyer and Marius Gutowski exhibited Amanda’s Edufootball methodology. While conducting a ball-possession activity designed to harness collective values and build self-confidence and social competences within a team dynamic, the pair explain their approach: “We try to combine a holistic approach to education through football, creating safe spaces to play while focusing on how to convey social competences and values through football.” Shooting and passing drills first seen from afar, transpire up close as teamwork and cooperation exercises, aiding the perspectives of those who come from different countries, have different backgrounds and opinions: “The more heterogeneous the group, the more interesting and diverse the exchanges of ideas are.” explains Ole. Mark Slide from Albion in the Community in Brighton, England, was one of those in attendance.

FOOTBALLS FOR RESPECT

Such sentiments were shared by football3 for Respect facilitator Robin Schröder, who works for RheinFlanke, an organisation dedicated to the integration of people with and without migrant backgrounds: “We as coaches are always learning, we often get new ideas and gain inspiration from those both newly and formerly acquainted with the football3 methodology. football for Respect displays how a particular variation of football, through the focality of dialogue, inclusion, self-awareness and fair play values, holds the capacity to tackle specific social ills.” Without a referee, this particular group decided a foul would be awarded in the event of two players appealing in unison, while on another occasion, a football3 session could see a joint team celebration made a rule. Both of which demonstrate the focus upon self-determination, whereby agency is affirmed through allowing players to create a game dictated by their own rules.

The success of the football3 methodology in RheinFlanke’s programmes has propelled the organisation to expand to Berlin. Yet, the geographical scope was no better displayed than by Uni Papua Football Community and football3 participant Etsi Puji Lestari. Honing a professional footballing background and now President of Uni Papua’s bid to help underprivileged children in Indonesia through access to football, Etsi paid tribute to the dialogue kindled by the game: “The game teaches a mutuality through learning based around fun, which I can see working well with young people and those with different backgrounds.”

GENERATION AMAZING

Also transferring knowledge from whiteboard to green astroturf were Generation Amazing’s United Generation. Travelling no further than from Qatar, the organisation’s Inclusive Module nurtures aspirations as far and wide as their journey. “Football, by default, is a game that teaches valuable life skills, through one’s exposure to success and failure,” explains Master Coach Michael Richardson vehemently as part of a team working both regionally and internationally with schoolkids and World Cup workers alike, seeking to form a lasting legacy of the 2022 World Cup. “However, when the rules are altered,” continues Michael “we can achieve a specific outcome accommodating, for example, how young, disaffected or vulnerable people can build self-esteem to deal with issues after the final whistle.” Individual boxes were laid out, creating safe spaces on the pitch, giving those within the confines time to make a decision with the ball. “The life skill element is to provide transferable decision-making opportunities within a safe environment.”

Hailing both presentation and practical session as “remarkable”, SEDYEA’s Kitso Masi was emboldened by the growth of the streetfootballworld community and the involvement with football’s most prestigious competitions. “It brings me satisfaction that, as a network, our reach is broader across the globe, that our high quality is guaranteed to so many young people in need.”
DISCUSSING THE FUTURE OF FOOTBALL FOR GOOD

In addition to the workshops specifically focused on the inclusion and integration of refugees in Europe, further workshops and discussions took place on the following topics: football for Respect, Migration and Inclusion, Post-Disaster and Post-Conflict Work, Youth Leadership, Female Empowerment, Child Protection and Safe Spaces, Education, Impact Measurement, Cooperation and Advocacy, Life Skills and Employability, and Sustainable Funding Mechanisms. Representatives from each group then relayed the ideas and inputs back to the conference as a whole.

Throughout the conference the intensity fueling both workshop and debate revolved around the ability to truly measure impact. Upon conclusion, reflecting on its productivity, Saad Mohammed from Sport 4 Life UK, borrowed a personal phrase to underline the gravity a lack of knowledge can hold: “What you don’t know, you don’t know.” Reiterating the importance of reflection towards such far-reaching topics, Saad maintained that: “These are valuable opportunities to discover different tools and resources to meet real problems with viable solutions.”

To conclude the conference, an interactive panel discussion took place looking into the future of football for good and, more specifically, into the potential contribution of football to the 2030 agenda, with Common Goal at the centre of the discussion.

FUDELA
Sharing her wealth of knowledge from years of working with refugees and asylum seekers, alongside host communities in Ecuador, FUDELA’s Edith Paredes presented an impact video of her work in the field with activities, alongside testimonials reflecting lived experiences. “Discussing situations from Colombia to Jordan and Venezuela, enables a global contextualisation, aiding us with our goal to use sport as a positive influence through focused and thematic intervention,” reflects Bilal from Right to Play in Jordan. “Before today,” he continues, “I was unaware of the tools used in Venezuela for short-term asylum seekers, even as short as one or two weeks, as being myself only exposed to more permanent settlement. This transition between contexts is very useful.”

SOUVERÄN PLUS
Addressing the mental and social capacities of young people while improving social behavior, Younis Kamli from RheinFlanke demonstrated the methods of Souveräne. Younis also focused on dialogue, though this game of three halves placed as much emphasis on non-verbal communication as it does on the intricacies of verbal communication. The first half encourages dialogue between both teams, followed by a second where it is prohibited. The final third offers the option of either talking or not, the only rule being that any decision would have to be respected for the duration of the third. “Today, the team that opted not to talk eventually won the game, which is not unfamiliar in this exercise,” Younis reveals as he praises the participants’ positive feedback, “the point being, through winning a game, for example, that communication can also be non-verbal and can complement traditional means which in themselves can lead to stress and misunderstanding.”
In conjunction with the Get in the Game conference, the second component of the summit brought together the entirety of the streetfootballworld network for the biannual Network Assembly.

The gathering’s central aims were to review developments since the Festival 16 Network Assembly in Lyon, including the adoption of the revised by-laws and to elect a new Network Board. For the organisations that work tirelessly all over the globe day in, day out in the pursuit of change, the week-long opportunity marks a seminal moment in the network’s growth and in working together to envision a cooperative future.

**VISION AND MISSION**

Fueled by the opportunity of wholesale exchange, from the outset there was an intensity to proceedings. Immediately, the emphasis was placed, not upon trying to convince those present that football as a tool for social development could work, but rather to prove how it already does. “The simple fact of the matter is, when a game of football starts, the guns stop,” declared Fatuma, sharing similar opinions during the early moments of dialogue on behalf of her village in Marsabit County, northern Kenya.

“We have been waiting to change the world, knowing we could convince society football works and that it has done long before being recognised, yet alone accepted”

Dr. Vladimir Borković

Acknowledging that the combined efforts of the network are currently empowering more than two million people per year in 85 countries, Vladimir Borković addressed the group stressing the importance of prescience. “MYSA (Mathare Youth Sports Association) has been using football in Kenya since its formation in 1987, likewise Soccer in the Streets has been doing so in urban Atlanta since 1989. We know it works.” Continuing by placing ideas once considered delusions of grandeur at the forefront of change: “We have been waiting to change the world, with the knowledge we could convince society football works, as it has done long before being recognised, yet alone accepted within the agendas of our governing bodies.”

In handing over to Jürgen Griesbeck, the co-founder encouraged the network to once again seize the initiative: “We have built, through no more than hard work and a shared vision, gaining relatively limited recognition, our very own football for good sector. However, it is time for the linearity of our approach, based on individual organisations bound together through a common love, to shift towards true collective action, in order to continue changing hearts, minds and, most of all, realities, through football.”

The linear organisational existence spoken of, from partners going through streetfootballworld and on to its members, can often resemble a convincing mission, whereby the constant need to reaffirm the role of football for good in the field eventually characterises future ambition. Through which, both time and resources are then spent persuading those of the impacts, consuming the potential of those already fully aware. Through streetfootballworld’s desire to negate this short-term and survival mode existence, the network members were introduced to the idea of the football for good ecosystem.

“*We will change the world through football and we will do it by 2030*”

Jürgen Griesbeck

Jürgen outlined the model upon which the notion that “we (the network) will change the world through football and we will do it by 2030,” is based. Equipped with guaranteed financial resources, certified quality standards, increased efficiency and improved recognition, the future game plan aims to provide a resilient and sustainable alternative to maximise the power of football for good through collective action.
REMAINING CHALLENGES

Despite the beckoning call being met with an unwavering belief in the arsenal at the movement’s disposal, given the nature of those in the room, this too was met with critical introspection. The hurdles of the previous two years were brought forth to the assembly by Regional Managers, Board Members and Youth Leaders alike. The main issues were identified as inclusion and representation.

On the integration of youth leaders, current youth counselor Cristian Velásquez of Tiempo de Juego expressed that the passion surrounding the days in Lyon, when the original Youth Council was summoned, was not followed in the coming months and years.

“I have had the opportunity to see what others in the field are doing, and I feel I have the duty to represent the work done in my region and give them a real voice. We need to start talking. Give us positions where we can make decisions and give us trust.”

The topic of inclusion in the form of gender equality was also raised. While reviewing the work over the last two years, members called for greater representation, with a challenge posed to have a board consisting totally of women. Though Fatuma and Anne spoke of the gains made, for example founding the first East African Women Leaders Sports Forum, they also spoke of the necessity to have more organisations than the two out of a possible 16 in Africa, led by women.

It became apparent the proverbial yardstick used to measure progress would likewise have to evolve toward a device altogether more aligned with the aspirations at hand.

COLLECTIVE ACTION

The final whistle on the conference meant those network members taking part could turn their focus inwards towards the Assembly. Conducted by the streetfootballworld team alongside network members, the impetus shifted towards raising a collective voice on the major issues: Common Goal, Global Campaigning and Advocacy for F4G, Impact Assessment and the Quality Seal, Collective Fundraising/Partnerships at scale, Activating the Ecosystem, and Gender Sensitising.

NETWORK BOARD

The round-robin groups extended thematic discussion and enabled the perfect platform for those bidding to take a seat on the new Network Board. After a few words from the current board members, in which they expressed both their gratitude and passion to continue the work ahead, candidates tabled their pitches. Barring Fatuma, already serving her second successive term, all board members would be running once again. With one space vacant, 12 candidates sought the challenge to take on the responsibility.

Following a number of whole-hearted, honest and passionately contested presentations, the votes were counted and verified. The new board to bring the perspective of the network into the daily and strategic work of streetfootballworld as of 2019 will be as follows:

- Anne Bunde-Birouste
  Football United, Australia

- Esteban Reyes
  Fundación Tiempo de Juego, Colombia

- Francis Gichuki Wanyamweni
  TYSA, Kenya

- Nova Alexander
  Sacred Sports Foundation, St. Lucia

- Mary McVeigh Connor
  Soccer Without Borders, USA

The Network Assembly 2018 ended with an agenda of increasing momentum. The football for good vehicle could depart Berlin more assured in its power to reach greater heights. A blend of experience and fresh ideas forms an exciting board, breeding confidence in the first two of a now 12-year long project.
How can football maximise its contribution to the 2030 Agenda?

World Cup finalist and former Germany International, Marco Bode, meets streetfootballworld’s Jürgen Griesbeck and HODI’s Fatuma Abdulkadir Adan during the 2018 Get in the Game Summit.
Streetfootballworld’s co-founder Jürgen Griesbeck sat down alongside Werder Bremen Chairman and former Germany International Marco Bode and HOQ’s Fatoum Birouste to discuss the future of football for good.

During the Get in the Game Summit 2018, streetfootballworld members and external guests were invited to participate in a question and answer session tackling an issue at the heart of football for good. 

"How can football maximise its contribution to the 2030 agenda?"

The discussion brought forth precise insight into an all too rare composition of football for good sector and industry. Ann Bunde-Birouste from Football for Good sat down alongside Werder Bremen Chairman and former Germany International Marco Bode to discuss the future of football for good.

"How can football maximise its contribution to the 2030 agenda?"

Marco here, on his last game for the German national team shook hands with Nelson Mandela and on his last, played in the 2002 World Cup final. It demonstrates this immense communicational platform and opportunity to inspire other people by being who you are or behaving the way you do. The football industry and our sector are two different planets and we need to build a sustainable bridge between the two. I don’t see why we can’t bring the assets of our sector to the assets of the football industry and play a game together, where we score the UN’s Sustainable Development Goals together. Putting metaphors and theories aside, when reflecting on the Millennium Development Goals (MDGs) and Sustainable Development Goals as a global agreement, on what our representatives signed us up for and then effectively did not fulfill, I think to myself: ‘What component is missing?’ In my opinion, it’s the ability to share a vision and then achieve it, going beyond our personal or organisational interests. Football offers this playing field, where these ingredients are so natural because they are the essence of the game.

Is there a conflict between the work done by clubs in the community they serve compared to supporting the rest of the world through football for good?

Marco: No, I don’t see it that way. If I use Werder Bremen as an example, we try to do both. We try to take care first of all of the members of our club, the kids coming to the club and working with our coaches. However, the next step is to take that out into the community and then internationally. Together with sport foundations we are working internationally, helping young coaches develop as role models. Building on what Jürgen said, the big stars could be role models for so many kids, yet what I feel right now is not too many stars see this responsibility and a lot more should.

What is possible by 2030 and what more will it take to get us there?

Jürgen: If we look at Common Goal, and the 1% mechanism, the 1% is a symbol for the need of collective effort in order to make substantial change. Marco here, on his first game for the German national team shook hands with Nelson Mandela and on his last, played in the 2002 World Cup final. It demonstrates this immense communicational platform and opportunity to inspire other people by being who you are or behaving the way you do. The football industry and our sector are two different planets and we need to build a sustainable bridge between the two. I don’t see why we can’t bring the assets of our sector to the assets of the football industry and play a game together, where we score the UN’s Sustainable Development Goals together.

Putting metaphors and theories aside, when reflecting on the Millennium Development Goals (MDGs) and Sustainable Development Goals as a global agreement, on what our representatives signed us up for and then effectively did not fulfill, I think to myself: ‘What component is missing?’ In my opinion, it’s the ability to share a vision and then achieve it, going beyond our personal or organisation’s interests. Football offers this playing field, where these ingredients are so natural because they are the essence of the game.

In my experience as a professional footballer, only by being a better team allows you to be successful and being successful within a team makes you a better person. That could also be the key for professional football to support the notion of football for good, as a team effort. However, the reality at the moment is very different. First of all, professional football must find ways to somehow control the beast of commercialising the sport more and more. The salaries of the players, the transfer fees are getting beyond normal. We have to talk and think about how we can control it and then we can start supporting the people in this room.

How does social enterprise fit within our own sector and within the Sustainable Development Goals?

Jürgen: My hope is that everything we are discussing will form a collective idea on what we want to achieve. Everything we do is based on the world we want to achieve or the kind of values we hold. For that reason, for the last 15 years within streetfootballworld we have tried to work hard on identifying what that shared value base is and to build trust upon it and now to move into a moment where we can actually act collectively. In terms of social enterprise, we can agree or disagree on how we get there. The most important thing we must have is a shared idea of where we are going.

Fatoum: It will not be enough to talk about social enterprise without economic development. When you look at the SDGs and ask: “Why haven’t they failed?” It’s because they make these ideas elsewhere, with very little consolation with the organisations working towards these goals on the ground. Take a mother in our programme, she is not aware of the SDGs. But if we are aware and able to sit at the table next to a Bundesliga star, this could be the power of football. We need to pull the players and the clubs into the football for good sector to make it happen.

With regard to Common Goal, how receptive have the players been from the professional world to the idea?

Marco: Anne (Bunde-Birouste) said she was not happy after one year with the number of players. With Werder Bremen having right now an e-player and no regular players, the answer is not an easy one for me to give. Of course there are some players who think about football for good, albeit a small percentage. Those that do, are often already active personally in some capacity, hence many have maybe their own foundation. We know players playing in the Bundesliga are able to contribute 1%, but that bridge Jürgen speaks of, is not quite there yet.

Jürgen: The experience I’ve had since launching Common Goal has been fascinating. As soon as we’ve had the opportunity to come face to face with a football player, the success rate of players joining the movement, is probably 95%. If we get stuck within the protected environment of a player, with agents, representatives, family members, those advising the player, and even the clubs sometimes, it drops to below 10%. Now, if you compare the male and female players currently signed, we have this astonishing 50/50 gender split between the 70 players. Female players and their story is a different one. With the women’s game, we always have direct contact and the players are sometimes even coming to us. The women in the game have an agenda to fight for, and they know that fight is needed in order to achieve something. It’s a “male” game. You’re expected to play football as a male, but for women it’s not yet the case. Although the women’s game is professional, the distance between us and the players is less.
Marco: I believe now we have really big distance between the superstars and the normal fan, or the professional game with grassroots and amateur level. We need to find ways to heal these worlds. We talked to the head coach at Bremen about Common Goal and he was very open-minded and didn’t refuse to let the players know or get in contact with this idea, but he was very sensitive about forcing players to think about it. Professional football is a competition, most of the players are so absorbed by their careers that they don’t see what’s going on in the world.

Jürgen: To follow on that, Common Goal often gets thrown into the bucket of “another charity asking me for money.” What’s not really understood is that it’s really about leadership. We’ve learned that football players don’t talk about such issues within the locker room, they don’t necessarily talk about money or charity. In a sense, we are trying to create formats for players to meet because, at the end of the day, they are trying to find solutions for themselves.

Why isn’t everybody giving one percent and not just players?

Jürgen: We are trying to do this. The one per cent approach applies to everyone. What’s interesting is the psychology behind it. I remember when we first talked to the Premier League and the initial response was, “1% in our case is a lot.” My response was “your 100% is really a lot.” It really is psychological. I mentioned that half of the players that joined are female, and I would say at least half of those are earning a salary less than us here in this room. The bandwidth stretches from low to really high income football and sometimes I’m surprised what 1% means for many of the people who have joined.

Fatuma: The issue is that the idea should focus not so much on the 1% of players but rather the impact it would have. It’s the moral responsibility of football. Using the example of those in my village in Kenya, but it could also be one in rural India. The reality is: they’re probably not going to play Champions League. But if they can contribute, it could turn a symbol into reality and could give the chance for people to play at a local level, which for them is a once-in-a-lifetime chance and can turn their life around, becoming their very own champions league. They could have access to education and things which otherwise they wouldn’t be able to. This would be the first phase in using football to help achieve those goals, with the aim to then later to get into the football industry, which is so wealthy, not as charity but as a moral responsibility. That would be a win-win for all of us.

Given the case of Mesut Özil at this summer’s World Cup, who felt he was racially abused, is it our responsibility as football for good ambassadors, to then educate and build sensitivity? Should we be the ones educating clubs and federations?

Marco: I think bringing education from the football for good movement into the world of professional football is a really good idea. We are talking about that in our club at the moment. The question could be: ‘Can we educate players on the world’s challenges, and offer more than just a normal “footballing” education that you get everywhere?’ It’s a chance to improve clubs, with better players and better personalities, building better characters. It’s a huge challenge but a great chance for clubs to contribute within their academies. So I think yes, it’s a great idea. If it’s possible, of course, you need some people deciding within the football industry to enable it to be possible, but there is a growing interest in this idea.

Jürgen: Our only club in its entirety to join Common Goal has started to work with its youth federations. From the u14’s going up to the u16’s and beyond, they’ll be working on SDG-related goals.

The club has committed to handing out tickets for their young players to sell in their neighbourhoods and schools, attracting more fans in coming to watch, with half of that revenue going towards the cause in topic. At the end of the season, there is a planned visit to an organisation tackling the challenge they have been studying and working on throughout the season. If they work on a health-related issue, for example, they could travel to an organisation within the network, using the third half as the vehicle to do so. It’s our first experience working of this kind, made easier, of course, by the club being a Common Goal member but one we are nonetheless very proud of and excited about.

Fatuma: This is another chance to emphasise that we can’t talk about women getting in the game, when half of them are not on the pitch. First of all, we need to get women in the game. The power of football, and how we use it as a tool, is to use the principle of the game itself. For us, gender equality is not something you say for the sake of saying without walking the talk. So I hope to see more investments in that. We need to reflect on our own self, as an organisation and a network. If we can, at the local level, get that half in the game, then we can look at the regional level and eventually globally within the network. We’ve only just started to scratch the surface. Out of the network members, only 20 are led by women. My hope is to have an equal divide. Women need to sit at the table too. These opportunities might not be handed out but we need to grab them, taking positions and amplifying the voice of girls and women globally.

What is the role of women in the 2030 goals at the local and global level?

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The club has committed to handing out tickets for their young players to sell in their neighbourhoods and schools, attracting more fans in coming to watch, with half of that revenue going towards the cause in topic. At the end of the season, there is a planned visit to an organisation tackling the challenge they have been studying and working on throughout the season. If they work on a health-related issue, for example, they could travel to an organisation within the network, using the third half as the vehicle to do so. It’s our first experience working of this kind, made easier, of course, by the club being a Common Goal member but one we are nonetheless very proud of and excited about.

Marco: I think it would be naïve to believe the whole football industry is to change in a couple of years. I think there are some clubs, taking responsibility seriously. I would say Bremen is one of those, along with Freiburg here in Germany being another example. But, of course, there are many clubs not interested. Not to create excuses, however, the problem even with a club like Bremen, people will always argue that such efforts are a distraction to winning.
The END Fund is the only private philanthropic initiative solely dedicated to ending the five most common neglected tropical diseases (NTDs). It efficiently puts private capital to work, advocating for NTD programmes that are innovative, integrated, and cost-effective. It facilitates strong partnerships with the private sector and aims to support national disease control programmes in over 29 countries.

Since its founding in 2012, with its partners, The END Fund has provided over 500 million donated treatments worth over $933 million, 11,400 surgeries for people suffering from the effects of the advanced stages of elephantiasis and trachoma, and trained more than 1.1 million people in NTD control and elimination efforts.

The END Fund

PARTNER HIGHLIGHT
THE END FUND

ABOUT
TACKLING NEGLECTED TROPICAL DISEASES WITH THE END FUND

In December 2018, streetfootballworld partnered with The END Fund, a private philanthropic organisation dedicated to ensuring people at risk of neglected tropical diseases can live healthy, more prosperous lives. The alliance showcases how two organisations, both frontrunners and innovators in their respective fields of work, come together as a team to exchange knowledge and implement a project that tackles one of today’s greatest humanitarian challenges.

Although neglected tropical diseases (NTDs) are preventable and treatable, they affect more than 1.5 billion people, among them 868 million children. The END Fund provides NTD treatment to those in need by growing and engaging a community of activist-philanthropists, managing high-impact strategic investments, and working in collaboration with government, NGO, pharmaceutical, and academic partners. In December 2018, streetfootballworld and The END Fund decided to team up to utilise the power of football in the prevention and treatment of NTDs. Sam Mayer, Vice President of Public Affairs for The END Fund expanded on this winning team: “NTDs affect 20 percent of the global population and to end them we need to think big. Football is the world’s most common language and has been shown to be a huge force for good in tackling other areas of public health. The END Fund is thrilled to partner with streetfootballworld and Common Goal to harness the power of the beautiful game to educate, mobilise, and inspire young people to realise our vision of a world without NTDs.”

“The partnership with The END Fund is a remarkable example of how two experts from different sectors team up and create shared impact by combining their knowledge and resources,” added Johannes Axster, Partnerships Director at streetfootballworld. “We are very happy about this development and look forward to our joint projects.”

As a first step, streetfootballworld and The END Fund have launched a pilot project in Rwanda and Nigeria in collaboration with streetfootballworld network members Espérance and Youth Empowerment and Development Initiative (YEDI). streetfootballworld, The END Fund and the local organisations are working hand in hand to develop and implement a concept that employs the power of football to tackle humanitarian challenges surrounding NTDs. Espérance and YEDI will carry out activities for school-age children that enhance youth welfare, raise awareness about NTDs, and support country-level and community NTD treatment through education programmes and football festivals in Nigeria and Rwanda.

Oje Ijaga, Executive Director of YEDI, sees great potential in using sport as a tool in the fight against NTDs. He explained that: “Sport, especially football, has already been proven to effectively educate young people and whole communities about sexual and reproductive health. Preventive messaging on NTDs and treatments can be easily embedded across communities through football and community activities.”

Victor Emmanuel Sewabana from Espérance reaffirmed: “We are convinced that, if NTDs were well known within the communities, it would be easier to end them. Football as a methodology can help in preventing and addressing NTDs through awareness-raising and educational content, especially in hard-to-reach communities. Mass mobilisation by involving schools and conducting sports activities is an impactful approach to end NTDs.”

“Sport, especially football, has already been proven to effectively educate young people and whole communities about sexual and reproductive health. Preventive messaging on NTDs and treatments can be easily embedded across communities through football and community activities.”

Oje Ijaga, Executive Director of YEDI

To ensure sustainability and the best possible alignment with local strategies, the pilot project will engage governmental authorities like the Ministry of Health and the Ministry of Education in both countries. streetfootballworld and The END Fund will support the local actors in the establishment of strong partnerships at the country-level to build a permanent and responsible foundation for ongoing activities and collective impact.

“We have the responsibility to help less privileged people around the world. Common Goal is a great way for me to unite with other players who share the same ideas as me to help people.”

The Nigerian international signed for Common Goal in March 2018 with aspirations to use his position as a role model in a positive way. Now plying his trade in Italy with Udinese, the Super Eagles centre-back has travelled the world witnessing the platform football players hold and how it could be used to help those less fortunate. He hopes his support facilitating YEDI, an organisation empowering and educating Nigerian youth, will encourage other players to share the responsibility.
Harnessing the Power of Social Enterprise through football

For many football for good organisations around the world, raising the necessary funding often proves to be the biggest hurdle to scaling their activities and achieving their goals. Every year, these organisations find themselves fighting for the financial sustainability of their programmes and adapting their agendas to the requests of grants from public and private donors. In addition, heavy competition for traditional income streams pushes organisations to rethink their funding models and look for more predictable and sustainable resources.

To empower community organisations with the skills and know-how they need to set up sustainable income mechanisms that can ensure the financial stability and continuation of their programmes, Common Goal has launched a Social Enterprise project. Social enterprises are businesses with a social purpose. They aim to make profit, but such profit is invested into driving positive social impact in the community. Additionally, they serve as job creators for young people and engage in environmentally friendly work practices.

Leading the project is streetfootballworld network member Kick4Life – a football for good organisation based in Lesotho that has developed a number of successful social enterprises. The project is being implemented in cooperation with four other experts in the field: Football United from Australia, Tiempo de Juego from Colombia, Sport4Life UK, and Street Soccer USA.

These organisations have extensive experience in establishing successful social enterprises that have a crucial return in ensuring the financial stability of their football for good programmes: restaurants, hotels, bakeries, football schools and even a smoothie bike.

“THE GOAL IS TO IMPROVE THE SUSTAINABILITY, AND SUBSEQUENTLY TO INCREASE THE SOCIAL IMPACT, OF OUR SECTOR.”

Steve Fleming
Kick4Life F.C., Lesotho

“This project brings together experts in social enterprise from the streetfootballworld network to harness their collective knowledge and experience in shaping tools and resources that can be used by other network members across the world. The goal is to improve the sustainability, and subsequently to increase the social impact, of our sector,” says Steve Fleming, founder and director of Kick4Life.
WHAT IS A COMMON GOAL SIGNATURE PROJECT?

Common Goal members pledge a minimum of 1% of their football earnings with which they can support specific organisations from a particular region or addressing a specific topic that is close to their hearts. Alternatively, they can support Common Goal Signature Projects, which align several players behind high-impact initiatives that involve the expertise of several organisations.

The Common Goal Signature Projects emphasise the importance of collective power to achieve social change and draw their effectiveness from the collaboration of experts within the field.

The 2018 Common Goal Signature Projects involved 20 Common Goal members and 11 implementing organisations. The selected initiatives were:

- Common Goal Project on Social Enterprise and Good Menstrual Hygiene Management.

In addition to creating sustainable income mechanisms for the organisations, social enterprises also achieve positive returns for the community. Within the five years that Kick4Life has been running their social businesses, the No. 7 Restaurant & Conference Centre and the Kick4Life Hotel, over 50 young trainees have progressed to permanent employment.

“The good thing about the No. 7 Restaurant is that you don’t just work for a restaurant just like any other restaurant you find in Lesotho. It gives unemployed members of the community work and all of the proceeds go back to Kick4Life programmes and projects,” says Matselane, a 24-year-old woman working at No. 7 Restaurant.

In the case of Tiempo de Juego, their bakery ‘La Jugada’ not only funds local football programmes in Colombia, but also combats malnutrition among children by making healthy food and drinks that are distributed in the local community. The scope and potential of such enterprises is huge — something Kick4Life and the other partner organisations are keen to share.

“IT’S CRITICALLY IMPORTANT THAT WE BUILD CAPACITY FOR OUR SECTOR AS A WHOLE TO ESTABLISH BEST PRACTICES THAT ARE GOING TO ENABLE US TO BE SELF-SUFFICIENT”

Rob Cann
Street Soccer, USA

Within the field of football for good, there are many other organisations that could strongly benefit from running their own social businesses and are keen to do so. However, they often lack the necessary know-how to kick off the process of developing a viable business model for their local markets. Throughout the Common Goal Social Enterprise project, the five organisations involved will create and launch Social Enterprise Assist, a digital consulting tool that will guide other football for good organisations through the process of developing, establishing and operating a successful social business. The resources that Social Enterprise Assist will offer to organisations will include a ten-step online toolkit as well as tailored workshops and mentoring, which can be used remotely.

“I think it’s critically important that we build capacity for our sector as a whole to establish best practices that are going to enable us to be self-sufficient,” says Rob Cann from Street Soccer USA.

Once an organisation signs up to Social Enterprise Assist, they are allocated a coach with a wealth of experience in setting up and running successful social enterprises from one of the five partner organisations. The coach’s role is to mentor the organisations and help them identify opportunities to start, analyse their specific market, devise business and operational plans and financial budgets right up until the final implementation and subsequent evaluation.

The Social Enterprise Assist consultancy model is truly a global approach that will lay the foundations for significant and measurable long-term impact in the football for good field. By establishing sustainable funding via social enterprises, these organisations can amplify their effect and extend their support to those who need it the most. By 2023 Kick4Life and its partners aim to have 80% of streetfootballworld’s network members running social enterprises, generating 15% of the income of the entire network. Like every signature project supported through Common Goal’s collective fund, Social Enterprise Assist focuses on collective power to achieve social change and draws effectiveness from the collaboration of experts within the field. Hana Taiji from Kick4Life sums it up perfectly: “There is something truly impactful about investing in a set of tools that will help others explore self-sustainability in this way.”

“COMMON GOAL IS THE MOST IMPORTANT PROJECT IN OUR SECTOR, AND IN THE FOOTBALL INDUSTRY FOR A LONG TIME”

Steve Fleming
Kick4Life F.C., Lesotho
“IT HAS ALWAYS BEEN MY DREAM TO HELP PEOPLE AND, WITH COMMON GOAL, I THINK WE HAVE THE SAME DREAM.”

David Accam, Common Goal Member & Philadelphia Union Player

IN-DEPTH INTERVIEW

From pipe dreams to professional pitch

“Nothing in life comes easy,” David Accam’s parents told him when he was growing up as a boy in a fishing village on the outskirts of Ghana’s capital city Accra. To top it off, David chose to pursue a dream that is hard to fulfil under the most favourable circumstances: to become a professional footballer. In his home community, it meant tackling societal beliefs that all footballers were illiterate. With his hard work and perseverance, the 28-year-old turned his pipe dream into reality, leaving the gravel pitches of his neighbourhood behind to attend the Right to Dream Academy, sign with clubs in England, Sweden and the USA, where he currently plays as a forward at Philadelphia Union. Having sparked a new dream beyond the professional pitch, David joined Common Goal in November 2017.
IN-DEPTH INTERVIEW

David Accam

Back in Ghana for the first time in a year with his family for an extended break over Christmas and New Year, David talks about the importance of combining education with football and how his initial dream for his career spawned another: to use the game for good.

When you were a child what were your wildest, seemingly most out of reach dreams?

The basic ones I dreamed about were playing in the Ghana jersey and playing for Ghana in a major tournament. As a kid you think this is some crazy or stupid dream, but as you grow older, you work hard and achieve the dream, it’s amazing what you can do.

Before this dream took hold, when did you start considering a career in football?

They were more concerned about my education. When I was growing up, footballers in Ghana were perceived to be illiterate, so my parents didn’t like it. They wanted me to go to school and to focus more on my education.

How did your parents react when you started considering a career in football?

I learned so much in life through football. Football is team work. You meet a lot of people and you learn a lot through people as well.

I started playing football at a young age. For me it was just about having fun. Having fun with friends after school, during school hours. I never really thought about playing professionally.

We used to play in our communities and we used to put money on it, our lunch money. As kids, we bet on the matches that we played, we put our lunch money on it and if you lose, then there is no lunch for you (laughs). If you win, you have enough money for lunch and maybe for the next day as well...

We played after school and in the holidays. We just played on gravel and sand anywhere we could...a small space we could turn into a football court. It was just fun having friends around and playing.

My parents said I loved football as a kid. That was what I was doing all the time. I didn’t really play any other sports. I played every day after school and I’d even get in trouble because I didn’t get home early. I would still be playing until it was darkness and my parents didn’t like it.

Before football became more than a pastime, what did you think you would be when you grew up?

I was really good at sciences. I thought I would be doing something science-oriented. As you grow older a lot changes, your passion and everything changes, and I got more into football as a potential career.

How did you convince your parents?

Luckily, I got to go to Right to Dream (Academy) and because it wasn’t just football – it was education as well – that convinced my parents that that might be a good environment for me to learn, because I love football and I am going to a place where I get professional coaches, a good environment to both learn and play football, but I get to do my education as well.

“I learned so much in life through football. Football is team work. You meet a lot of people and you learn a lot through people as well.”

“How did you come to join the Right to Dream Academy?

I was playing backyard football with friends and luckily they had a scout around and he saw me and told me to come on trials at the Right to Dream Academy and everything started from there. I was coming back from the academy I was currently at and I didn’t really like it there. So, in my mind, I was like: ‘I’m not really interested in football’ and even though I wanted to play for fun in the backyard with friends I wasn’t really interested in it as a career, so when they came I didn’t even take it seriously. But later I saw that it is a different academy compared to the previous one I was in, so that changed everything.

You spent four years at the Right to Dream Academy. How did the time there shape you?

The key thing would be education as well as the commitment of the people there. I learned so much there. There were footballers from different parts of the country: in Ghana we have a lot of different tribes and different languages, so with all these people coming together you learned so much from them and you work as a team, but it’s not easy trying to work as a team with people from different tribes and other places. But you work hard and learn so much from them as well. It broadened my mind to have different views or aspects from other people.

Who were the people who influenced you growing up – and how?

To be fair when I was growing up I didn’t really have football role models but the community where I grew up had a lot of influence on my life. I grew up in a suburb of Accra and that had a lot of influence on everything I am doing now. It was a fishing community, I live close to the beach. Everyone goes to fishing, they really work hard. It’s a manual work for them, they don’t use any major equipment or anything. They just use a small canoe boat and they keep working hard every day. That had a lot of influence on me. Fortunately, my parents come from, I would say, the middle class. My dad was an accountant and my mum was a nurse. I was in a good position compared to most of my friends that I grew up with.

What effect did the game itself have on you?

Football gave me the right to be a professional footballer. It taught me how to persevere and also have goals you work towards achieving your goals.

How do you think that helped you for your life outside Ghana?

Because I left my parents, because they were not there, it was all about fighting for yourself to survive and being the best that you can. You don’t have your parents or family there and you have to work hard and know where you are coming from and also have goals you work towards achieving in life.
IN-DEPTH INTERVIEW
David Accam

You left your home country Ghana at the young age of 18. That was a great opportunity, but must also have been quite a challenge. Why did you go and how did it feel at the time?
I went to England for education. I was studying Sports Science at Hartpury College and it was tough because when I was in Ghana, I wasn’t used to working with a laptop and I wasn’t used to using technology. But I was lucky to have good friends around who helped me to adjust when I first went there.

It was difficult at that level combining football and education. I even thought of giving up sometimes. But you just remember that you come from a tough background and you need to succeed to go back home. There’s no need to think about it. My parents always told me: “It’s not easy in life. Everything you want to achieve comes with a price and you have to pay for it.”

How do you keep up the motivation?
You just have to remember where you are coming from and what you want to achieve in life. Nothing in life comes easy, you have to work hard for everything. Luckily, I was in a good environment with good people and good coaches so you tend to learn a lot from them and if you keep working hard then you reach your destination.

“I also want to prove to people that you don’t always have to win the Balon d’Or to be great at something after football – an ordinary footballer like me can also be great for a country, they just have to want to do it.”

When you first started to think that the dream of becoming a professional footballer could turn into a reality? What made you believe it could happen?
We used to play the university games and every time I played I had a lot of coaches making recommendations about me and everyone telling me you’re good enough to play and stuff. Even though I knew I was good enough, I wasn’t having the opportunities to play professionally, but when you have all these people telling you this, it motivates you to keep working hard and that the right time will come and you will get the chance.

And the chance came when you were 21… Yeah, and it’s not common because most people turn professional at 17, 18, 19. At the age of 21 I still wasn’t professional, I was still in school and I was thinking: “Am I going to get my chance to be a professional?” Then, luckily, one coach from Sweden called me and said: “I’ve seen you play in university games and I want you to come and play for me in Sweden.” I didn’t even hesitate. The next week I was on a plane to Sweden. I knew this was a chance for me and I had to take this opportunity.

You have spent a lot of your life living outside Ghana. From what is written about you in the media and what you post on your social media channels, you feel a strong connection to the country where you were born. How would you describe that connection?
I think I have spent most of my last 10, 11 years abroad, but I still feel more connected to Ghana. It’s where I grew up, I have my family, my parents and this community. The community in Ghana shaped me and I am who I am now because of it, so I would be ungrateful to reject where I come from and just enjoy the easy life being abroad without returning to that community and giving back.

Do you see yourself returning in future? As a footballer or in a different role?
At the moment, I am at a stage in my life where I am having a lot of thought about life after football. I started taking a degree in Management also to help me in the future, so, for sure, it depends where I want to be and the kind of job and influence I want to have on people. I’m always passionate about helping others to achieve their dreams, whether in Ghana or any African country or in America, I don’t know. I would love to keep helping people and make a change in other people’s lives.

What could your role beyond football be? Could you be a Ghanaian George Weah?
That’s a huge story! I love politics, I love current affairs and I wouldn’t rule out going into politics or doing something impactful to help the community - George Weah is phenomenal as a player and person but I also want to prove to people that you don’t always have to win the Balon d’Or to be great at something after football - an ordinary footballer like me can also be great for a country, they just have to want to do it. And at the moment that is what I want to work towards for after my career.
IN-DEPTH INTERVIEW
David Accam

You have experienced the transformative power of football in your own life. How, on a larger scale, would you like to see football improving the lives of others and, ultimately, changing the world for the better? I think the combination of football and education is most obvious. Football is a tool that helps promote social issues and improves our health. So combining both would be huge for our community. I am always hurt to see people not able to enjoy the basic needs in life and suffer from poverty, inequalities and other social issues. Now people realise how important football is and how we can use football to help change all this stuff. From what is happening with Common Goal members you see that you can use football to do a lot for our communities and our societies.

Before joining Common Goal in November 2017 you already used football for social change, e.g. by supporting the construction of a community pitch to the benefit of the Right to Dream Academy in Kumasi. Why is it important for you to not simply continue going it alone or set up your own foundation, as other football players have done, but to be part of a movement like Common Goal? I have friends that have their own foundations and are doing amazing stuff, but I think with Common Goal...the name even says a lot. With Common Goal, a lot of players are coming together to help change social issues in this world and I think, for me, we can always help on a bigger stage. We can have our own foundations, but on a bigger stage, you need more hands to help. That’s where Common Goal comes in and that’s the way I understand Common Goal. People coming together to help in a common way or to come together to promote health and social issues.

Common Goal strives to harness the power of football to tackle our world’s greatest social challenges in line with the United Nations Global Goals. Which three among the 17 goals are most important to you and why? It will be hard for me to choose any one because of my background, but if I have to choose I would say Goals 1-5. No poverty, Zero Hunger, Good Health and Well-Being, Quality Education and Gender Equality. These are basic needs and things that everyone should enjoy. That is where I think Common Goal comes in and that’s where I think we can use education to help eradicate some of these issues.

As part of your Common Goal membership, you decided to allocate your pledge to Whizzkids United in Ghana. What motivated you to support this organisation, in particular? As I said, there is power in football and education and we can use that to improve ourselves and social issues. It was an easy decision to support them. Especially people from the north of Ghana...it’s not the same as in Accra, because Accra is a little more advanced compared to the north. So mostly helping children get an education through football was an easy decision for me to make.

Samira Sanusi – a young leader engaged in programmes at Whizzkids United – recently sent you her story. What thoughts did reading it provoke? For me there is so much more to life than just playing football. I want to impact a lot of lives outside of football, like helping young kids to be the next George Weah, a nurse, a doctor, a lawyer – or anything they want to be. That is why I am trying to build pitches for young kids to get good training and also a good education. These are the main things I would like people to remember me for after my life. I just want to be impactful with other people outside the field. Of course I want to win trophies, but it is not important to me compared with helping a life.

Challenges are there to strengthen us so you shouldn’t be afraid of them. And I would say, never give up and don’t be scared of change. Sometimes you need a change to succeed. Remember the help you are being given and give it back as well. Every person in this world has been given some help. It is the easiest decision to give it back as well.

How would you like to be remembered? For me there is so much more to life than just playing football. I want to impact a lot of lives outside of football, like helping young kids to be the next George Weah, a nurse, a doctor, a lawyer – or anything they want to be. That is why I am trying to build pitches for young kids to get good training and also a good education. These are the main things I would like people to remember me for after my life. I just want to be impactful with other people outside the field. Of course I want to win trophies, but it is not important to me compared with helping a life.
MEET OUR
2 new NETWORK MEMBERS

PURE GAME
Pure Game works in troubled inner city areas with the mission of providing positive mentors who champion the development of a child’s self-esteem and confidence, inspiring them to believe in themselves and the possibilities of a better life. In order to do so, Pure Game offers comprehensive football programmes to organisations working with vulnerable children. These programmes are generally 10 weeks in length and include the Pure Game STAR (Stop, Think, Act, Reflect) & SOCCER character education curriculum, which equips participants with a valuable processing tool to tackle challenging life situations, provides them with concepts on positive values and guidance on how to apply these in their daily lives.

AT PURE GAME WE USE SOCCER AS A MEANS TO CONNECT WITH CHILDREN WITH AN INNOVATIVE APPROACH THAT FOCUSES ON THE DEVELOPMENT OF THE CHILD, NOT THE ATHLETE.*

PURE GAME
USA

Country: USA
Main social topics: Education, Employability, Gender Equality, Health & Social Integration
Number of beneficiaries/year: 5000
Age range of beneficiaries: 10–18

FOOTBALL FOUNDATION
With the mission of achieving greater social integration in the Gansbaai region of South Africa and educating and empowering youth, the ‘Football Foundation of South Africa’ (FFSA) came into being in 2008 with the support of the British Premier League, which has remained a close supporter ever since. The ‘Football Foundation’ uses football, and other sports, to promote awareness about the environment, conservation, sexual health and WASH. It uses Coaches Across Continents’ environmental sessions which it integrates into its ‘Food for Sport’ nutrition programme, ‘Dibanisa’, after-school environmental awareness programmes and its holiday and event-based programming. It also runs Grassroot Soccer Comprehensive Sexual Health skills curriculum in primary and high schools.

THE FOOTBALL FOUNDATION AIMS TO CULTIVATE CHILDREN’S POTENTIAL THROUGH SPORT TO TRIGGER POSITIVE SOCIAL CHANGE IN OUR ECONOMICALLY DEPRIVED COMMUNITIES, AND TO BUILD STRONG, HEALTHY AND PROUD YOUNG SOUTH AFRICANS.*

FOOTBALL FOUNDATION
South Africa

Country: South Africa
Main social topics: Education, Employability, Environment, Health, Youth Leadership
Number of beneficiaries/year: 8100
Age range of beneficiaries: 6–18

*Quotes from organisations' mission statements.
TRAINING FOR PEACE IN COLOMBIA
Expanding upon a programme initiated in 2016, “Reinsertados in Football 2018” took place from 15th September 2018 to 14th January 2019 thanks to funding from the German Federal Foreign Office. The main goal was to promote sports by engaging coaches working with young people throughout Colombia and increase their proficiency in the delivery of high quality football programmes. Two representatives of German professional football paid the participants a special visit to share their expertise and fuel the group’s motivation.

In internal armed conflict that erupted in the mid 1960s held its grip on Colombia for five decades as government forces, paramilitary groups and guerrillas battled it out over contested territorial claims. During the fighting, over 200,000 people were killed and more than six million Colombians were displaced from their homes. As political leaders struggle to negotiate peace in the country and reunite the splintered factions of society, the civilian population face the daily challenge of overcoming past trauma and finding a way to live together with their former aggressors.

To give young people living in post-conflict Colombia access to much-needed safe spaces to play and foster interaction between discordant social groups through play, streetfootballworld has been working to connect members of the amateur sports sector in Colombia ever since the initiation of the project “Football for Peace and Reconciliation” in 2016.

Most recently, a project took place aimed at equipping additional coaches with the knowledge and skills they need to carry out activities with children and young adults in their communities. This and previous programmes have been founded upon the premise that peace can only be cemented by including all sides of the conflict. The programme was named “Reinsertados in football Colombia 2018” to highlight that former members of guerrilla groups can also be regarded as victims presently struggling to find their place in society after laying down their arms. A significant component of peace efforts consists of their successful reintegration or “reinserción” into society.
IN FOCUS: LATIN AMERICA
Training for Peace in Colombia

CAPACITY DEVELOPMENT FOR COACHES
The project “Reinsertados in football Colombia 2018” was implemented by streetfootballworld network member Fundación Tiempo de Juego and came to a successful conclusion on the 14th January. Over the course of four months, coaches working in areas of Colombia worst afflicted by the conflict were trained in football methodologies and had the opportunity to put what they had learned into practice at football festivals engaging almost 5000 children and youth.

Through a series of workshops, 75 participants received comprehensive training in technical and tactical football skills to improve their knowledge and competencies. They can now apply the lessons learned to weekly sports programmes for children and young people in their home communities aimed at fostering social cohesion between so-called “resinsertados” and civilian victims.

Yeny Valdez, a victim of the conflict and peace coach from Soacha on the outskirts of Bogotá, recounts how the programme enabled her to meet and become teammates with former perpetrators: “I became friends with them first, without knowing their background. When I heard their stories, they told me what groups they were in and asked for forgiveness, I was able to say the past is in the past. The project brought together people that had no other way of getting together.”

AWAY PLAYERS FROM GERMANY
For the coaches, a both memorable and informative moment was the opportunity to meet and work together with two special guests from the world of professional football. Monika Staab, a German football professional player, and Oliver Rathenow, Head of Youth Scouting at 1. FC Union Berlin. Last October, they travelled to Colombia to share their expertise and enthusiasm through workshops and during a national festival in Medellin.

“I really got the feeling that they (the participants) were really happy that someone from Germany had come all his way to work with them,” Monika Staab commented, adding: “It was incredibly powerful for them to experience someone from outside (Colombia) showing such an interest. For me, it was great to be part of that.”

“We conducted training sessions with groups of up to 80 coaches,” Oliver Rathenow recounted, “The workshops were a combination of theory and practice. Our aim was to provide the participants with the skills they need as football coaches. For instance, how to organise and structure a training session.”

Aweare that most of these participants work in adverse conditions very different from the utopic training conditions that they are accustomed to as professionals, he and Monika Staab nonetheless decided to define together with the group what “a perfect training session” would look like in order to then explore alternatives to counterbalance these challenges.

Both agreed that they sought to offer more than training in tactics and technique. “There are trainers who see their role more literally as trainers,” Monika Staab explained, “In a situation like this, the most important thing is humanity. The humanity of building a connection with the participants. Our role as professionals in the football industry is to add to this the expertise we can offer. Once you do that, you can move mountains together!”

Both were positively overwhelmed by the warm welcome they received and the dedication of the participants: “I was very moved by their eagerness to participate and soak all the information up,” Oliver Rathenow enthused. Monika Staab echoed his words and promised: “I will definitely be coming back to Colombia!”

Esteban Herrera, a coach at Tiempo de Juego, noted: “For Wadmyn and Mercedes (two local coach leaders), the festival was an opportunity to launch their football programme in San Vicente del Caguan.” He explained that San Vicente had been in the midst of the conflict and a place where FARC guerrillas had congregated during the failed peace negotiations between 1999 and 2002. “Now thanks to these two leaders, football has become accessible to children in the region. They can use their football techniques and the football for peace methodologies they have learned while participating in different projects funded by the German Government through streetfootballworld, to reach out to the community, create relationships of trust and call for children to come and participate in the football activities.”

After the end of the project, 20,000 children and youth from organisations, clubs and community groups represented by the 75 qualified coaches, will engage in weekly activities in safe spaces that allow encounters between different members of society and enable them to play sports together in professional conditions.

FESTIVAL SEASON
The year ended in high gear, with regional festivals taking place across the country from the end of November until mid-January. The 13 different locations selected belonged to the regions of Colombia most affected by the conflict. The events served as a means of engaging with these communities, local stakeholders and reaching local children, many of whom have little or no access to sports activities. Overall, the festivals drew at total of 5,055 participants between the ages of 10 and 17. The activities and matches during the events were designed to promote community engagement and address life skills centred on reconciliation.

The events also served as training opportunities for local coaches. They were instructed by Sports Coordinators from Tiempo de Juego, who themselves had assisted the coaching programme delivered by Monika Staab and Oliver Rathenow, in the organisation and implementation of a festival. One of these participants, Leonel Blando Murillo, later helped to stage a festival in Bojaya, tragically renowned for the massacre that occurred on 2nd May 2002 when FARC guerrillas seized the town killing over 100 civilians, of whom 45 were children. Leonel himself survived the attack and today works as a peace coach. “I lost many of my friends and family on that day and now I want to bring happiness to my town. Better football teaching techniques strengthen the relationship with the children I work with. They will be more motivated to come (to sessions), because they have more to learn and they feel they advance in their football objectives. At the same time, I will use the ball and every activity to show them that every football aspect they imprint in their game can be taken to their real lives.”

Commenting on the long-term effects of these sessions, William Jimenez, Sports Coordinator at Tiempo de Juego, noted, “For Wadmyn and Mercedes (two local coach leaders), the festival was an opportunity to launch their football programme in San Vicente del Caguan.” He explained that San Vicente had been in the midst of the conflict and a place where FARC guerrillas had congregated during the failed peace negotiations between 1999 and 2002. “Now thanks to these two leaders, football has become accessible to children in the region. They can use their football techniques and the football for peace methodologies they have learned while participating in different projects funded by the German Government through streetfootballworld, to reach out to the community, create relationships of trust and call for children to come and participate in the football activities.”

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IN FOCUS: ASIA
Generation Amazing Pitch-Opening in India

Generation Amazing Pitch-Opening in India
Though the 2022 FIFA World Cup Qatar™ is still four years away, in mid-November 2018 Generation Amazing already marked a milestone in the competition’s legacy. In the Punjab state of Jamsher, Generation Amazing officially opened their first pitch on Indian soil, hoping to provide a safe space to play and offer football for development programmes to over 20,000 local participants on a regular basis.

“We are proud to inaugurate our first Generation Amazing football pitch in India, and to continue making a positive impact on the lives of young people in Jamsher and the surrounding areas,” said Afraa Al Noaimi, Generation Amazing’s Acting Executive Director. “Our football for development programme has made significant strides since it was launched in India earlier this year across a number of locations and cities, and this pitch-opening will provide a tangible social and human legacy to this area for future generations. We encourage all of the young girls and boys in the area to join our programming and make the most of the opportunities to learn life skills and important sporting values through football,” said Al Noaimi. This infrastructure project has been implemented by Generation Amazing’s local partner YFC Rurka Kalan, a community organisation that uses sport to mobilise large communities in the surrounding areas. The opening of the pitch will only strengthen the support of the programmes run by the organisation, which has reached over 6,800 beneficiaries in the year 2018.

The new facilities include a full 11-a-side football pitch, as well as changing rooms, both of which are only a throw-in away from a local school to encourage sharing in the use of the pitch.
**Generation Amazing Pitch-Opening in India**

Baljinder, who will now be able to run sport for girls, has the same opportunities,” says I want to continue helping children and ensuring support young girls in my community. In the future, I am the pitch in advocating for gender equality among young girls.

Now, Baljinder’s parents are not only proud but also strongly respected in the community through their daughter’s achievements in advocating for young girls.

I believe I was selected as a Generation Amazing Youth Ambassador to motivate and empower girls in my village. In the future, I want to continue helping children and ensuring that girls have the same opportunities,” says Baljinder, who will now be able to run sport for development programmes from her new stomping ground. Such programmes, according to her, are paramount in providing the opportunity for a large number of children and will have a significant impact especially on girls: “I believe that, when I start doing programmes in the new pitch, a lot of parents will send their daughters to play there, because they trust me.”

From the local school in Jamsheer, to the whole community at large, support and engagement for the infrastructure project has remained high throughout. Community leaders, the local school and children are already involved in maintaining the ground, while local construction contractors and labourers were ever-present in the construction process of the pitch. Sharing the refurbishment plans with community residents likewise encouraged cooperation, such as when members of the community contributed to the beautification of the pitch on two special occasions.

The opening took place within framework of Generation Amazing National Festival from 12th to 18th of November in Rurka Kalan. The festival gathered local partners from India and Nepal, hosting 150 players with a grand total of 4,000 participants for the entire event. In cooperation with streetfootballworld, Generation Amazing is currently developing 10 infrastructure projects (including pitches and community centres) in four countries including India, Jordan, Lebanon and the Philippines. With a global reach of over 100,000 young people, these infrastructure projects will create safe spaces to play across 10 communities in the hosting nations.

For 22-year-old Generation Amazing Youth Ambassador Baljinder, the pitch represents a fundamental asset for the sport for development programmes that she and her fellow youth ambassador Sonia implement in the villages surrounding the city of Jhalandar, and for the promotion of gender equality in these communities. This pitch will give a chance to more young people and especially girls to play football,” says Baljinder, a confident and determined young woman from Jamsher, who became a Generation Amazing Youth Ambassador in early 2018. Her involvement as a youth mentor implementing sport for development programmes at first created opposition in her community, whereby fellow villagers were unaccepting, instead believing that girls should only wear Punjabi dress and refrain from practising sports. Such hostility however, didn’t deter Baljinder from continuing with her mission in the community.

With the support of Generation Amazing, Baljinder runs sport for development programmes and sports skills programmes for 95 youngsters, ranging from 12 to 15 years of age, from the local school in Jamsheer. But her work also continues off the pitch in advocating for gender equality among the older members of the community. She grew up hearing from her grandmother that “girls are not as important as boys”, but has strived through hardship to show her parents and the rest of the community that girls deserve equal opportunities.

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My name is Baljinder, I am 22 years old, I am from India and I am a Generation Amazing Youth Ambassador. In my role as a youth ambassador, I do training sessions on sport for development, with a special focus on girls. We address many different topics such as education, personal hygiene, leadership skills and communication. I train about 100 girls on a regular basis in the school of Jamsher.

I want to share some good news with the girls that I train but also with the whole community of Jamsher: with the support of Generation Amazing we have now a new pitch that will enable a lot of children, and especially girls, to play football in a safe space.

Now that we have a new pitch we want to encourage parents to send their girls to play. I believe that football can help children in building their leadership skills, confidence and so, can positively impact their lives.

For me the day of the opening was very special. I felt a great support from Generation Amazing and the community of Jamsher. Having the opportunity to cut the ribbon and officially launch the pitch has been one of the most important moments of my life. Not only because of the ceremony, but because I will use this pitch to continue training and empowering girls in my village.

In India, because of the culture, because of the families and because of the traditions, girls don’t have the same opportunities as boys to play, to pursue education, to travel. The oldest people in my family used to tell me that girls are not as important as boys. However, I was lucky that my parents supported me in getting involved with football programmes. Since I became a youth ambassador and went to Russia World Cup 2018, my community sees me as a role model and my parents are very proud.

I want to ask parents to encourage their girls to play sports and pursue education. They will be able to gain good opportunities to have a brighter future.

I would like to give a message to girls: come to the ground, never stop dreaming, be confident and live your life in your own way.

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On the path to becoming the role model she strives to be today, 24-year-old Matselane Mokebisa was fortunate to have supporters from different fields. First, her mother showed her that she didn’t have to simply follow the rules dictated by a male-dominated community. Then, the Kick4Life team introduced her to a sport that she had never dared to play and gave her the skills she needed to live an independent life.

The first time Matselane played football properly was the day she started with Kick4Life. She found herself on the pitch, trembling slightly with apprehension, trying at all costs to avoid the ball for fear of making a fool of herself. It wasn’t football, but the promise of a free lunch that had lured her to the session.

As the game unfolded, Matselane’s nerves subsided, she began chasing the ball and kicking it as hard as she possibly could. She suddenly realised that she was actually enjoying herself. It was only later that Matselane would realise that football could be more than just a pastime.

Matselane Mokebisa lives in Maseru, the capital city of Lesotho, a small mountainous country hemmed in on all sides by South Africa. The 24-year-old remembers writing about her home country in secondary school, describing it as “a rare diamond inside of South Africa.” A metaphorical “diamond” within which the real mineral can be found. Mining diamonds is what Matselane describes as “a real job”. A real job that is, however, reserved for men. For women, she says, tradition lays out another path. They are expected to marry at a young age and raise a family. “As soon as they get married,” Matselane adds, “women are viewed as assets to their husband or husband’s family.”
CHAPTER 1

STORIES FROM THE FIELD

“My life, my path”: Matselane Mokebisa

It was Matselane’s mother who showed her that there were alternatives to this pre-determined life. She decided that she did not only want to be defined as a housewife. Unable to be independent in her marriage, she filed for a divorce – “something that is frowned upon for women in Lesotho,” Matselane says. Her mother, however, paid no regard to what others expected of her. She moved to the city of Maseru and raised Matselane and her two brothers on her own. “She didn’t need or want a man’s support or money to help her live,” Matselane says proudly, “She knew she could do that on her own.”

“I met all these women who were so devoted to learning about how they could improve themselves and become an influential part of our community.”

Life wasn’t easy for the family – supporting four people was a financial burden Matselane’s mother struggled to shoulder. “But whenever my mother did have money, she would send me to a good school, which was expensive.” Whenever the money ran out, Matselane had to change schools. “I had to keep repeating classes and it led me to get more and more confused and frustrated,” Matselane remembers. She was confident of her own potential, but felt restricted by her circumstances. She left secondary school with low grades and struggled to find a job. Matselane was distraught and began to worry about her future. She desperately wanted to find work to pay her way through university. The image of a socially acceptable and convenient life kept flickering before her mind’s eye: to marry and rely on a husband for money and food. But, with her mother as her role model, she had been instilled with unconventional goals. “I met all these women who were so devoted to learning about how they could improve themselves and become an influential part of our community,” Matselane enthuses, “Besides my mother, I didn’t know these kind of women existed in our communities. I left that meeting completely uplifted.” From that moment on, she knew that Kick4Life and football could give her the support she needed and she signed up to all of the programmes that the organisation had to offer.

Fi4Work was one of the programmes that helped her a lot, Matselane says. While searching for a job after graduating from secondary school, Matselane was bowed over by the harsh reality of the working world. At school she had never been taught about the workspace, how to be professional, or how to impress an employer to get a job.

These were some of the skills that she acquired through the programme. At Fi4Work, she and her fellow participants gained the opportunity to apply for positions with Kick4Life’s partner restaurant, the No. 7 Restaurant. “I thought they were just putting what they had taught us to the test,” Matselane remembers, “But we applied, and me and two other girls were able to get in!”

The No. 7 Restaurant is her favourite part of Kick4Life, Matselane says. “It is unusual and amazing because it gives unemployed members of the community work and all of the proceeds go back to Kick4Life programmes and projects.” For unemployed people, as she was at the time, it serves to not only generate an income but also gain a much-needed confidence boost.

Being part of the Kick4Life community has given Matselane a strong support system. She knows that “they will be there if I am ever struggling again.” Sometimes she thinks wistfully about how helpful the programme would have been for her mother – particularly at a time when she was raising three young children and needed support to make the difficult choices she was confronted with. “How many other women like her are out there right now?” Matselane asks. “And what about their children? It makes me sad, but also determined to find a way to change that!”

For her own future, she now has a clear path. Her ultimate goal is to become a full-time coach at Kick4Life. She has already begun carrying out some mentoring sessions at the No. 7 Restaurant. But, in order to flourish even further in this role, Matselane plans to become a flight attendant. It is a job, she says, that will enable her to travel the world while continuing to develop her hospitality and communication skills.

Having found her way thanks to the support of others, Matselane is thrilled at the prospect of helping other girls and young women find opportunities and chart their own independent life course.

Matselane frequently thinks back to that very first game of football and about what she has gained since. She has learned many life skills, she says, and profited from the support of the people she has encountered through Kick4Life. “Everyone I meet is a special gem,” Matselane smiles, “From my mentors to my teammates to the customers I wait on, full of energy, brightening up my days!”

Having found her way thanks to the support of others, Matselane is thrilled at the prospect of helping other girls and young women find opportunities and chart their own independent life course. The aim of her own life now is to “help make their paths a wide open shot to their goals!”
How a teenager from Rhode Island, USA, received the support – and supporters – she needed to tackle insidious racist attacks and take aim for her dream of attending Harvard Medical School. We meet 18-year-old Francess Kamara who discovered as a participant at Project GOAL how football could feed her ambitions beyond the pitch.

Barnard College, New York City, is one of the oldest women’s colleges in the world. Though its campus walls have now received their very own branch of ivy thanks to its status as a Colombia University affiliate, like the story of current student Francess, the relationship did not always resemble its current incarnation. Named after Colombia’s 10th President Frederick Barnard, its 1889 founding came only in response to Colombia’s refusal to admit women for undergraduate study in its first 229 years.

Now in her sophomore year majoring in Molecular Biology and Human Rights, Francess explains to us how it took her own sobering reality to awaken her to the challenges ahead and how she used football to support her in changing the narrative of her life. Like those pioneers over a century ago at Barnard, Francess also once feared her aspirations wouldn’t be allowed to reach their full potential.

Born to a Liberian father and a Dominican mother, Francess was raised in Rhode Island along with her two siblings and is amongst the first generation of US Americans in the family. When asked to paint a picture of home, it seems the sentiment towards the Ocean State is one in motion. Now pitted against the benefit of hindsight and the breadth of a New York City skyline, “it feels small and quiet” she says, but perhaps most pertinently, “quaint.”
Frances’ voice brims with nostalgia when recounting the joys of childhood. She always loved school and was thoroughly content throughout elementary, telling us how her passion to learn was nurtured and matched by the freedom to participate in sporting activities. Yet, it was only during her time at middle school where familiar surroundings began to accrue strange feelings in Frances. Even before she had reached eighth grade, Frances felt unable to ask questions. She began to feel isolated and trapped.

“She suspected that these myopic responses were marred by prejudice towards her ethnicity and socioeconomic background.” Instead of encouragement, Frances was confronted with hesitant and bewildered facial expressions, wading unsupportive blows: “One teacher would say: ‘You’re applying there?’, while another would say: ‘Are you sure you don’t mean there?’ referring to another school held in lower esteem,” she reveals.

The optimistic tune to which she had conducted herself took a tumble. “I felt like people didn’t believe in me.” It was only by being introduced to Project GOAL that she began to feel like people were on her side again. Since 2004, the coeducational, tutoring and mentoring initiative inspires academic success through football. Frances earned playing time on the pitch with licensed coaches, through academic study in the classroom, which provided her with the opportunity of educational support while being part of a sports team. Frances is one of over a thousand to pass both exams and footballs in the after-school programme, with football incentivising academic and overall success.

After having heard about Project GOAL through a family friend, her initial excitement of private school applications, was met by exceeded expectations. “From the very first session, I felt they wanted the best for me and made me feel I had the potential to succeed,” Frances recalls. As a newly admitted student at the Wheeler School, a local private institution with an excellent academic reputation. Once again, however, she was met with opposition. “I remember letters of recommendation from administration itself that made me want to leave. I was unhappy, but I still wanted to learn.”

As a solution to the problem, Frances decided to apply to Wheeler School, a local private institution with an excellent academic reputation. Once again, however, she was met with opposition. “I remember letters of recommendation from teachers left her hugely unsatisfied. “It was the administration itself that made me want to leave. I was unhappy, but I still wanted to learn.”

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“From the very first session, I felt they wanted the best for me and made me feel I had the potential to succeed.”

The way things were taught didn’t make sense to me,” she says, explaining that the interaction with the teachers left her hugely unsatisfied. “It was the administration itself that made me want to leave. I was unhappy, but I still wanted to learn.”

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“To raise the organisation’s flagbearers for her own attitude. Project GOAL Co-founder Darius Shirzadi, better known as ‘Coach Darius’, is also the reason that whenever she is back in Rhode Island, Frances is one of many who pay him a visit. “He’s very much involved in our lives,” she says, adding that, “he’s more than a coach and tutor, he’s a mentor. Even now, if there are opportunities he believes could benefit us, he’s the first to let us know. I’m always available for Project GOAL because I’m so eternally grateful.”

This materialised when Coach Darius gave Frances the opportunity to speak at the organisation’s annual gala. A landmark moment in the annual Project GOAL calendar, when donors come together with other affiliates, from coaches to students and families. A slightly embarrassed chuckle reveals the nerves she felt beforehand. Overriding her nerves, however, was the great honour of being asked to recount personal experiences and the willingness to repay the faith of a mentor who remains a single component integral to a multitude of personal development stories.

The organisation’s perpetual support brewed within Frances an unwavering sense of self-determination, best exemplified by the way she has learnt to combat forms of racial discrimination. As a newly admitted student at the Wheeler School, Frances was overcome by shyness and quietness in her new surroundings. The idea of being in a wealthy and predominantly white institution cast doubts of belonging. As self-doubt ensued internally, questions of worthiness laid weighty questions on her young shoulders.

Illustrating the extent, Frances explains that: “there are instances where I have felt ‘othered’, both at the Wheeler School and on Colombia’s campus. Working in a development and genetics lab, I find I’m often the only black woman in there,” but with Project GOAL’s help, she says, she felt “prepared to navigate historically white spaces. They made me believe I had the potential to succeed, while holding me to a high standard.”

Frances now dares to entertain ambitious dreams: “I would love to go to Medical School and get my MD-PhD.”

Frances now dares to entertain ambitious dreams: “I would love to go to Medical School and get my MD-PhD.”. She praises the license to express herself on the pitch granted to her at Project GOAL, as the inspiration that fuels her dreams. As well as pursuing goals off the football field, Frances has continued to score many on it and plays once a week with fellow students. With education and football, the 18-year-old from the Ocean State has found a perfect match.
FOOTBALL4GOOD IN HISTORY
The Immortal 11

The victory of eleven Bengali boys against the East
Yorks Regiment of the British Raj that boosted the zeal for independence.

On the morning of the IFA Shield Final in 1911, the players of Mohun Bagan Athletic Club began their preparations in unlikely settings. The all-Indian club spent the morning seeking the blessings of Hindu goddess Kali inside the serenity of the Kalighat Temple. They called upon the goddess of Time, Creation, Destruction and Power for divine protection, a common feature of social practices, football was drenched in discrimination. The first Indian Football Federation in the state of Bengal barred Indians altogether.

Alongside the cultural imports of violence and subjugation, the 19th century witnessed Great Britain’s rapid expansion of power thrust football upon the Indian subcontinent. Popularised through British Regimental and Missionary teams, by the early twentieth century the phenomenon had become a common feature of social intercourse between rulers and ruled.

Akin to many colonial practices, football was drenched in discrimination. The first Indian Football Federation in the state of Bengal barred Indians altogether until the 1920s, while the Shield was dominated by British army teams, with participation amongst Indians decided amidst the discretion of the ruling class. More crushing than defeat, prior to the 1911 tournament, the losses of Indian teams seemed to reaffirm the colonial constructions of Indian inferiority and only added to the brunt of British discrimination.

However, in 1911, under the disciplinarian methods of coach Sailen Basu, Kolkata’s oldest Indian club Mohun Bagan gained a well-established reputation. The Shield provided an opportunity for a club carrying the revolutionary cause of an oppressed nation, to momentarily liberate themselves from the physical and psychological humiliation at the hands of the British. The tournament saw the Bengali boys embark upon an incredible run. Exceeding expectations, they gained momentum by defeating heavyweights of the day such as St. Xavier, Rangers, Rifle Brigade and the Middlesex Regiment to reach the final.

While Bengali youths rode rejuvenated waves with undaunted spirits all the way to the final, fearing further embarrassment, the British were not amused. The significance, contemplated local newspaper The Nabak, of an improbable victory would fill “every Indian with joy and pride to know that the rice-eating, malaria-ridden bare-footed Bengalis have got the better of beef-eating, Herculean, booted John Bull in that peculiarly English sport “.

On the 29th of July thousands of spectators flocked to The Calcutta Maidan from far away Patna, Purnia, Kishanganj, Assam and Dhaaka to watch the match. The East Indian Railway commissioned special steamer trains to bring spectators from as far and wide as Rajgpur to Baranagar. Jubilant passengers blocked the highways causing city-wide traffic jams, as trams from Shyambajar and Chittapur were filled to the brim. Meanwhile on the streets, tousled attempts to sell India’s first black market tickets to the wanting public. Amongst the swaths of spectators in the stadium, said to reach 100,000, Calcutta Babus stood opposite colonial elites in anticipation. Those unable to sit, perched themselves on surrounding trees or terraced rooftops, making use of any inch of space.

The Mohun players stepped onto the pitch, once again clad in make-shift folded dhotis, each marked individually with a Red Tilaka on their forehead, the Hindu sign traditionally worn for rites of passage. More than a game, this was the culmination of the Indian Independence Swadeshi Movement that had engulfed Bengal since Lord Curzon partitioned the region six years prior. It was a chance for both Muslims and Hindus to unite in overcoming the British Empire.

The game underway, the barefooted Bagan matched the booted men from Yorkshire upon the hard and dry turf. Long balls from the Yorkshire men prompted cordial clapping from the English ladies while counter attacks from Mohun reigned thunderous roars from the side's twelfth man.

15 minutes into the second half, a free-kick from Sergeant Jackson sent the regiment into the lead and the raucous crowd into silent dismay. The Bagan’s however, responded almost immediately. Captain Shibdas Bhaduri made honours even five minutes later to keep hopes alive.

In the dying embers of the game’s final exchanges, Mohun’s Abhijitha Ghosh pounced onto his captain’s through-ball and directed a powerful shot, producing a moment of euphoria. Thunderbolt-like crackers filled the then Calcutta sky, as shirts, sticks and shoes littered the pitch. The victory was sealed and the shield was Bagan’s.

The hasty exit of the Englishmen was sound-tracked by a chorus of “Mohan Bagan ki Jay” (Hail Mohun Bagan). In its telegram to England, Reuters News Agency reported that “the scene beggared description, the Bengalees tearing their shirts and waving them”.

Upon exiting the field, star of the victory Krishnamohan Chatterjee was asked by Hindu Brahmin: “You have now beaten the English on the sporting field. When will you help bring down the flag fluttering there?” pointing toward the Union Jack flying over the headquarters of the British garrison in Calcutta. The response: the flag would come down once Bagan repeated the incredible triumph.

The victory left every Bengali carrying his high in the knowledge the barefooted Bengali footballers had overcome the booted soldiers of the King. The once relatively unimportant pastime came to be viewed as a uniting social force, symbolising a common language amongst Indians, irrespective of class, creed, community or religion, while injecting confidence into the cause of Independence by disproving the invincibility of the British. By December that year, the Raj bowed to increased pressure to reverse the partitioning of Bengal, subsequently relocating its capital from Calcutta to New Delhi to retain a grip on its waning power. The victory remains one of India’s most celebrated sporting moments. As for the Union Jack, it would remain until 1947, the year Mohun Bagan would regain their hands on the coveted shield.
FOOTBALL IS BECOMING THE NEW GOLF.

IF WE DON’T CHANGE THE RULES AND MINDSET, THE SPORT WILL BE FOR THE FEW AND FORTUNATE.

As the chairman of a great professional football club in Denmark, FC Nordsjælland, and founder of a successful football academy in Ghana, Right to Dream, we work every day to give our players and student-athletes the best possible development experiences, and to give them the best chance of reaching their maximum potential in academics, football and most importantly in developing their character to the fullest. We do this to create young men and women who can represent our organisation with class and quality, but also to look beyond that and see how they can leverage their lives and privileged positions to improve the lives of others.

Football has a unique platform to achieve that, and as we have seen around the world it is one of the few forces that can unify where colour, race, gender and religion consistently divide.

In a time where politics drive us further apart, FIFA has a unique opportunity in harnessing the power of football to bring people together. Not only is this an opportunity to build peace and understanding, but it is also a strong commercial opportunity for the brand of FIFA. I’m not talking about CSR, I’m talking at the elite end of the game.

For example, the rule against movement of children under the age of 18 in football, should be scrutinized. The restrictions on movement of minors keep the barriers up to the learning and growth young footballers can gain from each other. In our organisation, we have for the last twenty years consistently exposed our students to cultures and exchanges around the world to give them a global perspective and build their character.

I do believe the FIFA approach is to prevent the trafficking of minors (a major problem in football), but the source of this...
trafficking is not social enterprises or the majority of football clubs. Over the last two years young students from West Africa have left our country with the age of 16 to take up scholarships at world class schools in the USA. Several of our young Danish players have been to Ghana to play and learn at the Right to Dream academy. Many of our young boys and girls from West Africa have also been to our club in Denmark below the age of the 18.

The primary purpose of all this activity is to build global citizens. Every time our students have visited other places, the primary focus has been the development of character and experiences to reach potential in football and academics. I believe the regulation also threatens the standing of football as a global game. Why? Because over and beyond the game which has evolved, perhaps at its fastest pace ever. It has become heavily tactical, and a world class academy education has become essential for a career in the game. Now the player must be able to recognize signals and triggers for press and counter press. He or she must know how to vary tempo in different thirds of the field, and recognize the patterns of play in the various thirds and in transition, and be able to adjust all of the above according to the score, tactical changes of the opposition and time in any given game. These are all skills acquired by a 5 to 10-year academy education.

For a talented player born, for argument’s sake, in Niger, where there is no academy structure and restriction on movement until the age of 18, what chance does he or she have of catching up on this knowledge? Before we even factor in the technical and physical development you need from a modern academy structure.

If one of our students dreams of becoming a lawyer or doctor of a right to Dream in Ghana, he or she takes up a scholarship in the USA at the age of 15 and pursues his or her dream. To date we have raised more than $40m in scholarships from the world’s leading American student-athlete concept. Meanwhile our friend in Niger, with a great football talent, must wait until his or her 18th birthday to access an education in football. It’s like trying to go from kindergarten to university, impossible. I’m no lawyer, but it seems like this rule restricts the right to an education, a football education. The consequences are serious. Football is phenomenal for its ability to pull families and communities out of poverty. With the right football education, our potential star from Niger could do this, but even beyond that, we see stars like Didier Drogba play a role in ending civil war, or George Weah become president of his country. Is it possible that we could lose these stories and inspirations from our game?

A great basketball player in Senegal will go to the USA, when he is 15 or 14 years of age to take a scholarship and chase his dream. A talented ballet dancer in India might move to London at the age of 12 with the same ambition. A mathematical genius in Mongolia or the middle child might be a teenager. But not in football. FIFA have allowed the mainstream media to label that child trafficking. A young boy from Cameroon going to FC Barcelona’s La Masia academy, for his football education, is child trafficking? Come on, what a joke.

The counter argument may be that Barcelona only brings the kids from Cameroon in for their own financial gain. Fair point, but if the commitment to education is fulfilled, we all know that in reality the boy has little chance of actually ending up playing in FC Barcelona’s 1st team or for that matter realizing a monetary return for Barcelona, but that child does now, at the minimum, gain an education and have a chance to realize his dream and take care of his family at another club and, at the maximum, become a national icon and achieve major things off the field like Drogba and Weah have done. It makes no sense that our hypothetical talented child in Niger cannot access a football education, as the regulations state too low the so-called designed concrete laying unused or poorly utilized. I have not seen the development curriculums, finances or budget control processes that would give these facilities a chance of operating in a way that gives the developing world a chance of keeping pace with the development of the game. There has never ever been any effective accountability on football.

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The US university sports system, administered by the NCAA, has many critics. But it is, in my opinion, totally visionary in parts of its philosophy. It offers the student-athlete the opportunity for a top-level holistic development. He or she may end up becoming a pro player. I have more than 20 years later, several hundred boys and girls from across Africa have attended 5-9-year programmes at the RTD academy near Accra, Ghana, that blend football sessions with academics and lessons in character development. Today, over 40 graduates play professional football in Europe and the US. Even more have received world-class opportunities as student-athletes at some of the best schools in the US and UK. It’s worth mentioning more than $40,000,000.

In December 2015, FC Nordsjælland (FCN) became the first professional football club to be owned by a not-for-profit organisation, when it was purchased by Tom Vernon and Right to Dream. Tom’s intention for FCN was to create a football club to be owned by a not-for-profit organisation, where it is reinvested and the management groups salaries and the management groups salaries to the cause. None of the club’s profit goes to shareholders, but rather back to the dream organisation, where it is reinvested to create more opportunities for the youth of the world as Tom Vernon believes, that everybody has the right to dream.
“We are hope. We are the means to a livelihood,” it reads on the YFC Rurka Kalan website. Integral to this social organisation are the thousands of girls and women involved in their various ways in YFC Rurka Kalan’s programmes. Whether as managers, coaches, players, young leaders, mentors, mothers, teachers, trainers, cooks, and more; they are shaping the path for future generations of girls to play football, to take the lead, and to transform their community – for good.

This issue’s FOOTBALL4GOOD and Photography section is dedicated to all of these girls and women from Rurka Kalan in the Punjab state of northern India.

We meet six young women who have been empowered through football and are now passing on what the beautiful game gave to them to others. They want to change their society and improve the world around them, which, for them, doesn’t mean denying their roots or losing their identity. Though their approaches may vary, there is one thing they all agree upon: when they put on their football kit and step onto the pitch, they feel empowered, proud, fulfilled and stronger than ever.
‘Girls Play, Girls Lead’ was the name of the Generation Amazing National Festival that brought me to Rurka Kalan, India, from 10th – 18th November 2018. On the first day of my trip, I met two young women, Baljinder and Sonia, Generation Amazing Youth Ambassadors. The festival was only due to start the next day, but I needed some quotes and testimonials to report on it. I also wanted to gain an understanding of what role these two young women played in the preparations and implementation of the festival. Although I have met many girls and women from India during other events, this was the first time I had travelled to the country myself. So, there I was, listening to these two Punjabi young women, instantly captivated by every word they said. “The oldest people in my family used to tell me that girls are not as important as boys,” said Baljinder, “now my community sees me as a role model and my parents are very proud of it.” – ‘What has happened in between these two statements?’, I thought to myself…

This was the beginning of an 8-day journey during which I met, photographed and interviewed a number of girls from Rurka Kalan, Punjab, but also from all corners of India, all gathered there by the unifying force of football. I was impressed, humbled and empowered by all of these girls, their stories and their confidence, whether they were wearing their football kit or their traditional clothes. In their football kits, they talked about who they want to become, what they want to do and how they want to transform their communities; in their traditional clothes, they reminded me where they come from: a community, a region, a country they represent with pride and which they want to transform into an equal playing field for everyone, regardless of their gender.

Elvira González-Vallés Martínez
RAJINDER KAUR, 23
Youth mentor and community coach

I deliver “Sports for Development” sessions to more than 100 children every day. When I step onto the pitch I feel I have the energy and focus to face any challenges that come my way. I juggle my studies with my job at the same time. I need to do the same thing in my personal and professional life.

I believe we need to question the orthodox mindset which has been ingrained in us and begin to adapt to the times we live in. Why can’t other women like me do the same? We need to start doing more things simultaneously, why can’t other women like me do the same? We need to start doing more things simultaneously, why can’t other women like me do the same?
Sanjeev Kaur, 14
Football player for the U-14 Girls football team of YFC Kuruki Kalan

I feel very good and happy when I am able to come to the ground and play without any restrictions. In the future, I would like to represent India as a national football player. I want to encourage other girls to come to the ground and play and don’t be afraid of anything. Also, focus on your studies for a good future.
RAVINA, 26
Manager at YFC Rurka Kalan

I want to create equal opportunities for all, no matter their gender, beliefs, caste, ethnicity, sexual orientation, economic status or religion. Everybody should have the opportunity to make the most out of their abilities and fulfil their potential. My message to young women: do not underestimate yourselves in any field. Any girl can do anything with passion, dedication and hard work. Work on your flaws and be the best you can be.
Monika Rani, 27
Football coach and Youth Mentor at YFC Rurka Kalan

My mission is to be a role model for our community, both for the kids I am working with and for their families, communities and society. I want to send a message to young women: you can choose to embrace traditional values and, at the same time, follow your own dreams and desires, designing your future the way you want to.
RAMNEEK KAUR, 15
Football player for the U-16 Girls football team of YFC Rurka Kalan

I want to become a professional football player. When I wear my football kit and I am in the football ground, I feel good because I can forget everything around me. I would like to tell the girls that are not studying or involved in any other game: please come out of your home and play.
My special mission is ensuring that in whichever schools we work, a positive, long-term effect is set in motion. When I put my football kit on and go out onto the pitch, I feel like I am the best and strongest women in the world. That is why I want to encourage young girls to step onto the pitch to play sports, and at the same time, participate in social projects. I am proud to be female and want more girls to embrace their passion and dreams.
Last October, Indonesian Young Coach of The Football Club Social Alliance and Scort Foundation, Rijki Kurniawan travelled from where he is currently studying in Seoul, South Korea to Hue, Vietnam. He undertook this journey to become a Co-Instructor during the first module of the Young Coach Education programme in Vietnam. Rijki, assisted experienced coaches from 1. FSV Mainz 05 and FC Schalke 04 during the module and was a great inspiration to the Vietnamese Young Coaches he helped to train. Here Rijki shares how the experience was for him.

It was an honour for me to be able to work with some instructors from big football clubs such as F.C. Schalke 04 and 1. FSV Mainz 05.
My name is Rijki Kurniawan and I am 30 years old. I am from Bandung, Indonesia. Currently, I am a student of Global Sport Management at Seoul National University, South Korea. I grew up in Bandung in very difficult circumstances. My mom passed away when I was 12 years old. My older brother and I had to live alone together in a small rented house because my father worked in another city. When I was a kid, I really loved to play football. In the afternoon, I always played with my best friend right up until the sun would set. For me football is something that encourages you to achieve your goals because from football you can learn about enthusiasm, team-work and persistence.

Previously, while still living in Indonesia, I worked for a few years with Rumah Cemara. It is an organisation that uses football as a tool to increase the quality of life of marginalised people, such as people with HIV/AIDS, drug users and street children. My experience as one of Rumah Cemara’s staff was really amazing and also quite moving. I worked with many street children through different football activities. We practised twice a week and it had a really positive impact on the children. Most street children in Indonesia have problems with their health and with drug abuse, mainly sniffing glue. The football activities helped to not only improve their physical health but also to reduce the number of them consuming drugs. Through football, I could build a connection of trust with these children. They saw me not only as their coach, but as much more than that. At first, the children didn’t want to tell me about anything. But after a little while they started to tell me more about their activities and problems in life. There were wonderful moments when I could motivate them to change their bad habits.

I was educated to be a Young Coach by the Scort Foundation as part of their Young Coach Education programme. This education took place four years ago in my home country of Indonesia. Last October, I had a great opportunity to be involved with this programme again but as a Co-Instructor. It also meant I would be working alongside some great coaches from two big European clubs. This was an opportunity I really couldn’t pass up.

I travelled to Seoul from Seoul, South Korea for the week-long education programme. For me, Seoul was a very nice city with good weather and friendly people. The city reminded me of Bali in Indonesia. I could find excellent places to eat very easily.

The fun really started when we all arrived at the training location and met each other for the first time. The Vietnamese Young Coaches were extremely friendly and they welcomed me every day joyfully with big smiles. This was something which really impressed me during the programme in Vietnam. The Young Coaches were always eager to follow every activity during the programme. I was very impressed also when I discovered that most of them were motivated to participate in this programme so that they could do something beneficial through football for children in Vietnam.

AROUND THE WORLD WITH FOOTBALL
In Vietnam with the Scort Foundation & FFAV

I learned a lot during my time as a Co-Instructor on the programme. From the German instructors and the Scort team, I picked up a lot about how to prepare the training sessions. Before the sessions we always had a meeting to discuss the activities we will deliver to the Young Coaches. From Football For All in Vietnam, I learned a lot regarding how much the Vietnamese people loved to play it. The football festival was the best moment of the whole week for me. I could see a lot of children smiling during the football activities we organised for them. I also felt so proud of the Young Coaches who could train the children so brilliantly on their own. I was very happy to see some Young Coaches delivering the material I gave to them. They really did fill my heart with so much pride.

I really enjoyed my trip to Vietnam with the Scort Foundation, The Football Club Social Alliance and Football For All in Vietnam. I also got to learn a lot about Vietnamese culture. One thing which impressed me a lot was seeing so many people playing a traditional game called ‘đá cầu’. They were trying to keep a shuttlecock in the air for an agreed number of kicks. The game was almost the same as playing with a football, but using a shuttlecock instead. It was interesting because this game is not popular in my country and I could see how much the Vietnamese people loved to play it.

Overall, I really was so overjoyed to be a Co-Instructor on this programme. It was an honour for me to be able to work with some instructors from big football clubs such as F.C. Schalke 04 and 1. FSV Mainz 05. I felt challenged, too, because I had to act as a football Co-Instructor for the first time in such an international programme like this. I’m very proud of the accomplishment I have achieved.
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