Football for Hope

Football’s commitment to social development
Football is played by millions around the world. As the guardian of the game, FIFA – with its 208 member associations – has a responsibility that goes beyond simply organising the FIFA World Cup™ and developing the game itself. In recent years, world football’s governing body has further strengthened its commitment to building a better future by defining a social responsibility strategy, setting up a Corporate Social Responsibility Department and launching the Football for Hope movement with streetfootballworld.

“It is this passion for football that enables it to have a broader impact on the lives of millions around the world, particularly children. Football and the FIFA World Cup can promote improved health and education for the world’s children, prevention of HIV/AIDS and, yes, a child’s right to recreation.”

Kofi Annan - Former UN Secretary-General

“The driving force of our social engagement can and must be football itself. With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social development activities, including education, health promotion, social integration and gender equity. That is why Football for Hope is of strategic importance to FIFA. Football is and needs to remain a school for life.”

Joseph S. Blatter - FIFA President
Football for Hope

Building a better future

Football has become a vital instrument for hundreds of social development programmes run by non-governmental and community-based organisations all around the world. These programmes are providing children and young people with valuable tools that make a difference to their lives and, by addressing the most pressing issues in each community, they are contributing to positive social change on a global scale.

In 2005, FIFA and streetfootballworld jointly began to bring such organisations together, strengthen their programmes through direct support and increase their visibility. Football for Hope was created as a unique and global movement that uses the power of football to achieve sustainable social development.

Thanks to its many successes on the ground, its global reach and the strong commitment of its founders, the Football for Hope movement has become an attractive platform for public and private sectors, civil society and multilateral development institutions to invest sustainably and develop innovative partnerships for social development.

Today, the Football for Hope movement provides access to programmes which serve hundreds of thousands of young people all over the world. The movement is a catalyst for innovation and social investment for various sectors of society and is increasingly gaining recognition and attracting new resources and expertise. The Football for Hope philosophy is to maximise the potential of football by making a concrete contribution to sustainable development.

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Platform for social development and innovative partnerships
Programme support

Supporting change

Football for Hope supports programmes all over the world that combine football and social development. This includes funding and equipment, as well as projects that offer training, capacity building and know-how exchange on topics such as monitoring and evaluation, curriculum development and communication. Each year, Football for Hope supports many new programmes that specifically address social challenges in local communities. Since its inception, Football for Hope has supported more than 80 programmes in over 50 countries.

Focus areas

Football for Hope aims to fully utilise the power of football in society. The range of social issues that are tackled by football-based programmes can be divided up into five areas:

• health promotion
• peacebuilding
• education & children’s rights
• anti-discrimination & social integration
• environment

The organisations that run the programmes on the ground are the driving force behind the Football for Hope movement, and the communities where they work are its main beneficiaries.

Eligibility criteria

Football for Hope supports programmes which are:

• run by legally registered entities with non-governmental status (e.g. NGO, CBO, charity);
• politically and religiously independent and not-for-profit;
• non-discriminatory in any way (e.g. social, ethnic, racial, religious, gender-based);
• using football to address social issues and promote social development;
• on-going and target children and young people;
• financially sustainable and have a long-term approach.
Programme support

Europe, Asia and Oceania

Football For Hope
programme support in Europe, Asia and Oceania

Bosnia-Herzegovina / Serbia
Football Friends

In the republics of the former Yugoslavia, the tumult and violence of the nineties affected everybody. Football Friends was created to help football-loving youngsters transform their lives and bring together the fragmented societies in which they are growing up.

United Kingdom
Street League

Street League uses football in combination with education and training programmes to transform the lives of homeless and dispossessed persons. It builds on the principles of inclusiveness, sustainability and diversity, with the aim of promoting healthy lifestyles, social integration, crime reduction, non-formal education and long-term employment.

Palestine / Israel
Al Quds Association for Democracy and Dialogue

Palestinian and Israeli children aged between 6 and 14 participate regularly in mixed football tournaments. During these events, the children broach the issues of conflict resolution, dialogue and the understanding of cultural differences.

India
Magic Bus

Magic Bus uses football to promote education and as a tool to empower underprivileged children – especially girls. The organisation has successfully increased female participation in the game by persuading parents to let their girls take part in football activities.

Cambodia
Spirit of Soccer

Through football, children learn about the dangers of landmines. Spirit of Soccer works directly with children and trains coaches to promote landmine safety awareness and reduce the number of child casualties.

Australia
Football United

Football United helps young refugees and their families to integrate in Australia by running football-based programmes after school and during holidays. Football United also organises football tournaments to create partnerships between different communities.

Organisations which have received support from Football for Hope for their programmes:

Europe

Football Friends, Bosnia-Herzegovina/Serbia
CCPA/Open Fun Football Schools, Croatia
Sport dans la Ville, France
Balkan Friends, FYR Macedonia
KICKFAIR, Germany
Ottolom Sports Association, Hungary
Sport Against Racism Ireland (SARI)
Streetfootball Norway
Football Friends, Serbia
CASPEA (formerly ExChange for Peace), Switzerland
Dads Against Drugs, United Kingdom
NACRO, United Kingdom
Street League, United Kingdom

Asia

Learn & Play, Afghanistan
Spirit of Soccer, Cambodia
Krista Vikas Samitha, India
Magic Bus/Child Link India Foundation, India
Spirit of Soccer, Iraq
Soccer for Peace, Israel
The Maccabim Association, Israel
International Labour Organisation (ILO-IPEC) & Sudhaar, Pakistan
Al Quds Association for Democracy and Dialogue, Palestine/Israel
Tuloy Foundation, Philippines

Oceania

Football United, Australia
Oceania Football Confederation, Samoa
Learn & Play, Solomon Islands
Tahitian Football Association (FTF), Tahiti

Programmes
Europe: 13 programmes
Asia: 10 programmes
Oceania: 4 programmes
Programme support

Africa

Sierra Leone

SLASC
The Single Leg Amputee Sports Club in Sierra Leone provides trauma recovery for war amputees. Football tournaments are organised across the country for war amputees at which they are offered job skill training and counselling while the local community is educated on the issue with the aim of improving their integration.

Namibia

Special Olympics
Special Olympics is dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition.

South Africa

Grassroot Soccer
Grassroot Soccer has created a football-based HIV/AIDS education curriculum that promotes healthy behaviour. The organisation provides a youth support network throughout Lesotho, including a scholarship scheme for orphans and vulnerable children to support them through secondary education.

Mali

AMPJF
The AMPJF (Malian Association for the Promotion of Youth and Women) organises football tournaments for girls and young women, creating platforms for discussion and exchange to strengthen the social status of women in Malian society.

Kenya

Mathare Youth Sports Association
MYSFA successfully incorporates environmental clean-ups, HIV/AIDS awareness/prevention, leadership training and other community service activities into the ranking system of their various football leagues and teams.

Rwanda

Espérance
Espérance supports the reconciliation process by organising national and regional football events and trains youngsters to become football-for-peace educators in their communities.

Lesotho

Kick4Life
Kick4Life engages youngsters in a football-based HIV/AIDS education curriculum that promotes healthy behaviour. The organisation provides a youth support network throughout Lesotho, including a scholarship scheme for orphans and vulnerable children to support them through secondary education.

Organisations which have received support from Football for Hope for their programmes:

Africa
Special Olympics Benin
Special Olympics Botswana
Coaching for Hope, Skillshare International, Burkina Faso
Delta Cultural/Escuela de Futebol do Tarrafal, Cabo Verde
ELENA NGO/Women in the Field, Cameroon
Play Soccer Cameroon
Special Olympics Cameroon
United Action for Children (UAC), Cameroon
Sport – The Bridge, Ethiopia
Association for the Care and Rehabilitation of Offenders, Ghana
Play Soccer Ghana
Special Olympics Ghana
Special Olympics Côte d’Ivoire
KESOF, Kenya
Mathare Youth Sports Association (MYSFA), Kenya
Right to Play Mali
Malian Association for the Promotion of Youth and Women (AMPJF), Mali
Coaching for Hope, Skillshare International, Mali
Single Leg Amputee Sports Club Sierra Leone (SLASC)
Youth in Action Sierra Leone (YASAL)
Aftua Sport Vuma, South Africa
Amandla Ku Lutha, South Africa
Grassroot Soccer, South Africa
Special Olympics South Africa
Whizz Kids United – The Africaid Trust, South Africa
Iringa Dev. of Youth Disabled and Children Care, Tanzania
Special Olympics Tanzania
Handicap International, Tunisia
The Kids League, Uganda
Breakthrough Sports Academy (BSA), Zambia
Kalusha Bwalya Foundation, Zambia
Play Soccer Zambia
Programme support

Americas

United States of America
Starfinder Foundation

The foundation combines football and academic activities to support and guide disadvantaged and immigrant youngsters. The focus is on decision-making skills, teamwork and motivation to take responsibility for the outcome of their endeavours.

Chile
Gente Viva/Chigol

Gente Viva/Chigol taps into the power of football by applying special rules and rituals to help youngsters develop their identity and resolve conflicts. It recaptures abandoned public spaces and creates domains for youngsters to come together and explore their talent and potential.

Colombia
Colombianitos

Colombianitos uses football as an incentive for children to stay in education and to occupy them after school. The focus is on teaching children that the most important game they have to win is the one against drugs and crime.

Ecuador
Fundación de las Américas para el Desarrollo

The foundation addresses youth unemployment by using football as a tool for the training, education and motivation of youngsters without access to higher education. The discussion of issues such as respect, discipline, teamwork and communication through football are as important as the practical internships organised for youngsters.

Brazil
Eprocad

At Eprocad, children with low self-esteem and negative self-perception are shaping the rules and rituals of their football games, helping them to build self-confidence and take charge of their personal lives. The organisation focuses on youngsters with criminal records, helping them realise and optimise their capabilities.

Argentina
Fundación Defensores del Chaco

As part of its work with young people with limited opportunities, the foundation organises football games without referees – improving the ability of children to determine their own rules and resolve conflicts within the group and with opponents.
Hubs for development

20 Centres for 2010

20 Centres for 2010 is the official campaign of the 2010 FIFA World Cup™. Its aim is to create 20 Football for Hope Centres to promote public health, education and football in disadvantaged communities across Africa. As part of the Football for Hope movement led by FiFA and streetfootballworld, the campaign will leave a tangible social legacy for Africa.

The importance of this legacy is highlighted by the fact that many communities in Africa continue to face serious social challenges. By using the positive elements of football, many locally run organisations have been successful in reaching young people and addressing such challenges. In order to strengthen this development, Football for Hope Centres are being created in disadvantaged communities to be used as facilities from which these local best-practice organisations can reach out to the local young people.

The creation of a Football for Hope Centre begins with identifying both the local challenges as well as a local organisation that successfully uses football-based programmes for social development. The centre and the programmes that are run there, e.g. HIV/Aids awareness, literacy, gender equality, disability and integration, are created to meet the needs of the community.

The organisation chosen as centre host manages day-to-day activities with the support of the local community, progressively turning the centre into a self-supporting hub and model for social development through football.

“This campaign emphasises the power of football far beyond the boundaries of the pitch. With the help of football fans, celebrities and sponsors, we want to build 20 Football for Hope Centres to deliver on our promise to give back to Africa something substantial and leave a lasting legacy well after 11 July 2010.”

Joseph S. Blatter · FiFA President

Infrastructure

A Football for Hope Centre consists of a structure dedicated to education and public health facilities for young people as well as a 40x20m football turf pitch. Each centre is designed in close collaboration with the community and the centre host to ensure that the infrastructure is consistent with local needs and the objectives of the programmes which will be run in the centre.

Public health

Poor health poses a major challenge to socio-economic development. HIV/Aids is only one of various health problems that burden African communities and their young people. The centres address such challenges by offering a range of services, including health-awareness programmes, and by referring visitors to existing health facilities.

Education

Football-based activities are used at the centres to provide engaging out-of-school learning experiences for young people. The centres provide a space for learning where young people can take part in educational activities and acquire new skills, e.g. computing and leadership skills, in accordance with local requirements and in partnership with community schools.

Football pitch

The driving force of our social engagement is football itself. With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social development activities. Subsequently, football serves as an ideal tool for tackling social challenges and bringing communities together.
Celebrating the social dimension
Football for Hope Festival

The Football for Hope Festival is a celebration of the social dimension of the game and the achievements of the young people and organisations that are part of the Football for Hope movement.

While the greatest players in the game are competing for the biggest prize in football at the 2010 FIFA World Cup South Africa™, a very different international event will be taking place in the township of Alexandra in Johannesburg, featuring 32 delegations from organisations which use football to create social change around the world. As an official event of the FIFA World Cup™, mixed teams of boys and girls aged between 15 and 18 will take part in a football tournament and a programme of exchange and intercultural dialogue. The importance of football in communities around the world will be portrayed with photos, films and live performances. There are no referees during these fast-paced tournaments – any disagreements between the teams are resolved through dialogue.

The Football for Hope Festival 2010 is organised by FIFA, streetfootballworld, the Organising Committee for the 2010 FIFA World Cup™ and the City of Johannesburg.

Driving innovation
Football for Hope Forum

Football for Hope aims to advance the use of football for social development and to spread innovations in the field. To fulfil this mission, Football for Hope brings together practitioners and other stakeholders to exchange and discuss new ideas, and commissions studies and research projects on issues such as monitoring and evaluation techniques.

“...the organisations which are part of the Football for Hope movement are passionate about social change in their communities. With their commitment and experience, they contribute to the achievement of the UN Millennium Development Goals in Africa and worldwide.”

Wilfried Lemke · Special Adviser to the UN Secretary-General on Sport for Development and Peace

Socio-economic development poses many and varied challenges depending on the region and target group. Using football to further development in a positive and sensible manner requires not only sound knowledge of the individual situation, but also an innovative approach to making the game an integral part of the solution. The collaboration of all stakeholders with the relevant know-how and experience in the Football for Hope movement is essential for its success and sustainability.

The forum brings together the world’s leading professionals – from grassroots organisations working at community level to sports governing bodies, global corporations and development institutions. Experts from around the world come together to explore and promote the use of football for social development and determine the way forward for the Football for Hope movement.

Wilfried Lemke and FIFA President Joseph S. Blatter at the official opening of the Forum (on the left), panel discussion (on the right)
Football For Hope | VARIOUS PROJECTS

1 Grassroot Soccer, Zambia
2 Football for Hope Forum 2009
3 Football for Hope Festival Chile 2008
4 Al Quds Association for Democracy and Dialogue Israel/Palestine
5 Magic Bus, India
6 Espérance, Rwanda
7 Football for Hope Centre in Khayelitsha

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Football for Hope is a movement that uses the power of the game for social development. It is led by FIFA and streetfootballworld.