



COMMON GOAL

IMPACT REPORT
2021

	COMMON GOAL RESOURCE ALLOCATION 2017-2021	4
	COLLECTIVE PROJECTS SUPPORTED IN 2021	6
	ORGANISATIONS SUPPORTED IN 2021	42
	COVID-19 RESPONSE FUND	115

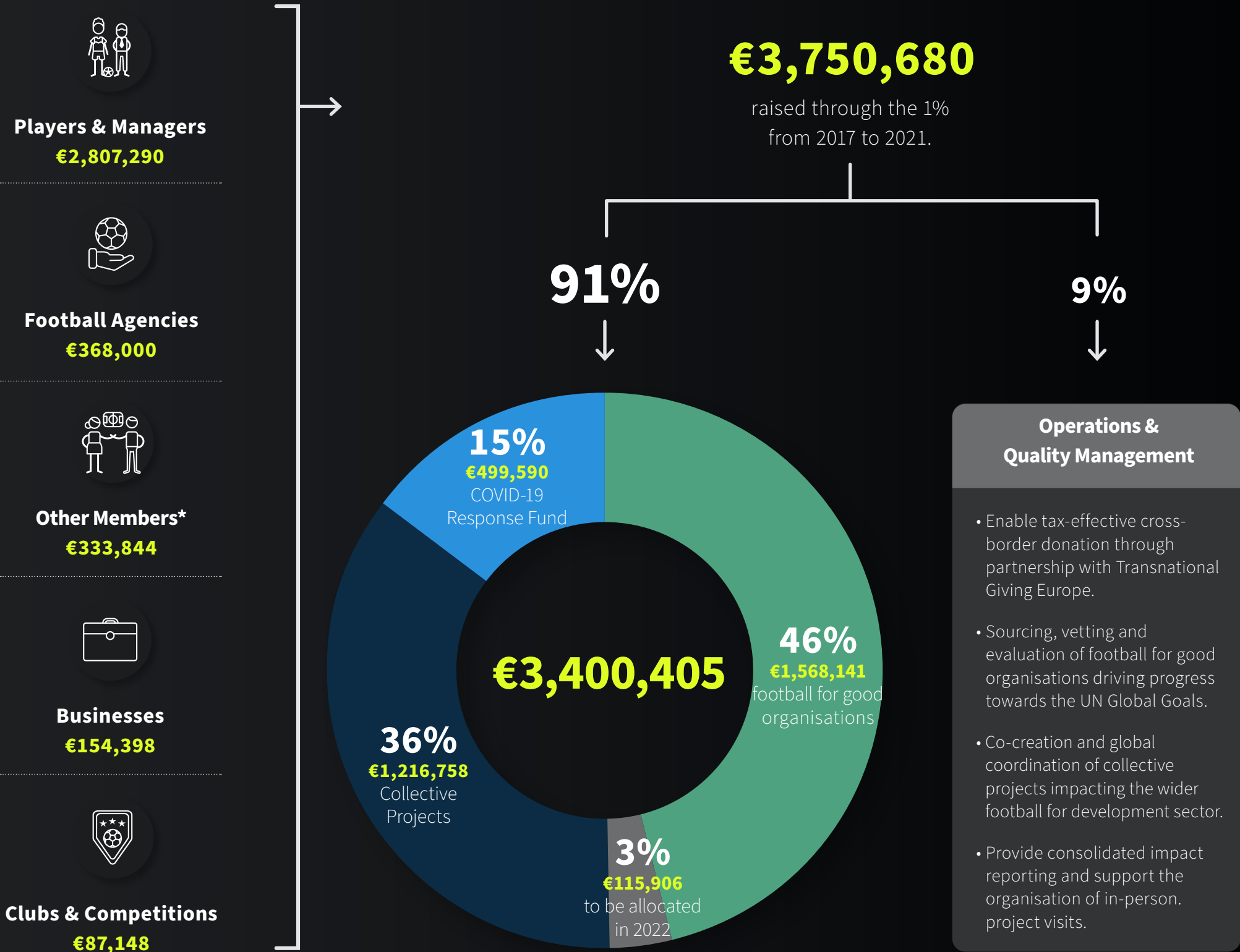
Common Goal is rooted in the belief that football is one of the few cultural forces strong enough to help shift society towards a more sustainable and equitable future for all.

We are a global team bound by a passion and commitment to use our influence in football to make a positive difference to people and our planet.

Common Goal 1% pledge allocation 2017-2021

This page showcases an overview of the funds raised through the 1% pledge scheme, as well as how the funds were distributed to different activities supported by Common Goal. As you can see in the graphic, some of the funds raised within this period had not yet been allocated by the end of 2021 and will be allocated to different initiatives in 2022.

** Individuals pledging 1% including executives, influencers, media figures, and others.*



Resource allocation

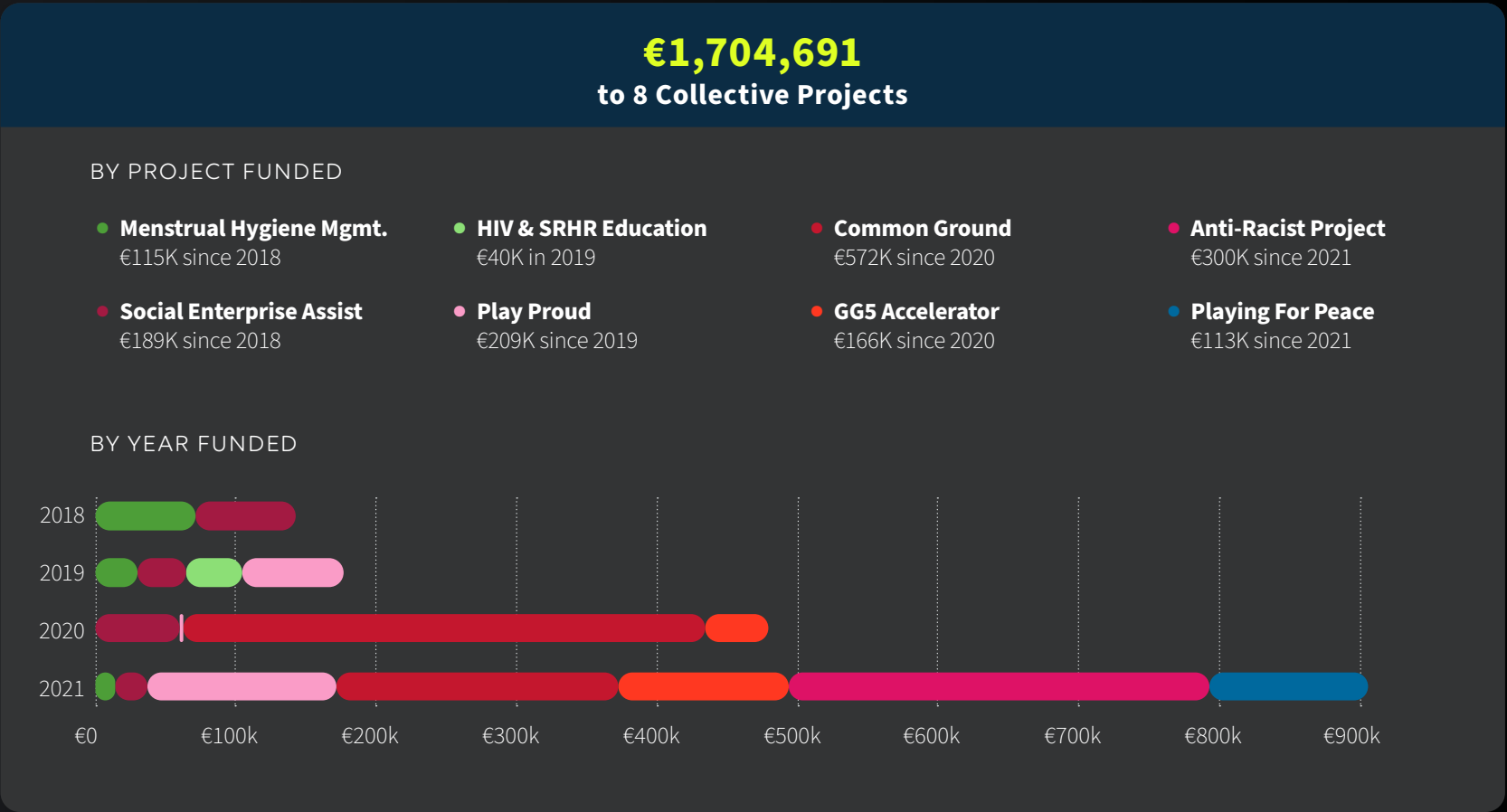
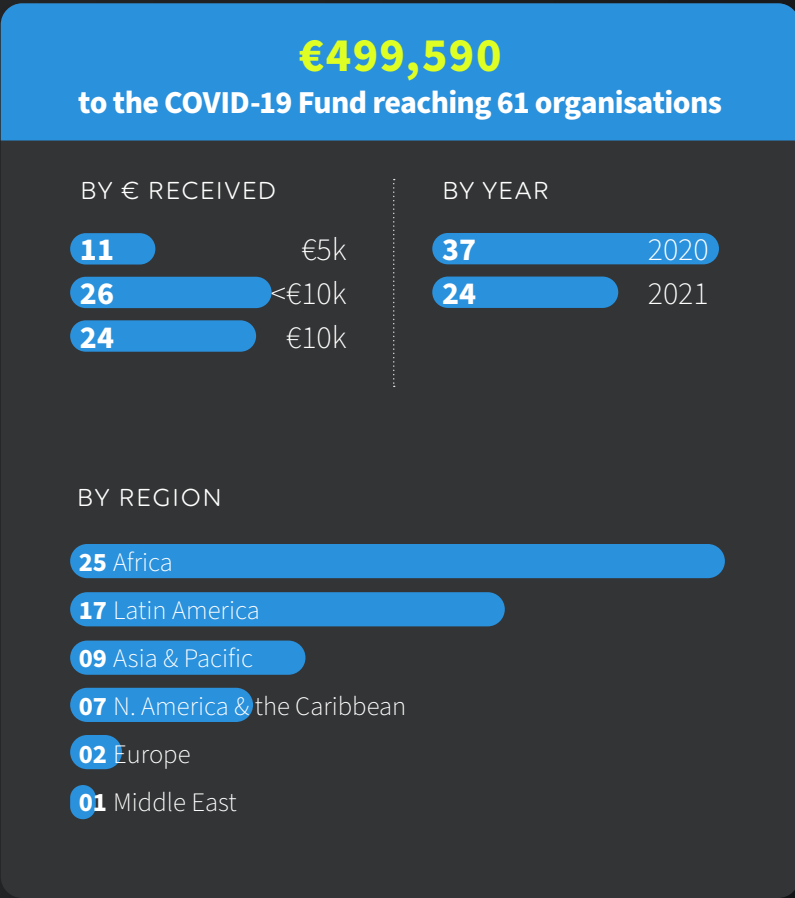
This page showcases the allocation of funds in more detail. While funds were raised as of 2017, the first allocation took place in 2018 and therefore this is the first year featured here. This graphic also includes additional contributions to the collective projects by impact sponsors and partners.

SUPPORT FROM THE
1% MEMBER PLEDGE

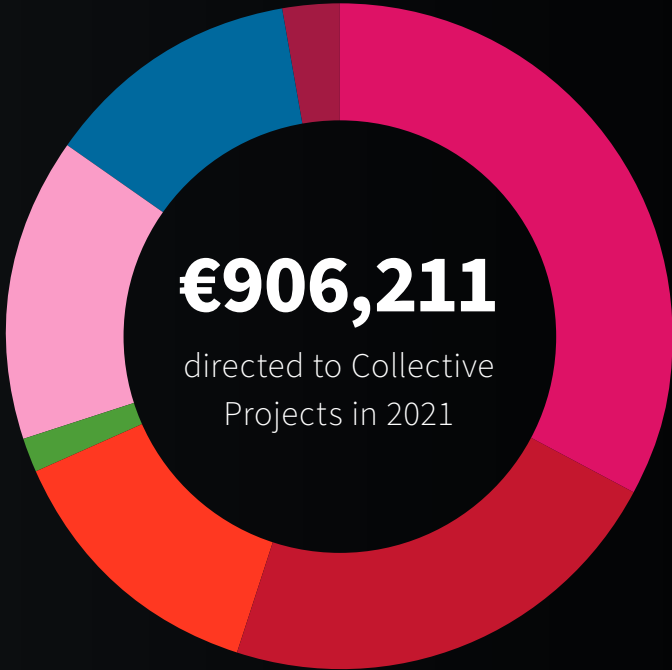
€3,284,499

SUPPORT FROM IMPACT
SPONSORS AND PARTNERS

€487,923



Collective Projects supported in 2021



Anti-Racist Project

GLOBAL GOALS



REGIONS

N. America & the Caribbean

2021 FUNDS
€299,522



Common Ground

GLOBAL GOALS



REGIONS

Europe

2021 FUNDS
€200,790



GG5 Accelerator

GLOBAL GOAL



REGIONS

Africa, Latin America

2021 FUNDS
€121,327



Menstrual Hygiene Management

GLOBAL GOALS



REGIONS

Africa, Asia & Pacific

2021 FUNDS
€14,080



Play Proud

GLOBAL GOAL



REGIONS

N. America & the Caribbean

2021 FUNDS
€134,557



Playing For Peace

GLOBAL GOALS



REGIONS

Global

2021 FUNDS
€113,000



Social Enterprise Assist

GLOBAL GOALS



REGIONS

Global

2021 FUNDS
€22,935





Anti-Racist Project

Tackling racism through football



THE GOAL

End racism in football: on the field, on the sideline, in the front office and across our communities.



THE STRATEGY

To tackle systemic racism by providing anti-racism training across the professional and grassroots football industry.



launch

2021

funding

€300K

overall

€300K

2021

the team in 2021

9

players / managers / businesses
pledging 1%

3

community organisations



Impact Sponsors

PROJECT OVERVIEW

Structural and systemic problems make football inaccessible and unwelcoming to marginalised communities that often lack the money to participate, have no access to facilities or supportive coaches trained to understand anti-racist approaches and techniques.

To address these challenges and tackle the continual lack of action that follows the repeated condemnation of racism, a coalition of football industry leaders has teamed up with Common Goal to launch the Anti-Racist Project (ARP).

The initiative was launched in the United States with clubs from the top divisions of US football, and the 30,000-member United States’ supporters’ group, American Outlaws. Since then, a growing number of clubs, brands, subject matter experts, and players have joined the ARP in our mission to fight racism on and off the football pitch.

The ARP aims to implement a series of activations, including an Executive Level Training Series for the leaders of clubs and football NGOs and the Switch the Pitch initiative, a digital competition that trains and empowers football coaches to lead anti-racist programming in their communities.

In order to accelerate and scale the impact of the project, the members of the coalition are inviting all industry stakeholders interested in making football more equitable to join the project.

OBJECTIVES



Implement 2 Executive Level Training Series with at least 20 leaders from US football clubs and football NGOs.



Launch 'Switch the Pitch' with at least 50 teams (10-15 players each), and train a minimum of 50 coaches on anti-racism and inclusion best practices.



Research and develop anti-racist education curriculums for professional players and fan groups.

TEAM LEADS



Subject matter experts: Community organisations and Black football players’ associations leading the development and implementation of youth-based activations.



Professional football clubs: Professional football clubs across North America united to support ARP and participate in executive and staff level training series.



Fan groups: Football fan groups, at local and international level, stepping up and advocating for equity and diversity across all levels of the game.

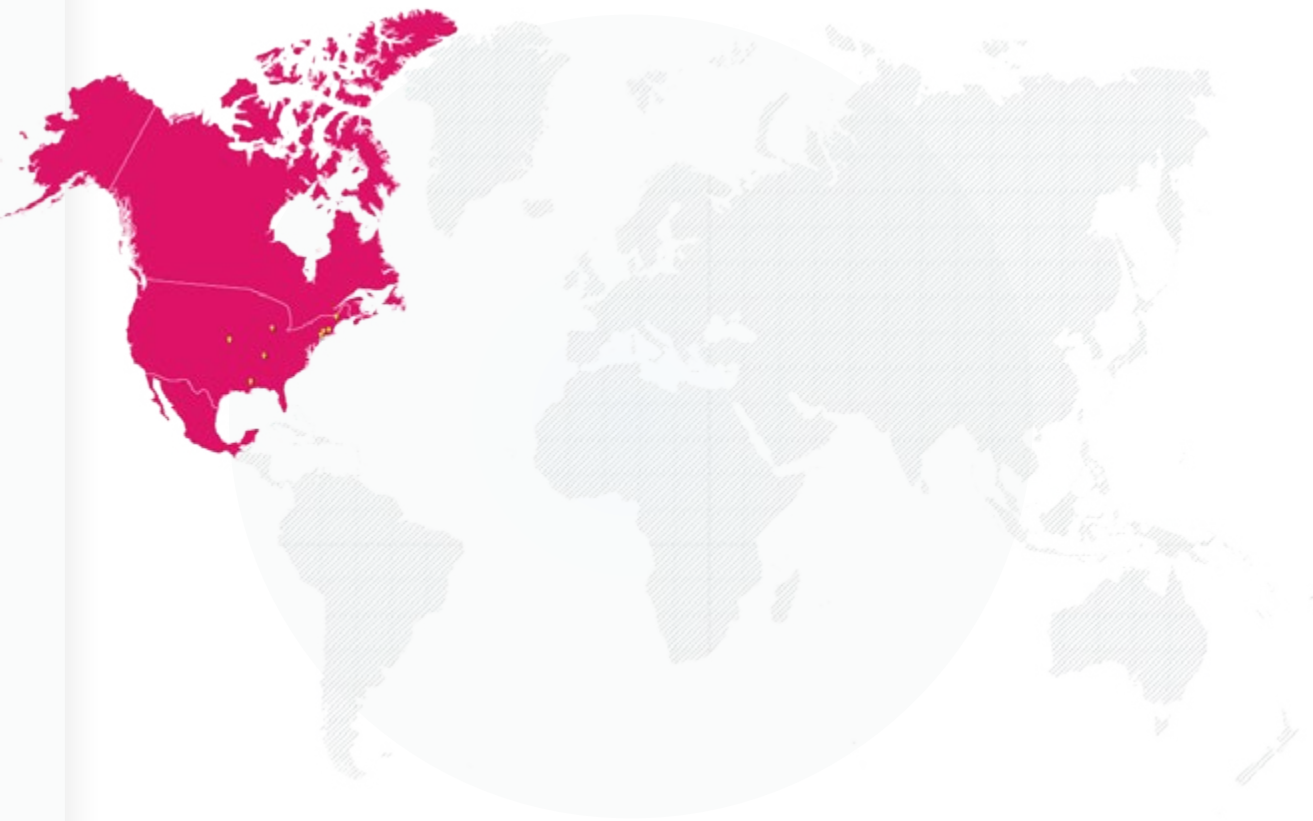


Businesses: A coalition of brands aligned behind the mission and vision of the ARP.

COMMON GOAL

Common Goal, a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

LOCATIONS



NORTH AMERICA & THE CARIBBEAN

- **United States:** America Scores, Soccer in the Streets, Soccer Without Borders

CHALLENGE

Structural and systemic discrimination creates inequality in access to and participation in football for marginalised communities, especially for BIPOC.



Barriers to participation

BIPOC youth are excluded from football due to economic, geographic, and cultural barriers.



Low leadership representation

In youth and professional club front offices, BIPOC representatives lack equal access to leadership and decision-making roles.



Lack of awareness & allyship

Low number of BIPOC coaches; lack of training in anti-racist approaches or collective consciousness on racism across the professional and grassroots game.

SOLUTION

Work against the personal and structural mechanisms and dynamics that cause and enforce racism, with:

A. How football can be a vehicle for racial equality



On the pitch & sidelines

Remove barriers to BIPOC participation in football and make the game safe and welcoming to all players through anti-racist training of coaches, players, staff etc.



In the boardroom

Educate and empower current leadership to create policy change and leadership pathways for BIPOC in professional and grassroots football.



In the stands

Amplify allyship in the stands and beyond through advocacy and activation campaigns that engage fans and communities and create a culture of tolerance and learning.

Executive level, Anti-Racist training

A series of intensive experiential trainings and education materials for executive staff in professional football & NGO leadership.

Switch the Pitch

A remote competition that unites the football community behind anti-racist action through experiential learning formats and anti-racist training.

Advocacy, education & activation

A series of actions for members of the professional game to build awareness, solidarity to activate anti-racist practice and leadership.

B. How the project enables the football community to create an inclusive and diverse game

To tackle racism at all levels of the game and enable a sustainable integration of anti-racist policy and practice into everyday operations, the ARP will implement the following components.

1. Switch the Pitch



Pay-to-Play coaches
Free-to-Play coaches



Talking series to prepare coaches to lead a team in the Switch the Pitch.



Coaches sign their team up for the Switch the Pitch.



Teams complete anti-racist challenges and get awarded points.



Winning teams meet at a festival hosted by a professional club.

2. Executive Training Series



Interviews with football stakeholders to identify training needs.



Training series for executives of football NGOs, clubs, businesses.



Advocacy campaign about racism in football.



BIPOC player activation series "Know Your Rights".



Community activation series.

IMPACT

Anti-Racist awareness and action is embedded into organisations at all levels of the game:

Short term impact:

Inequities in football are acknowledged and affirmative steps are taken to address systemic inequalities in the game.

Mid term impact:

Increased education and access to tools for each stakeholder affecting positive and measurable change in their respective level of the game.

Long term impact:

Football becomes an inclusive and diverse environment that celebrates differences and encourages equal access.

OUTPUTS SINCE THE LAUNCH

**3**
countries reached

**15**
implementing organisations

**4**
professional clubs

**50**
Anti-Racist community experts
launched Switch the Pitch

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021

ARP Launch

ACTIVITIES	OUTPUTS
▷ Public announcement of Anti-Racist Project.	▷ Global recognition of ARP.
▷ Establishment of relationships with potential project partners.	▷ Establishment of project goals, strategy, and desired impact.
▷ Project design and strategy.	

2ND QUARTER >> APR - JUN 2021

Coalition Building and Project Development

ACTIVITIES	OUTPUTS
▷ Connecting community organizations.	▷ Establishment of coalition of key stakeholders for ARP.
▷ Fundraising.	▷ Completed needs assessment for development of Executive Level Training Series.
▷ Needs assesments with subject matter experts and project partners.	

3RD QUARTER >> JUL - SEP 2021

Initiation of Youth League + Executuve Level Training Development

ACTIVITIES	OUTPUTS
▷ Establishment of youth league Steering Committee.	▷ Youth League content framework.
▷ Design of content framework for youth league.	▷ Executive Level Training Series content drafted.
▷ Development of content for Executive Level Training Series.	

4TH QUARTER >> OCT - DEC 2021

Implementation of Executive Level Training + Content Creation for Youth League

ACTIVITIES	OUTPUTS
▷ First cohort completed Executive Level Training Series.	▷ Completion of Executive Level Training Series Pilot.
▷ Youth League Content Kickoff.	▷ Start of content creation for youth league.
▷ Youth League "Hackathon" in Atlanta – meetup with community orgs for content creation.	




12

entities joined the Anti-Racism coalition.

4 clubs,
4 grassroots organisations and
4 businesses are part of the coalition.

50 hours of community stakeholder listening.



26

executives from 4 professional clubs completed the Executive Level Training series.

86% of the participants said the training improved their knowledge on how to handle racist situations in the workplace.

88% of the participants said they are likely to take action if a colleague behaves in a biased way.



Anti-Racist youth league strategic framework developed.

“This was by far the most comprehensive training we have received on anti-racism in football.”

PAUL CADWELL

executive team member, Chicago Fire



Common Ground

Play, Lead, Create



THE GOAL

A society where every young person has equal opportunities to play, lead and create positive change for themselves and their communities.



THE STRATEGY

Using street football to enable young people to develop skills and abilities they need to develop positive life perspectives and find their place in society.



launch

2020

funding

€572K

overall

€201K

2021

the team in 2021

10

players / managers / businesses
pledging 1%

1

community organisation



Impact Sponsor

PROJECT OVERVIEW

Not all children and adolescents in Germany have the same opportunities for personal development and active participation in society. The inequalities and social exclusion that these young people face have been exacerbated by the coronavirus crisis.

Led by KICKFAIR, the Common Ground project is addressing these challenges by providing young people most affected by the pandemic with valuable social and learning experiences.

A Common Ground is a safe space consisting of a whole concept of quality education built around a street football pitch and youth organising office where young people can meet, have positive social experiences and develop their potential - and contribute to social change.

As the co-creators of all activities, young people’s role and perception shift from beneficiaries to real experts and decision makers, taking on an active role in expanding their learning and changing their individual life circumstances for the better. The methodology underlying the programmes places the personal development of young people and their interaction as an open democratic community at the centre of transformation.

The approach of Common Ground is based on KICKFAIR’s educational concept with the structural integration of individual elements in schools and their curriculum and seeks to achieve positive changes, both on an individual level and on a societal level.

OBJECTIVES



Establish Common Grounds across Bundesliga cities and support youth most affected by the pandemic.



Engage up to one thousand young people at each Common Ground through activities promoting social values and active citizenship.



Connect Common Grounds to school curriculum enabling educational institutions to foster equal learning opportunities, personal development and social interaction.

TEAM LEADS



Youth: Regardless of their background and as experts of their life realities, young people design all Common Ground activities and become positive role models.



Local Schools: Schools in Bundesliga locations anchor the locally adapted KICKFAIR concept in their structures and implement it in the long term.



KICKFAIR is a non-profit organisation active across Germany and pursues the goal that all young people have the same opportunities to develop their potential and to create society.

COMMON GOAL

Common Goal is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

LOCATIONS



EUROPE

• **Germany:** KICKFAIR

Berlin, Gelsenkirchen, Hannover, Leipzig, Mönchengladbach, München, and Wolfsburg.

CHALLENGE

Young people in Germany have unequal opportunities to develop, realise their potential, and to live a happy life. This can result in:



Unhealthy behaviour

Frustration, resignation, lack of self-esteem and self-confidence among youth, leading to destructive coping strategies.



Undeveloped potential

Loss of talents and potentials needed in all sectors.



Social Exclusion

Threat of our societal cohesion (locally and globally).

SOLUTION

Work against mechanisms and dynamics that lead to unequal opportunities threatening our future society.

New learning opportunities

Transforming the system of learning and foster quality education for all.

Youth become experts

Promoting new leadership models understanding youth as experts.

Enabling equal opportunities

Re-writing narratives about marginalised youth and redefining key indicators for success.

A. Using a holistic football-based educational model

KICKFAIR's educational model enables young people to develop **skills and abilities** needed to access positive life perspectives and to find their place in society.



Street Football

Participants play the game, negotiate rules, and discuss compliance in the 'dialogue zone'.



Implementation

Participants take central role, giving ideas, planning, organising and carrying out the project contents.



Leader- & Mentorship

Participants with more experience become leaders/mentors and share their knowledge and support to younger ones.



Encounter in Diversity

Participants exchange with peers from partner organisations and adopt constructive approaches to diversity - locally and globally.



B. Creating Common Grounds to Play, Lead, and Create

The 'Common Grounds' promote quality education, new models for youth leadership and societal transformation.

How the Common Ground concept is adapted to targeted communities



1. Identifying interested schools and local partner organisations.



2. Assessing needs, objectives and expected impact with the organisation.



3. Developing a short-, mid- and long-term implementation plan digging into the local curriculum.



4. Creating local 'Youth Organising Teams' as key implementers supported by KICKFAIR's Youth Leaders.

How young people lead social transformation in their surroundings



5. Local partners receive mobile football pitch and adapted concept for implementation.



6. Organising Teams are trained on KICKFAIR methodology supported by a Youth Leader.



7. Organising Teams design the journey of the Common Ground.



8. The pitch is set up and activities are implemented.



9. The journey continues with next destination to be defined by the youth.

IMPACT

Young people are able to unfold their potential and co-create social transformation in their surroundings to promote equal future perspectives for all.

Supportive learning environment developed

The project enables positive learning environment for young people to develop and unfold potential.

Young people feel belonging and purpose

Young people find belonging through active co-creation of living surroundings and develop personally and in social interaction.

Society's perception of youth is positive

Equal opportunities and changed perspectives for youth and society to live a happy life.

OUTPUTS SINCE THE LAUNCH



7 cities in Germany



29 implementing schools



269 teachers & social workers trained



13 Common Goal members actively involved in activities

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021

Train and exchange through the digital space

ACTIVITIES	OUTPUTS
▷ Youth Leaders exchanged in digital meetings and further developed Common Ground on site.	▷ 33 Youth Leaders exchanged and further developed Common Ground in digital meetings.
▷ KICKFAIR staff and young leaders trained to provide support around the pandemic and school closures.	▷ 21 KICKFAIR staff members trained.
▷ Digital workshops due to nationwide school closures.	

2ND QUARTER >> APR - JUN 2021

Bringing the team together in Wolfsburg

ACTIVITIES	OUTPUTS
▷ "Team Talk" between Youth Leaders and Common Goal members from VfL Wolfsburg.	▷ Common Ground activities in 9 further schools in Wolfsburg.
▷ KICKFAIR educational concept trainings for teachers and social workers.	▷ 38 local teachers and social workers trained to work with the KICKFAIR educational concept.
▷ Implementation of one new Common Ground and leave out the precise location.	

3RD QUARTER >> JUL - SEP 2021

Celebrating at the festival in Munich

ACTIVITIES	OUTPUTS
▷ Festival in Munich with all participating schools and other local partners .	▷ 252 participating youth at the Festival in Munich, mainly implemented by 16 Youth Leaders.
▷ Street football and workshop days in all local Common Grounds across Germany, welcoming youngsters back to school after summer break.	▷ 20 Youth Leaders developing perspectives of Common Ground.
▷ National Youth Leader meeting in Stuttgart.	

4TH QUARTER >> OCT - DEC 2021

International experts contribute at Common Grounds

ACTIVITIES	OUTPUTS
▷ Festival in Wolfsburg with Common Ground schools from the northern part of Germany.	▷ 6 Common Goal members actively involved in different Common Ground activities.
▷ Street football and global learning days with Youth Leaders from international partner organisations.	▷ 386 youngsters learned with international Youth Leaders at eye level.
▷ Regular project implementation of Common Ground in 2 new locations.	

IMPACT IN 2021

3,490

youth playing street football on
Common Grounds in Germany.

100% of youth
agree that through
Common Ground they
learned that diversity
is positive.

100% of
teachers agree that
Common Ground con-
tributes to a positive
learning climate and
peaceful coexistence
at their school.

393

mentors and youth leaders
engaged in Common Ground.

97% of youth
agree that through
Common Ground
they can help shape
society.

100% of
teachers agree that
through Common
Ground the image
of their school is
changing positively.

17

schools hosted a Common Ground
in 2021.

**“Parent are totally grateful that their
children can have such experiences.
Since we put the pitch in the
schoolyard, there is real enthusiasm!”**

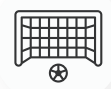
TIL K.

teacher, Common Ground Hanover



GG5 Accelerator – SOMOS Equidad

Driving progress towards gender equality



THE GOAL

A world where every girl has the opportunity to develop her full potential.



THE STRATEGY

Increase girls’ participation as well as the proportion of female coaches and leaders in football for good community programmes, ensuring that every girl has a female role model in her community.



launch

2020

funding

€166K

overall

€121K

2021

the team in 2021

40

players / managers / businesses
pledging 1%

9

community organisations



Impact Sponsors

PROJECT OVERVIEW

Every girl in the world has the potential to lead – herself, her peers and her community, but their potential is impeded by entrenched and widely tolerated gender inequity and discrimination.

Common Goal has teamed up with Soccer without Borders, Women Win and Fundación Selección Colombia to implement Global Goal 5 Accelerator, a collective project to advance the efforts of grassroots organisations towards gender equity.

The programme focus on increasing girls’ participation as well as the proportion of female coaches in football for good community programmes, ensuring that every girl participant has a female athlete role model in their community. The first phase of Global Goal 5 Accelerator took place in East Africa, with the idea of initiating the project on the continent with the lowest girls’ participation on the planet.

Following the successful implementation in East Africa, the second chapter was launched in Latin America at the end of 2021, and is currently being implemented under the banner of "SOMOS Equidad".

While they might be at different stages of their progress toward gender equity in their programmes and their overall set-up, participating organisations share the commitment to work towards making significant advancements on the topic; including achieving gender equality at the leadership level of the organisation.

OBJECTIVES



Increase girls’ participation in football for good programmes across the world.



Increase the proportion of female coaches to ensure that every girl participant has a female athlete role model in her community.



Improve capacity and capability of football for good organisations to serve women and girls in their communities, and ensure gender equity in their leadership.

TEAM LEADS



Female Coaches and Organisational Leaders in football for good community programmes: ensuring that every girl participant has a female athlete role model in their community.



Fundación Selección Colombia is a NGO that promotes social transformation through football. It delivers programs to underserved children and youth, supporting them to learn values and develop life skills.



SOMOS is an initiative created by five Colombian professional female players seeking to achieve gender equality for girls in Latin America, with the help of different organisations worldwide.



Women Win is a global expert in women’s empowerment through sport, and supports organisations that use sport as a tool to empower girls and young women to know their rights, specifically regarding gender-based violence, sexual health, and economic empowerment.



Soccer Without Borders is a US-based NGO that uses football as a vehicle for positive change for underserved youth. The organisation also runs projects in Nicaragua and Uganda, where the focus is to strengthen the position of women within society.

LOCATIONS



AFRICA

- **DR Congo:** Malaika
- **Ethiopia:** Sport the Bridge, SWB
- **Kenya:** Moving the Goalposts Kilifi, TYSA, VAP
- **Tanzania:** Future Stars Academy
- **Uganda:** Watoto Wasoka

N.AMERICA & THE CARIBBEAN

- **Chile:** Fútbol Más
- **Colombia:** Fundación Tiempo de Juego, Fútbol Con Corazón
- **Costa Rica:** SEPROJOVEN
- **Ecuador:** FUDELA
- **Mexico**
- **Peru**
- **Uruguay:** Asociación Civil Gurises Unidos

CHALLENGE

Gender inequity and discrimination are an obstacle for girls’ and young women’s leadership potential.



Stigma

In many communities, football is still regarded as a “man’s sport”, hindering young women from participating.



Lack of role models

Too few female role models on and beyond the pitch for young women to follow and be inspired by.



Girl's development hindered

Lack of self-esteem, self-confidence and information prevent young women from reaching their full potential and standing for themselves.

SOLUTION

Work against the mechanisms and dynamics that enforce gender inequity and discrimination, by:

A. How football for good can be a vehicle for gender equity



On the pitch

Develop concrete strategies for:

- girls’ recruitment and retention in programmes;
- gaining parent/guardian permission/support;
- ensuring girls confidence on the pitch and with their teammates.



On the sidelines

Enable female athlete role models and coaches to reach their full potential by identifying, supporting, and providing access to local programmes helping women build their capacity.



In organisations

Identify Global Goal 5 Champions within organisations, support their work towards gender equality, and help identify barriers to advancing their efforts, creating a plan to reduce or eliminate obstacles.

Promoting female participation

Using the power of football to influence norms and attitudes surrounding female participation in the game at an individual, community, and global level.

Enabling female leadership

Promoting female leadership within football for good organisations and on the pitch.

Creating equal opportunities

Creating equal opportunities for girls and young women to play football, enabling them to understand their bodies as athletes.

B. How the programme enables football for good organisations to embed gender equity within themselves and their communities



1. Cohort Forming & Learning –

Organisations start their journey by coming together and agreeing on learning principles.



2. Learning – Leaders and coaches learn about the topic of gender equity and indicators of progress.



3. Self-assessment – The cohort of organisations collectively conducts a self-assessment that results in the creation of a score card.



4. Creating a Gender Action Plan – Leaders and coaches develop their own Gender Action Plan to drive gender equity in their community.



5. Implementation – The cohort works to deliver on their action plans with regular support and exchange among members.



6. Leadership Development – Project leads identify challenges and conduct workshops and training to address them.



7. Results – At the end of the process, organisations conduct a further self-assessment to evaluate the extent of their progress and where to make adjustments.

IMPACT

Women and girls improve their lives through football all over the world.

Embedded gender equity

Organisations have a clear pathway to become gender-equitable and offer a positive environment for young women to develop their potential.

Positive role models enable change

By creating more inclusive environments at every level, girls and young women have positive role models and opportunities to advance as leaders.

Young women can unfold their potential

Equal opportunities enable girls and young women to unfold their potential and shape society.

OUTPUTS SINCE THE LAUNCH



12

countries reached



21

implementing organisations*



22

community leaders trained



900+

hours of training

*Including organizations in Latin American countries funded by Scotiabank and Bancolombia

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021

Analysis of East Africa results

ACTIVITIES

▸ Check in with organizations.

▸ Endline survey carried out with project participants to assess gender equity related changes in the organizations.

OUTPUTS

▸ Endline survey finalized.

▸ East Africa's final report delivered.

>

2ND QUARTER >> APR - JUN 2021

Prospecting expansion to Latin America

ACTIVITIES

▸ Alignment among expert partners on challenges and potential project models.

▸ Concept design and proposal development.

▸ Structuring of local project team.

▸ Preparatory workshops on gender appropriate communications.

OUTPUTS

▸ Funds secured for Latin America chapter.

▸ Project concept defined.

▸ Context understood and basis for the project implementation in place.

▸ Involvement of 5 female professional footballers in the project design.

>

3RD QUARTER >> JUL - SEP 2021

Project planning for Latin America chapter

ACTIVITIES

▸ Project planning and program design for Latin America chapter (SOMOS Equidad).

▸ Identification of implementing partners.

▸ Involvement of two additional regional funding partners to include further locations.

OUTPUTS

▸ Program designed and training curriculum defined.

▸ Inclusion of 14 new locations.

>

4TH QUARTER >> OCT - DEC 2021

SOMOS Equidad kick-off

ACTIVITIES

▸ Selection of staff members and trainers to take part in the programme.

▸ Kick-off of SOMOS Equidad (Latin America chapter).

▸ Workshop with selected team members.

▸ Articulation meetings with selected team.

OUTPUTS

▸ Expert partners aligned on the content and training sessions scheduled.

▸ Implementing partners, staff members and trainers selected.

▸ Operation , financial and communication manuals created for colective implementation.

SOMOS Equidad launched in Latin America.

12 organisations in 7 countries.

5 pro players involved in project design and implementation.

36

female staff and coaches selected and trained to champion gender equality in their communities.

30+ workshops and meetings implemented.

3,200

players expected to be reached in 2022.

“In Latin America, football is an industry with many inequalities (...).

M SOMOS Equidad strives to use the sport to change that, to advance gender equity for generations to come.”

ANA ARIZABELETA

Executive Director at Fundación Selección Colombia



Menstrual Hygiene Management

Tackling social taboos to empower young women



THE GOAL

A world where menstruation doesn't limit girls' and women's capacity to achieve their full potential.



THE STRATEGY

To use football as a tool to create a learning environment and support system where girls can learn how to manage their period safely and with confidence.



launch

2018

funding

€115K

overall

€14K

2021

the team in 2021

8

players / managers / businesses
pledging 1%

7

community organisations

PROJECT OVERVIEW

Millions of girls around the world lack adequate information about menstruation. Taboos and stigma surrounding menstruation breed fear and shame. They put girls' health at risk and negatively affect their education, as many miss several school days per month or drop out completely once they reach puberty.

Education about menstruation and Menstrual Hygiene Management (MHM) is critical to empower girls to manage their menstruation safely, hygienically, and with confidence. For this reason Common Goal has teamed up with WASH United to develop, test and implement a Menstrual Hygiene Management Education Guide.

The project provides the opportunity to implement the education guide in communities around the world, and to better understand and measure the impact of the guide especially when it comes to the knowledge, attitudes and practices of girls around menstrual hygiene.

The project kicked off in 2018 in India, reaching 3,000 girls on its first year, and approximately 2 Million girls in 15,000 schools by 2020. The second phase of the project kicked off in Uganda in July 2019 and continued throughout the year 2020 in the East Africa region.

Due to the pandemic, efforts were dedicated to launching an online platform. Since launching in late 2021, a total of 86 new organisations have used the online guide in their own programming, totaling the number of organisations using the MHM curriculum to 93.

OBJECTIVES



Make available high-quality training curriculum on Menstrual Hygiene Management for teachers, coaches, and social workers at no cost.



Support community organisations with the material to run their own training on MHM and continue to help reach more girls with MHM education.



Empower girls to make informed decisions on how to manage their periods, improving their overall health and educational opportunities.

TEAM LEADS



Coaches & Facilitators: Receive training to implement the MHM Education guide at local organisations in the project regions.

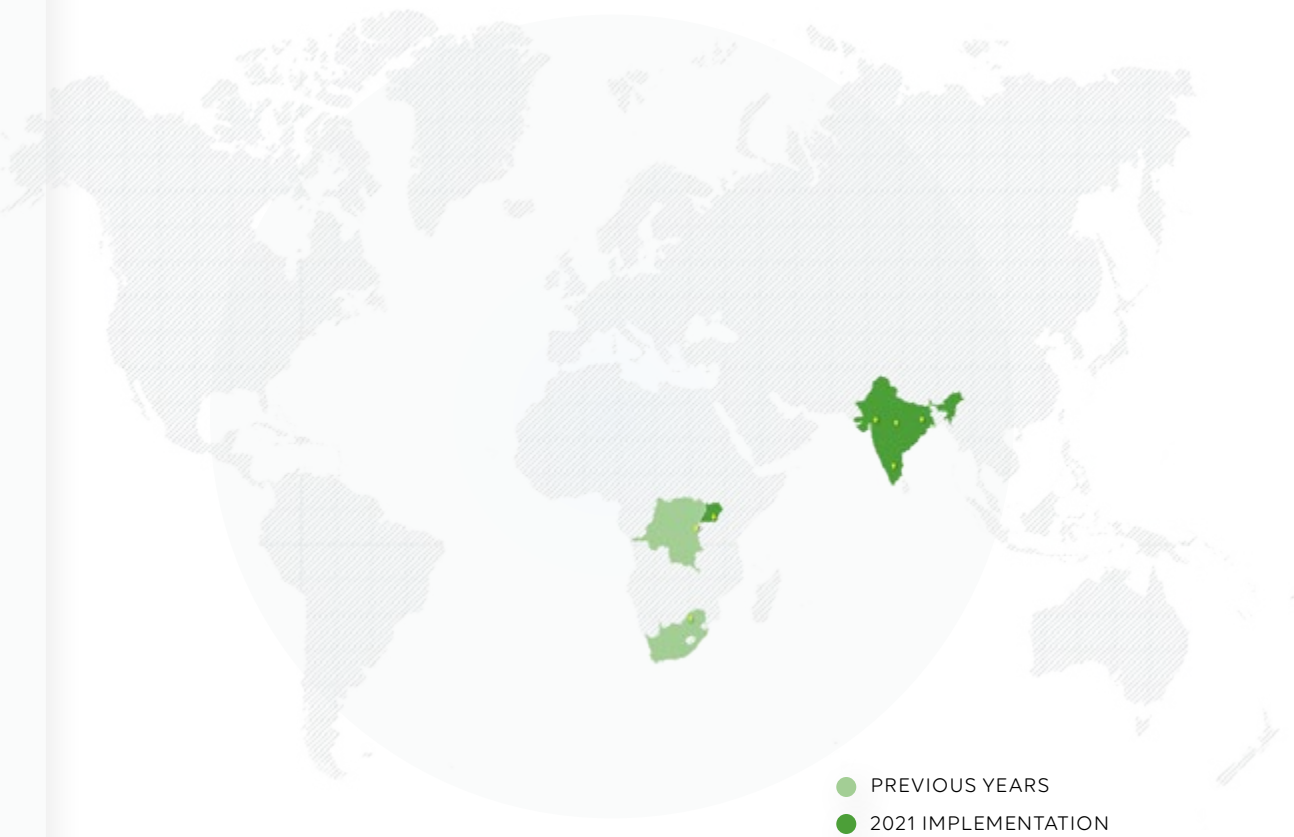


WASH United is a non-profit based in Germany that enables football organisations to integrate WASH (water, sanitation & hygiene) & MHM (menstrual hygiene management) into their programmes.

COMMON GOAL

Common Goal is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

LOCATIONS



AFRICA

- **DR Congo:** CJP
- **South Africa:** Altus Sport
- **Uganda:** Watoto Wasoka

ASIA

- **India:** Dream a Dream, Oscar Foundation, Slum Soccer, Yuwa

Since 2018, 7 football for good organisations were involved directly in the programme, and with the launch of the online education guide in 2021, 86 entities outside the football for good sphere had access to, and downloaded the MHM tool.

CHALLENGE

630 million girls will experience their first period in the next 10 years. More than half won't have enough information to manage it safely and with confidence.



Lack of information

More than half of them will not have enough information to manage their period safely and with confidence.



Societal Taboos

Misconceptions around menstruation and source of bleeding. Cultural taboos restricting girls' social interaction.



Missing School

Girls report missing school regularly due to menstrual hygiene issues.

SOLUTION

Tackling the taboos, silence and lack of information surrounding menstruation that prevent girls and young women from fully and equally participating in society, by:

Educating girls on MHM

Informing young women on how to manage their periods hygienically and make informed decisions on their sexual reproductive health.

Using football to build trust

Training and supporting teachers, coaches and community workers in addressing a sensitive and often taboo topic in a fun and empowering way.

Implementing MHM Education Guide

Empowering girls to act with confidence around their periods and to pursue opportunities that open up perspectives for their future.

A. Using football to build trust



1. Female coaches come to the schools once a week and conduct MHM sessions with the girls.



2. Football sessions break the ice, create a safe space and build the girls' confidence.



3. Football-based games on the topic of menstrual hygiene, sanitation and health introduce the theme.



4. Football events like the MHM Day Festival and Cup Tournament raise awareness among girls and their mothers.



5. The relaxed and fun atmosphere of the sessions helps the girls to open up and build trust with the coach.

C. Implementation Model



B. Implementing the MHM Education Guide

With the help of an exciting story and through different activities, girls gain essential knowledge about good menstrual hygiene.



1. Understanding body changes during menstruation.



2. Identifying common challenges for girls.



3. Encouraging girls to open up.



4. Creating a support system to overcome obstacles.



5. Encouraging girls to support each other.



6. Learning how to use sanitary pads and cloths.



7. Teaching girls how to track their periods.

IMPACT

Girls around the world understand better how to manage their periods and create their own support systems through team play and trust circles.

Gaining confidence

Girls gain confidence on how to manage their periods safely, how their body changes during puberty and how to support each other.

Reaching more communities

More organisations have access to the MHM Education Guide and are able to offer MHM trainings to their participants.

Global scalability

The MHM Education Guide is freely available online to scale the spread of MHM knowledge through football.

OUTPUTS SINCE THE LAUNCH



4
countries reached



7
implementing organisations



40
coaches directly trained



10K+
girls trained on MHM

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021
Development of online platform

ACTIVITIES	OUTPUTS
▷ Production and launch of a website where organisations can access the MHM Education Guide for free.	▷ MHM Education Guide online platform launched in February for a 6-months test phase.
▷ Local trainings mainly on hold due to the ongoing pandemic.	



2ND QUARTER >> APR - JUN 2021
Online platform testing and limited MHM trainings

ACTIVITIES	OUTPUTS
▷ Organisations download the MHM Education Guide and give feedback on the website's functionalities.	▷ 414 girls trained on MHM through Watoto Wasoka/Viva con Agua in Uganda.
▷ Limited opportunities for MHM training due to the pandemic.	

3RD QUARTER >> JUL - SEP 2021
Online platform and ToT workshop

ACTIVITIES	OUTPUTS
▷ Public launch of MHM Education Guide online platform in September	▷ The MHMEG is now freely available to anyone who wants to educate girls about MHM.
▷ Creation of new educational materials on sport & menstruation	▷ Materials on sport & menstruation ready for test implementation.
▷ MHM Training of Trainers workshop in Uganda	▷ 14 staff members from 7 Ugandan organisations empowered to use the MHMEG in their communities.



4TH QUARTER >> OCT - DEC 2021
Expansion beyond football for good

ACTIVITIES	OUTPUTS
▷ Promotion of online platform beyond the football for good sector.	▷ Over 100 organisations worldwide use the MHMEG to educate girls about MHM.
▷ MHM Master Trainers workshop in Uganda.	▷ 14 staff members from 7 Ugandan organisations qualified as MHM Master Trainers.
▷ Implementation of MHM trainings in Uganda.	
▷ Test implementation of the sport & menstruation materials in India.	



1,400

girls empowered to manage their period safely, hygienically and with confidence.

70% of girls showed improved knowledge of menstruation and MHM.

24% decrease in the number of girls who felt worried and upset about their period.



14

coaches qualified to deliver MHM training sessions and train MHM trainers.



“The master training taught me how to be confident. It has really helped my organisation to sensitize young girls about MHM.”

SHEILA KYOMUGISHA

Soccer for Social Impact



100+

organisations across the world started using the MHM Education Guide.

58% of organisations come from Africa and 37% come from Asia with India and Nigeria being the top countries.

10K+ girls trained on MHM by organisations globally.



Play Proud

Providing safe spaces for LGBTQ+ communities



THE GOAL

To create safe sporting spaces for LGBTQ+ communities across the world.



THE STRATEGY

To implement an LGBTQ+ inclusivity training program that works with all stakeholders in soccer to create inclusive spaces for LGBTQ+ youth and communities.



launch

2019

funding

€209K

overall

€135K

2021

the team in 2021

6

players / managers / businesses
pledging 1%

10

community organisations



Impact Sponsors

PROJECT OVERVIEW

Globally, LGBTQ+ communities face discrimination both on and off the pitch. LGBTQ+ discrimination comes in many forms—ranging from homophobic chants in the stands to laws that criminalise LGBTQ+ identities.

Play Proud is a grassroots-driven program that works with all stakeholders in soccer to make communities and stadiums a safer space for the LGBTQ+ community. Play Proud transforms soccer clubs and organisations around the world by equipping coaches and staff with the skills and knowledge to ensure that LGBTQ+ inclusion is championed, on and off the pitch.

Play Proud recognises that everyone has the ability to provide allyship and support to LGBTQ+ people. The programme seeks to equip coaches, staff, and club representatives with the skills and knowledge to be mentors to LGBTQ+ youth, allies in their workplaces, and champions of inclusion in their communities.

Since the pilot project, Play Proud has expanded globally, training 50 coaches from 13 countries around the world. In 2020/2021, Play Proud trained 23 coaches from 7 countries across Europe, Sub-Saharan Africa and Asia. In 2022, Common Goal is bringing together grassroots soccer organisations, fan groups and professional soccer clubs from the MLS, NWSL, USL, Liga MX, and CPL to UNITE the North American continent and promote LGBTQ+ inclusion ahead of the FIFA Men’s Football World Cup in 2026.

OBJECTIVES



Design curricula and policies that can be used to make programmes, organisations, and communities more LGBTQ+ inclusive.



Build organisations' capacity to incorporate the methodology into their programmes, training the first generation of coaches.



Roll out the Play Proud Playbook to guide organisations in promoting open and safe football programmes for all.

TEAM LEADS



Coaches and Mentors trained through the project to offer LGBTQ+ inclusive programming in their organisations and communities.



Inside Inclusion works with businesses to explore and address issues relating to all forms of diversity and discrimination.



Impact International, a leadership development expert that designs customised experiential learning experiences for organisations.

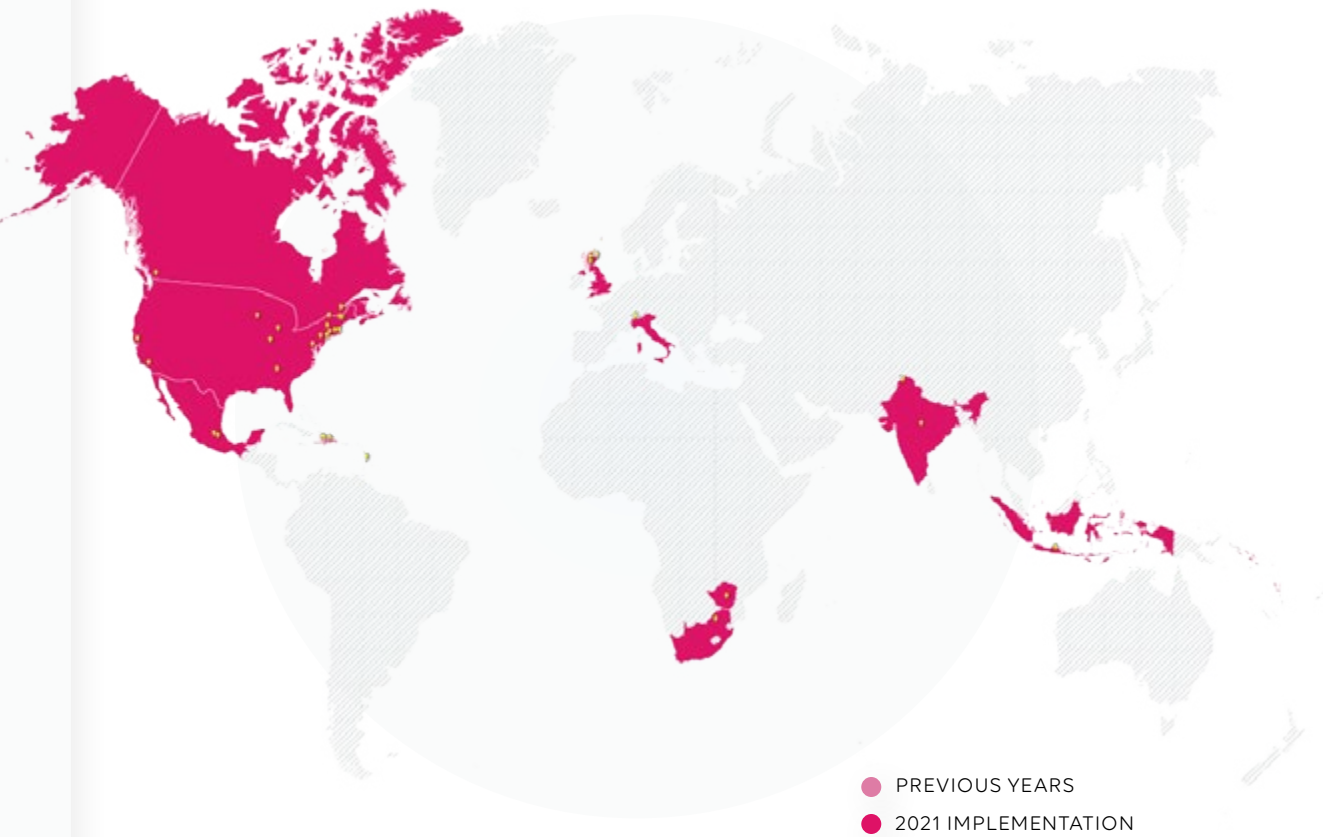


Inclusion Playbook, a civil rights advocacy group with the goal of empowering social change agents to transform their communities.



Stonewall UK is the largest LGBTQ+ rights organization in Europe.

LOCATIONS



AFRICA

- **South Africa:** Grassroot Sport South Africa, Altus Sport
- **Zimbabwe:** Grassroot Soccer Zimbabwe

ASIA

- **India:** Slum Soccer, YFC Rurka Kalan
- **Indonesia:** Rumah Cemara

EUROPE

- **Italy:** Balon Mundial
- **England:** Sport4Life, Street League
- **Scotland:** Denis Law Legacy Trust

N. AMERICA & THE CARIBBEAN

- **Canada:** Canada SCORES Vancouver
- **Dominican Republic:** Fútbol Más
- **Haiti:** GOALS Haiti, Fútbol Más
- **Mexico:** Fútbol Más
- **St. Lucia:** Sacred Sports Foundation
- **United States::** America SCORES Chicago, Project Goal, City In The Community, Pure Game, Soccer In The Streets, Soccer Without Borders, South Bronx United, Starfinder Foundation, Street Soccer USA, The Sanneh Foundation

CHALLENGE

There are a lack of inclusive and safe spaces for young people to participate in football, which leads to...



Reduced Participation

Reduced participation in sports of young people from LGBTQ+ community.



Feelings of Alienation

LGBTQ+ young people are often alienated and rejected from sports with 4 out of 5 LGBTQ+ youth not out to their coaches.



Increased Vulnerability

LGBTQ+ youth that lack mentors have a greater chance of exposure to drugs and alcohol at a young age, lower academic performance, and suicide.

SOLUTION

To make all football spaces safe, inclusive and welcoming to all, regardless of one's gender identity and/or sexual orientation.

Leadership Development

Implement LGBTQ+ inclusivity training to staff.

LGBTQ+ Knowledge Acquisition

Deliver a methodology to give participants the tools and knowledge to create safe spaces for in their organisations and programmes.

Train the Trainer Theory

Increase advocacy of LGBTQ+ inclusion in sport.

A. Enabling coaches and staff to create more inclusive and safer sports environments for LGBTQ+ youth

Using appropriate terminology

shows respect and acknowledges the team as a unit and as individual members.



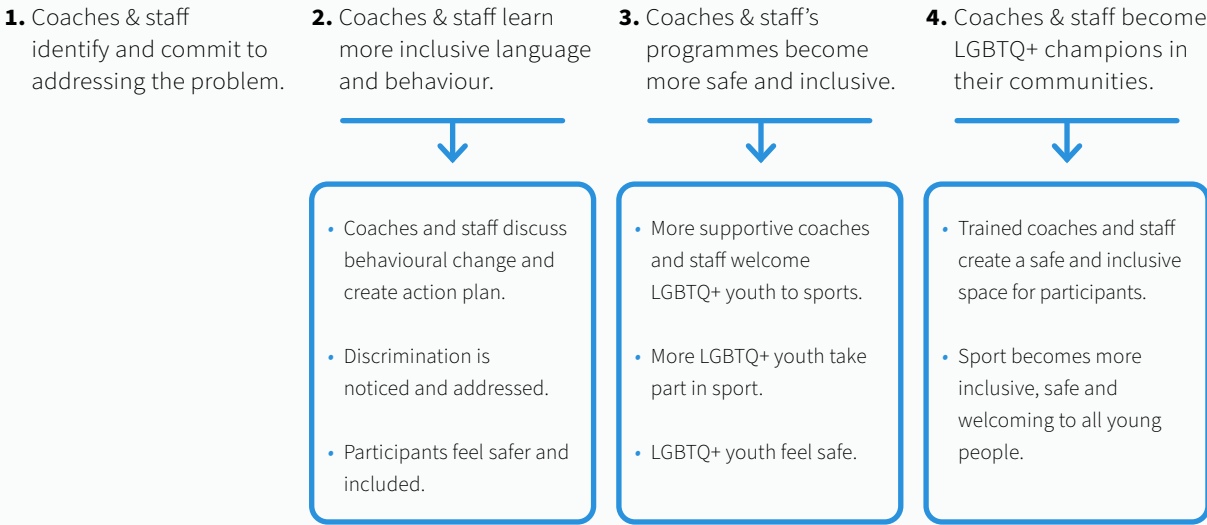
Amplifying allyship is a sign of support and respect towards the LGBTQ+ community and reinforces that anyone is welcome.

Being informed and staying up-to-date on LGBTQ+ inclusion topics that impact your players, coaches, and community.

Being proactive about communicating commitment to LGBTQ+ inclusion in a structured way.

Being consistent in words and actions, challenging homophobic behaviour and using inclusive language, on and off the pitch.

B. Training Play Proud coaches and staff to become community leaders



C. Implementation Model



IMPACT

As a result of implementation, the impact and outcomes of Play Proud are felt in the short, mid and long terms:

Staff become inclusion advocates

Coaches & staff use the skills and knowledge they learnt to make their programmes more inclusive.

Organisations become more inclusive

Participants use their newly gained skills to make organisations more intentional about inclusivity through programmatic and policy changes.

Sports become safe and inclusive for all

Youth from all backgrounds benefit from inclusive sport for development programmes.

OUTPUTS SINCE THE LAUNCH



13
countries reached



25 implementing organisations



50
coaches trained



200+
hours of training delivered

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021

Play Proud Online Implementation

ACTIVITIES

- ▷ Online lectures for coaches.
- ▷ Self-paced assignments.
- ▷ Community mapping exercises for the learning acquisition phase of Play Proud.
- ▷ The Play Proud Toolkit used in tandem with online teachings.

OUTPUTS

- Design and implementation of an 'action learning project' by each of the 10 implementing organisation.

2ND QUARTER >> APR - JUN 2021

Trained Organisations Implement Projects

ACTIVITIES

- ▷ LGBTQ+ training for coaches.
- ▷ Community mapping exercises in conservative areas.
- ▷ LGBTQ+ webinars to young people and staff.
- ▷ Inclusion policy implementation.

OUTPUTS

- ▶ All 10 organisations trained in 2020/2021 implemented LGBTQ+ inclusion projects geared towards addressing specific challenges in their local communities.
- ▶ All coaches completed 100+ hours of LGBTQ+ inclusion training.

3RD QUARTER >> JUL - SEP 2021

Play Proud concept for 2022 is developed

ACTIVITIES

- ▷ Subject Matter Expert consortium identified.
- ▷ Concept for new Play Proud programme finalised.

OUTPUTS

- **Stonewall UK, Inside Inclusion, and Impact International brought on as Subject Matter Experts.**

- ▶ Programme delivered to 8 community organizations, 8 fan groups, 8 professional clubs.
- ▶ Angel City FC and Tigres to host residencies in 2022.
- ▶ Theory of change developed to account for clubs, fan groups, and community organisations.

4TH QUARTER >> OCT - DEC 2021

Play Proud United cohort is finalized

ACTIVITIES

- ▷ Clubs, fan groups, and community organisations selected.
- ▷ Play Proud materials reviewed and developed for new cohort.
- ▷ Theory of change reviewed and developed for new cohort.

OUTPUTS

- ▶ **Play Proud United 2022 cohort is finalized.**
- ▶ **Theory of Change is developed.**

A group of people are seated in a room, facing a screen displaying a presentation. The room has a high ceiling with exposed wooden beams and hanging lights. The audience is diverse in age and appearance, and they are all looking towards the front of the room where a presentation is being shown.

10

organisations across 7 countries integrated LGBTQ+ inclusion as part of their curricula.

10 inclusion projects created by the implementing organisations, to reflect the inclusion needs of their communities.

75% of the participants taking part in the 'action learning projects' phase felt satisfied with their projects.


A man wearing a plaid shirt and a cap is speaking to a group of people. He is gesturing with his hands as he speaks. The background is slightly blurred, showing other people in the room.

22

coaches trained to create an open, safe, and inclusive environment for LGBTQ+ youth.

85% of coaches agreed that Play Proud gave them the skills to implement inclusion training.

70% of coaches indicated they learnt new training methods to combat homophobia, biphobia, transphobia.

Two young men are playing basketball on an outdoor court. One is in a white jersey and the other is in a yellow jersey with 'FILA' on it. They are both in motion, looking towards the basket.

“Play Proud is a programme that directly supports and empowers us to learn and make things happen for LGBTQ+ communities.”

CRAIG

Sport 4 Life UK



Playing for Peace

Enabling young people to lead the creation of peaceful societies



THE GOAL

Young people play a key role in promoting peace and inclusion in their communities using the power of football.



THE STRATEGY

Equip youth leaders to become Peace Agents and football for good coaches, giving them the tools to tackle topics such as intolerance, social hostilities, systemic inequality and violence in their communities.



launch
2021

funding
€113k
overall

€113k
2021

the team in 2021

2
players / managers / businesses
pledging 1%

10
community organisations


Impact Sponsor

PROJECT OVERVIEW

UN estimates suggest that over 600 million young people live in volatile and conflict-prone areas, while every day, 100 civilians – including women and children – are killed in armed conflicts despite protections under international law. Conflict, insecurity, weak institutions and limited access to justice remain threats to sustainable development.

Playing for Peace aims to address these challenges by availing tools for young people to take part in conflict transformation processes towards the enhancing of peaceful, inclusive societies. Young leaders build skills in the areas such as identity, leadership, peacebuilding, political & civic education and media literacy.

Playing for Peace kicked off in July 2021 lead by YFC Rurka Kalan. Together with 9 other community organisations from around the globe, the project is planned to be rolled out in three yearlong phases.

In addition, young leaders are trained as football for good coaches through an established, tried-and-tested curriculum. They become ‘Peace Agents’ and carry out regular sessions with adolescents. As Peace Agents, they act as role models for other young people and engage the wider community through a series of events. To increase open-mindedness and intercultural competencies, young leaders and players participate in international exchange through football for good events hosted by the project partners.

OBJECTIVES



Develop a high-quality youth leadership curriculum, to train youth leaders to become Peace Agents in communal conflict situations.



Train youth leaders as local Peace Agents in areas such as Diversity, Leadership, Peacebuilding & Conflict Resolution, Political & Civic Education and Media Literacy.



Engage adolescents in football for good sessions to increase the percentage of youth involved in communal conflict transformation in target communities.

TEAM LEADS



Youth will be trained as coaches and Peace Agents to engage with and act as role models for other young people in their communities.

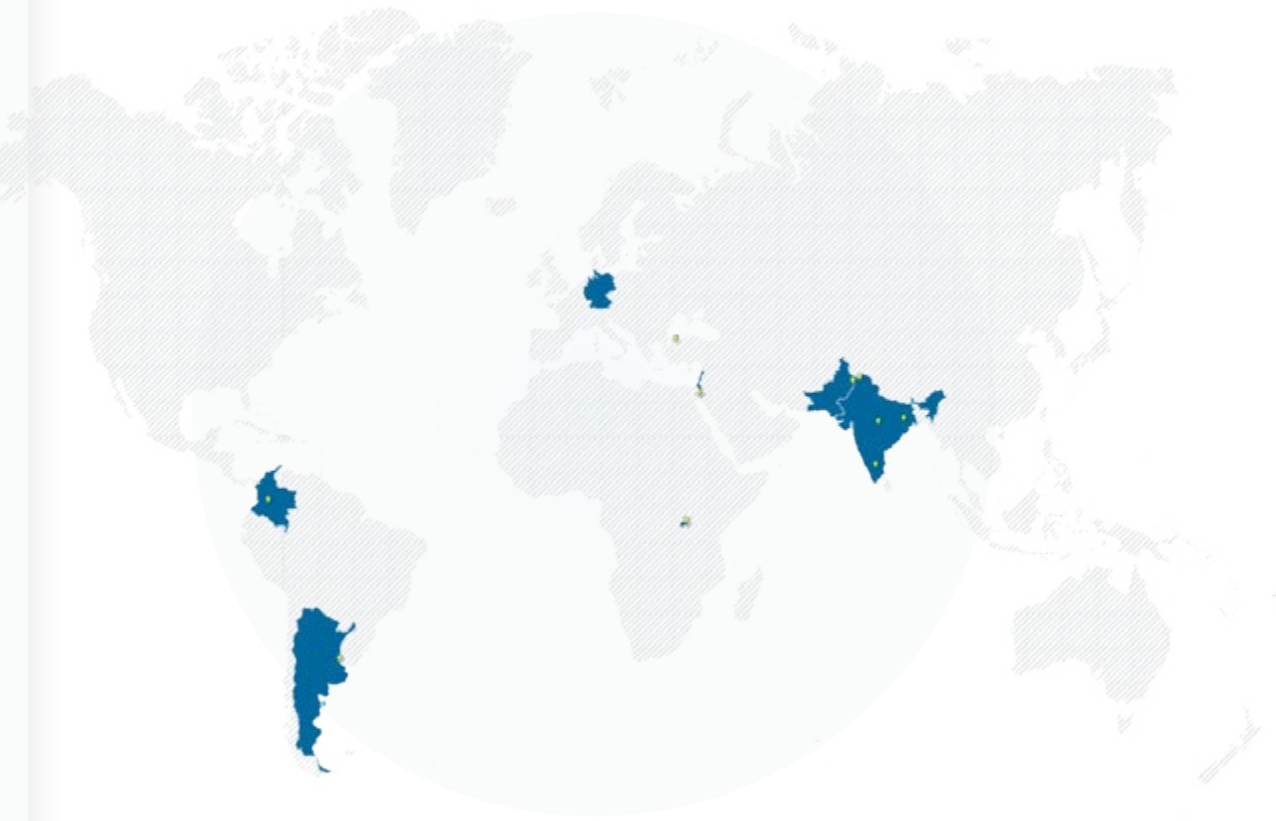


YFC Rurka Kalan is an NGO based in Punjab, North India. The organisation engages children and young people in socially and economically deprived communities to enable them to attain sustainable lifestyles.

COMMON GOAL

Common Goal is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

LOCATIONS



AFRICA

- **Rwanda:** Espérance

ASIA

- **India:** Dream A Dream, Slum Soccer, YFC Rurka Kalan, YUWA
- **Pakistan:** Sudhaar Society

EUROPE

- **Germany:** KICKFAIR

LATIN AMERICA

- **Argentina:** Asociación Civil Andar
- **Colombia:** Fundación Tiempo de Juego

MIDDLE-EAST

- **Israel:** The Peres Center
- **Lebanon**

CHALLENGE

Worldwide, young people witness and are sometime made actors of armed conflicts and political violence, causing:



Reduced quality of life

Due to food and climate insecurity, unequal distribution of resources and access to basic services such as health and education.



Feeling of insecurity

Nuclear threat, violent extremism, spreading of hatred, inter-personnel crimes.



Displacement

Millions of people are internally displaced or become refugees each year due to conflicts.

SOLUTION

Support young people to become actors of peace-making processes and avail them the tools to bring the changes they need for themselves and their communities.

Peacebuilding training

Tools are made accessible for youth to take part in conflict transformation.

Youth become Peace Agents

Young leaders are provided with opportunities to grow their skills on democratic values, conflict mediation, root-causes analysis.

Promote intercultural exchange

Young leaders reach out to wider groups in their communities and engage in international exchange through events hosted by project partners.

A. Enabling young leaders to create peaceful, inclusive communities



1. Gaining knowledge:

Youth learn about socio-cultural-economic setup of their communities and underlying potential for conflict and injustice.



2. Acquiring skills:

Youth acquire skills in leadership, inclusive thinking, non-violent communication and conflict resolution.



3. Becoming coaches:

Youth are trained as football for good coaches based on the project curriculum.



4. Acting as role models:

Young coaches implement football for good sessions to decrease the percentage of youth involved in conflict or violence.



5. Promoting peace:

Youth engage other stakeholders in their communities to contribute to a reduction of violence.



6. International exchange:

Youth participate in football for good events to increase open-mindedness and intercultural competencies.

B. How the programme embeds peacebuilding in local communities and continues to grow

PHASE ONE >> Curriculum Development

Staff from participating community organisations and external experts exchange knowledge and develop curricula.

PHASE TWO >> Selection of 'Peace Agents'

The project partners select young people from their programmes as 'Peace Agents' (PA) according to previously agreed criteria.

PHASE THREE >> football for good sessions & advocacy

The PAs begin implementing regular sessions to adolescents and engage diverse stakeholder in their communities through the events planned in phase one.

PHASE FOUR >> Results & Evaluation

Assessment of the learnings and results from phases one and two of the project, revision of curricula and roll-out in new project locations.



IMPACT

The potential of young people is promoted and drawn upon enabling them to become the drivers of a peaceful future for all.

Political and civic engagement

A curriculum based on essential skills for building peaceful societies using sports for development methodologies is jointly developed by project partners.

Young leaders as Peace Agents

The project partners apply the curriculum and methodology, enabling young leaders to become Peace Agents in communal conflict situations.

Peaceful and inclusive societies

Young people are availed tools to play a key role in promoting peace and inclusion in their communities.

OUTPUTS SINCE THE LAUNCH



7 countries reached



10 implementing organisations



20 hours of co-working meetings to develop the curriculum

PROJECT IMPLEMENTATION IN 2021

3RD QUARTER >> JUL - SEP 2021
Curriculum Development

ACTIVITIES

- ▷ Identification of 13 experts from partner organisations to co-develop the curriculum.
- ▷ Definition of topics to be included in the curriculum.

OUTPUTS

- ▷ **Actors of different backgrounds and settings join forces for a uniformed peace curriculum.**



4TH QUARTER >> OCT - DEC 2021
Identification of Peace Agents

ACTIVITIES

- ▷ Conduct Curriculum workshops to design the framework.
- ▷ Identification of Peace Agents from the partner organisations.

OUTPUTS

- ▷ **8 topics of the curriculum**

have been identified in the framework.

- ▷ **Activities are being designed in line with the outcomes of each of the 8 topics.**

- ▷ **Identification of 41 youth leaders to become Peace Agents.**

IMPACT IN 2021



Football for Peacebuilding Curricula developed.

15 experts from 7 football for good organisations directly involved in the creation of the project's curriculum.

33 activities developed for young people to become agents of peace and divided over 8 modules.




41

youth leaders selected by implementing organisations to become Peace Agents.

6 out of 7 organisations included their selected Peace Agents in the development of the curriculum, either directly or indirectly.

70% of organisations elected Peace Agents based on their commitment to peacebuilding.



“It's helpful to learn activities from other organisations and be allowed to use them. The curriculum will help us reach our target group and achieve our goals.”

RUKUNDO JEAN CLAUDE

Peace Agent, Espérance



Social Enterprise Assist

Powering sustainable funding and employment opportunities



THE GOAL

football for good organisations have sustainable funding mechanisms for their programmes and provide employment opportunities in their communities.



THE STRATEGY

Intensive support and coaching for young entrepreneurs and for football for good organisations to set up and run social enterprises.



launch

2018

funding

€189K

overall

€23K

2021

the team in 2021

7

players / managers / businesses
pledging 1%

12

community organisations

PROJECT OVERVIEW

football for good organisations lack financial sustainability to implement their programmes, and youth employability is a challenge facing their communities. Many of these organisations find themselves fighting for funding and adapting their agendas to the requirements of public and private donors.

In the same vein, young people have enormous untapped potential as entrepreneurs, and lack support to set up businesses which can improve their livelihoods, create jobs, and contribute to the development of their communities.

The Common Goal Social Enterprise Assist project seeks to equip organisations and young entrepreneurs with the know-how to set up and run their own social enterprises. The profit is then invested back into driving positive social impact. The idea is to achieve greater financial sustainability, enabling increased effectiveness and scale for their activities, as well as providing training and employment opportunities to support beneficiaries towards sustainable livelihoods.

With the onset of the coronavirus pandemic in 2020, the SEA consortium developed 'RAFT' as a support tool and process to enable organisations to meet their urgent, often existential challenges. RAFT: Reduce — Adapt — Fundraise — Trade, focuses on survival within the context of moving towards long-term financial sustainability through social enterprise.

OBJECTIVES



Support young entrepreneurs in setting up and running businesses to achieve sustainable livelihoods.



Help football for good organisations across the world to sustain and scale their social impact by launching their social enterprises.



Provide opportunities for young people to access structured training and employment opportunities through creating new social enterprises at football for good organisations.

TEAM LEADS



Implementers: Experts in the development and implementation of social enterprises who share their experience with other organisations.

Coaches: Managers and practitioners in organisations who are being supported to set up their own social enterprises.



Kick4Life has the mission to change the lives and long-term prospects of vulnerable young people in Lesotho through a wide range of social development activities focused on health, education and support towards sustainable livelihoods.

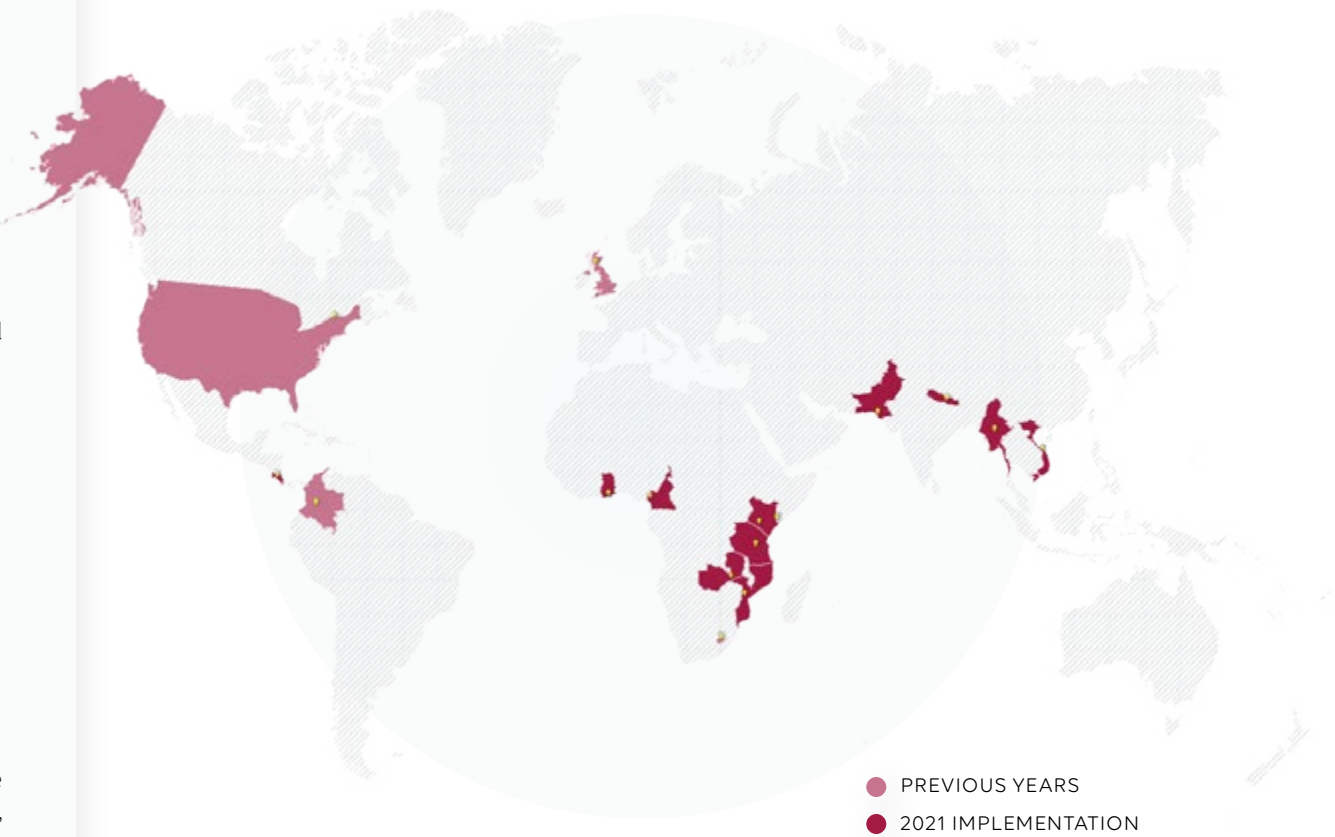


Tiempo de Juego's mission is to promote community transformation through sports, arts, and technology, to develop the capacities of children and youth, inspiring them to become agents of change. TdJ implements many programmes, including youth employability.



Football United's purpose is to create safe and inclusive societies and equip young people for life. Football United builds its programmes on three major pillars: Building Capacity, Building Pathways, and Building Awareness.

LOCATIONS



AFRICA

- **Cameroon:** Open Field
- **Ghana:** PSG
- **Kenya:** Angaza, MYSA
- **Lesotho:** Kick4Life
- **Mozambique:** GDM
- **Tanzania:** IDYDC
- **Zambia:** BUSA

ASIA

- **Myanmar:** Football United
- **Nepal:** Childreach Nepal
- **Pakistan:** Karachi United
- **Vietnam:** FFAV

EUROPE

- **UK:** Street League

LATIN AMERICA

- **Colombia:** Tiempo de Juego

N. AMERICA & THE CARIBBEAN

- **Costa Rica:** SEPROJOVEN
- **United States:** Street Soccer USA

CHALLENGE

For many organisations, raising funds for their work proves one of the greatest challenges. This can lead to:



Cancelled Programmes

Existing high-impact programmes to be discontinued.



Limited Growth

An inability to scale activities and achieve greater impact.



Self-Governance Restrictions

The adaptation of programmes according to the agendas of public and private donors in order to secure funding.

SOLUTION

Tackle the mechanisms in which both the financial independence of football for good organisations as well as many of their beneficiaries are rooted, by:

Rethinking funding models

Enabling organisations to rethink their funding models and access more predictable and sustainable resources.

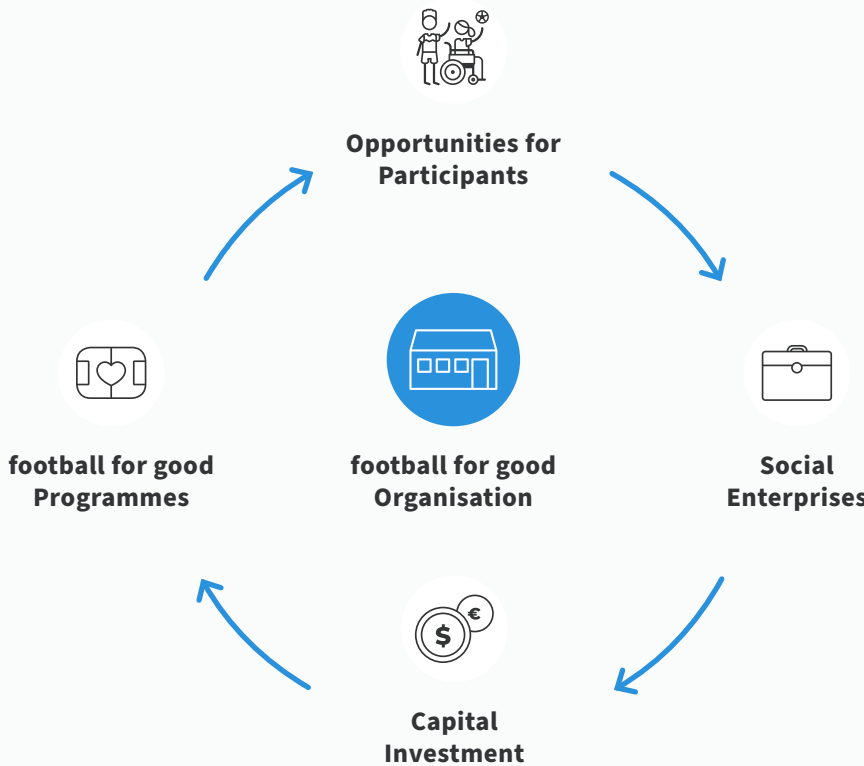
Providing know-how

Empowering organisations with skills and know-how to set up sustainable income mechanisms that can ensure financial stability.

Creating job opportunities

Creating job opportunities through these social enterprises for young people in the local community.

A. How social enterprises can become a sustainable funding mechanism for football for good programmes



B. How the programme supports football for good organisations to create their own social enterprises



1. Warm up – Organisations start their journey understanding their position and motivation for pursuing Social Enterprise.



2. Organisational Analysis – Organisations provide information to help the SEA team build opportunities and analyse challenges ahead.



3. Reflection – Organisations reflect on their capability to progress to the development phases of the toolkit.



4. Incubator – Organisations are asked to explore specific ideas for their Social Enterprise development.



5. Business Modelling – Assessment of the viability and fit of their potential enterprise (value proposition, structure, customers and finances).



6. Business Planning – Development of a detailed plan of activities and finances for their business.



7. Fundraising – Organisations identify potential funders and develop pitch for support.



8. Implementation – Organisations follow a mentorship programme while launching their social enterprise.



9. Monitoring & Improvement – Organisations provide periodic reports so that SEA can make recommendations for improvements.



10. Sustainability & Impact – Analysis of the success and how the enterprises contribute towards the sustainability and impact of their programmes.

IMPACT

football for good organisations gain sustainable funding mechanisms by launching their own social enterprises.

Ideation

The programme enables organisations to identify local business opportunities and develop a viable business model.

Development

Through mentoring and expertise organisations have the know-how and support to establish their own businesses.

Financial Stability

Organisations have attained financial stability through operating social businesses, enabling them to scale their activities and achieve their goals.

OUTPUTS SINCE THE LAUNCH



15
countries reached



16
implementing organisations



29
coaches trained

PROJECT IMPLEMENTATION IN 2021

1ST QUARTER >> JAN - MAR 2021
RAFT continues as part of Social Enterprise Assist

- ACTIVITIES
- ▷ REDUCE Identifying savings to stabilise financial position.
 - ▷ ADAPT Supporting adaptation of existing programmes, communication with existing funders and identifying potential new areas of delivery.
 - ▷ FUNDRAISE Developing new fundraising approaches and identifying new opportunities.
- TRADE Working towards social enterprise development or improvement to generate income through trading.
- OUTPUTS
- ▷ 20 organisations supported through RAFT with online consulting & training.
 - ▷ Planning the expansion of SEA to include a youth component.

2ND QUARTER >> APR - JUN 2021
Adapt to new pandemic restrictions

- ACTIVITIES
- ▷ Creation of online toolkit for social enterprise development.
 - ▷ Social enterprise workshop delivered in Kenya.
- OUTPUTS
- ▷ 3 organisations launched income-generating social enterprises to support their football for good programmes.

3RD QUARTER >> JUL - SEP 2021
Introducing the Youth Entrepreneur Component

- ACTIVITIES
- ▷ Delivery of a Southeast Asian social enterprise workshop including idea generation.
 - ▷ Ongoing RAFT support as organisations continue responding to sustainability challenges related to the pandemic.
 - ▷ Delivery of three-day online workshop to young leaders in Vietnam.
- OUTPUTS
- ▷ Six organisations in Southeast Asia developed social enterprise ideas for further development.
 - ▷ Four organisations received support through RAFT.
 - ▷ 20 young people in Vietnam increased knowledge of social enterprise and developed ideas for further development.

4TH QUARTER >> OCT - DEC 2021
Expand to new geographies and organisations

- ACTIVITIES
- ▷ Intensive training course for young entrepreneurs in Africa.
 - ▷ Support for young entrepreneurs to set up their own business.
 - ▷ One-to-one coaching for organisations in Africa, Asia & Latin America in launching new social enterprises.
- OUTPUTS
- ▷ 5 young people launch new businesses in Africa, helping them to achieve sustainable livelihoods.
 - ▷ 3 football for good organisations launch new social enterprises to support the sustainability of their football for good programmes.

IMPACT IN 2021

480

young people accessed
football coaching.

3 young entre-
preneurs in Lesotho
launched new hospi-
tality businesses.

9 young people in
Lesotho completed
food hygiene training.

29

trained coaches delivering
regular sessions.

20 coaches in
Vietnam developed
business ideas.

2 football coaching
businesses operational.

15

organisations strengthened their
financial sustainability.

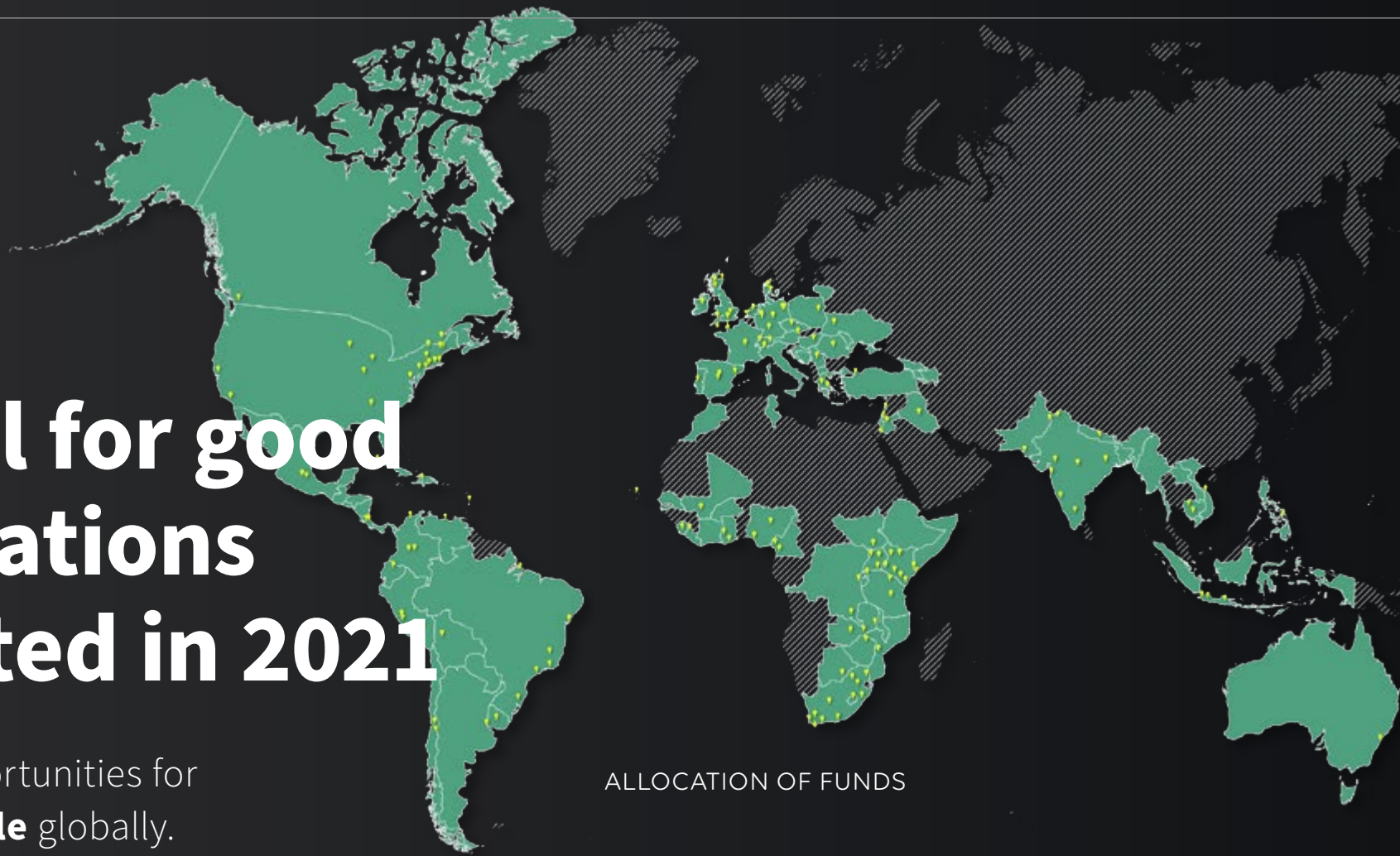
“Through mentorship and utilising
resources provided by SEA, we could
prioritize and create an action plan for the
most viable option for our organisation.”

JUSTIN FORZANO

Founder of Open Field

Football for good organisations supported in 2021

created equal opportunities for **256K young people** globally.



ALLOCATION OF FUNDS



ORGANISATIONS SUPPORTED BY YEAR

25 in 2018 ★★★★★ 35 in 2019 ★★★★★ 28 in 2020 ★★★★★ 36 in 2021 ★★★★★

AFRICA

- ★★★★★ Africaid, Ghana
- ★★★★★ Altus Sport, South Africa
- ★★★★★ AMANDLA, South Africa
- ★★★★★ AMPJF, Mali
- ★★★★★ CJP, DR Congo
- ★★★★★ Delta Cultura, Cape Verde
- ★★★★★ Football/Grootbos Foundation, South Africa
- ★★★★★ Future Stars Academy, Tanzania
- ★★★★★ HODI, Kenya
- ★★★★★ Hout Bay United, South Africa
- ★★★★★ IDYDC, Tanzania
- ★★★★★ Jambo Bukoba, Tanzania
- ★★★★★ Malaika Foundation, DR Congo
- ★★★★★ MTG Kilifi, Kenya
- ★★★★★ Play Soccer Ghana, Ghana
- ★★★★★ Sport in Action, Zambia
- ★★★★★ TackleAfrica, Ivory Coast
- ★★★★★ training4ChangeS, South Africa
- ★★★★★ Watoto Wasoka, Uganda
- ★★★★★ YASD, Zimbabwe
- ★★★★★ YEDI, Nigeria

ASIA & PACIFIC

- ★★★★★ FFAV, Vietnam
- ★★★★★ Football United, Australia
- ★★★★★ FundLife International, Philippines
- ★★★★★ ISF, Cambodia
- ★★★★★ OSCAR Foundation, India
- ★★★★★ Rumah Cemara, Indonesia
- ★★★★★ Slum Soccer, India
- ★★★★★ Yuwa, India

MIDDLE EAST

- ★★★★★ PS4L, Palestine
- ★★★★★ Reclaim Childhood, Jordan
- ★★★★★ Spirit of Soccer, Iraq

EUROPE

- ★★★★★ Albion in the Community, UK
- ★★★★★ Asociación Alacrán 1997, Spain
- ★★★★★ Associação CAIS, Portugal
- ★★★★★ Balon Mundial, Italy
- ★★★★★ CHoG, Germany
- ★★★★★ CCPA, Denmark
- ★★★★★ Kicken ohne Grenzen, Austria
- ★★★★★ KICKFAIR, Germany
- ★★★★★ RheinFlanke, Germany
- ★★★★★ Spirit of Football, Germany
- ★★★★★ SDLV, France
- ★★★★★ Sport4Life UK, UK
- ★★★★★ Street League, UK

NORTH AMERICA & THE CARIBBEAN

- ★★★★★ America SCORES, USA
- ★★★★★ Canada SCORES, Canada
- ★★★★★ GOALS Haiti, Haiti
- ★★★★★ Sacred Sports Foundation, St. Lucia
- ★★★★★ Soccer Without Borders, USA
- ★★★★★ Starfinder Foundation, USA
- ★★★★★ Street Soccer USA, USA
- ★★★★★ The Sanneh Foundation, Haiti

LATIN AMERICA

- ★★★★★ Asociación Civil Andar, Argentina
- ★★★★★ EPROCAD, Brazil
- ★★★★★ Tiempo de Juego, Colombia
- ★★★★★ Fútbol Con Corazón, Colombia
- ★★★★★ Fútbol Mas, Ecuador
- ★★★★★ Instituto Formação, Brazil
- ★★★★★ Pasión Petare, Venezuela
- ★★★★★ SEPROJOVEN, Costa Rica

GLOBAL

- ★★★★★ SCORT Foundation, Switzerland
- ★★★★★ Women Win, Netherlands

With support from Common Goal in 2021, organisations were able to improve and/or increase...

PROGRAMMES	49% of organisations offered more activities	OPPORTUNITIES	46% improved the personal development of participants	CAPACITY & EXPERTISE	43% increased the capacity or expertise of the team	FACILITIES	43% bought or improved material for their activities	COMMUNICATION	24% of organisations increased their visibility
	46% welcomed more participants to their programmes		16% improved their M&E capacity and expertise		46% increased the quality of their programme		16% organisations built or improved infrastructure		

Africaid – Whizzkids United

📍 GHANA

VISION

Every young person we work with has the opportunity to realise their full potential.

MISSION

To provide innovative and sustainable football-inspired programmes to stimulate and encourage young people to adopt healthy lifestyles and display health seeking behaviours that result in improved access to sexual and reproductive health services.

IMPACT

2,267
people reached in 2021

2,761
SRHR clinical services were delivered to young people

Revolutionising Youth Perceptions of Sexual and Reproductive Health

Africaid was established in 2002 by UK HIV Nurse Specialists Marcus McGilvray and Nicola Willis in response to the burgeoning HIV & AIDS epidemic in Africa. Its award-winning anti-retroviral patient readiness training has been written into treatment policy by National Governments and Non-Governmental Organisations (NGOs) globally, directly supporting an estimated 4 million people to successfully manage HIV. In 2005, Africaid’s WhizzKids United (WKU) programme began to address the main casualties of HIV across Africa: young people.

WhizzKids United revolutionised the way in which young people considered and approached sexual and reproductive health including HIV prevention, care, treatment and support. WKU successfully harnessed football to promote community youth outreach through its multi-award winning ‘On the Ball’ SRHR curriculum. WKU then followed up by developing its own youth focused SRHR clinics, aptly named ‘WKU Health Academies’ which provide an ongoing holistic package of care and support.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Girl Empowerment

GHANA

Females in Ghana are less likely to play football and many women struggle to live independent lives. Whizzkids United promotes gender equality and enables women to live independent lives through the following initiatives:

Girls on the Ball: A 10-session personal development curriculum for girls and young women aged 11 to 22 years. The focus of the curriculum is primarily sexual and reproductive health (SRHR) and the empowerment of girls and young women. The curriculum uses a student teaching model that encourages participants to work through topics in small groups and then present back to the class. All participants are encouraged to access WKU Health Academy every 3-6 months for SRHR

services including one-on-one counselling and sexual health risk assessment.

Sewing for Success:

Through a six-month training programme 10 mothers facing financial hardship become government certified seamstresses. Classes are held three times a week and taught by a qualified professional. Students are prepared to start their own businesses and live independent lives.

HOW IT WORKS

Whizzkids United brings opportunity to girls and young women in under-resourced areas of Ghana through increased access to football, health services, and employment opportunities to enable them to lead independent lives.



CHALLENGES

- Increase in teenage pregnancy within the community and surrounding area.
- Patriarchal structures and gender-based discrimination.
- Lack of employment opportunities.



TARGET GROUP

Girls and young women aged 11-22 years old.



ACTIVITIES

- Girls on the Ball
- Sewing for Success



OUTPUTS & OUTCOMES

767

participants took part in the 'Girl Empowerment' programme.

100%

increase in access to SRHR services since clinic renovation.


100%

of 'Sewing for Success' trainees graduated as qualified seamstresses and found employment.

95%

of youth footballers had access to a full medical check-up and one-on-one counselling.

PARTICIPANT STORY



"I keep coming back because I learn and discover new things everyday."


JAMILA MOHAMMED, 15

Jamila always had an interest in the game but felt afraid to step on the pitch fearing the names she would be called. Where she lives, girls don't play nearly as much football as boys. Jamila wants to change that.

Since joining Whizzkids United, she's gained a lot of confidence and broken down all sorts of barriers. She sees how football can be a great tool for learning.

Through the workshops, Jamila has learned a lot about gender equality, teenage pregnancy, forced child marriage, and STIs. She feels equipped to face challenges and appreciates how friendly and patient the staff are.

Every week Jamila is excited for what she will learn through the beautiful game and always looks forward to her next session.



WHAT'S NEXT

In 2022 WKU wants to launch two new programmes to address Ghana's leading cause of death – heart disease. Play-On is aimed at getting 5–8-year-olds active and using football to teach health and environmental topics. Walk-On targets those 35 and up and seeks to increase exercise amongst Ghana's adult population through walking football.



Albion in the Community

📍 UNITED KINGDOM

VISION

Albion in the Community’s vision falls into three commitments: changing lives, creating opportunities, and building futures.

MISSION

To deliver high-quality, accessible opportunities that improve the health and well-being, education and aspirations of the local community through the power of football and the brand of Brighton & Hove Albion Football Club.

IMPACT

16,671
people reached in 2021

400
participants with a disability participated in organisation’s sessions around communication and teamwork, and in programme’s work to promote disability sport to a wider audience.

MOST ADDRESSED GLOBAL GOALS:



Tackling limited opportunities & supporting Brighton’s youth to reach their life goals

Albion in the Community (AIRC) uses the power of football as a tool to inspire children, young people and adults to achieve their goals and fulfill their potential. Football provides a basis for physical fitness and healthy living, but it also captures the interest of people of all ages and backgrounds. As a specialist in the field, Albion in the Community knows that the game of football is particularly effective in addressing some of the most pressing social issues locally.

From football employability initiatives, providing free weekly football sessions delivered alongside lifestyle and job skills workshops, to working with schools, to support pupils’ numeracy, AIRC’s work shows how football can engage people and transcend barriers. AIRC helps to address a lack of confidence, low levels of education or health concerns.

Football coaching activities and drills not only improve aspects of a player’s game but develop key life skills with a view to the participant finding employment. Associated workshops also provide help and guidance in forming career goals and ways in which the individual can improve their self-development.

COMMON GOAL SUPPORT IN 2021

Albion in the Community

 BRIGHTON, UK


Never before has Albion in the Community’s work been more relevant and never has the importance of football clubs within the community been more evident. The pandemic and the ensuing lockdowns have exacerbated challenges in Sussex. Albion in the Community’s wide range of initiatives enable the local community to access resources, stay connected, and keep active through the following ways:

Remote learning: Remote learning and social distancing measures meant young people lost access to recreational activities. Albion in the Community provided over 345,870 minutes of online support which included coaches promoting physical activity and new football skills. More than 3,800 people access this material.

Food assistance: Unemployment skyrocketed as a result of the pandemic causing the need for food assistance to soar. Albion in the Community delivers meals across Sussex to families in need and in 2021 gave out 12,500 throughout the area.

HOW THE FUNDS WERE USED

Albion in the Community uses the power of football to inspire children, young people, and adults to achieve their goals and fulfil their potential.




CHALLENGES

- Lockdowns and social distancing requirements restrict access to sports.
- Need for fun, engaging, and safe activities to


promote physical and mental wellbeing.

- Increased need for food assistance.



SOLUTIONS

- Remote learning
- Food assistance



OUTPUTS

345,870


minutes of online support provided during lockdown.

12,500

meals delivered across Sussex.

1,126

young people and adults received targeted support and mentoring.




IMPACT

- Diversity increases in football.
- Equal access to educational and work opportunities.

- Young people have improved physical and mental wellbeing.
- Community resilience strengthens.

PARTICIPANT STORY




“Albion in the Community was very creative in lockdown and really connected with participants; it was phenomenal to see.”

GUY PASSEY

Guy’s son Daniel has been part of the Albion in the Community’s football session for people with Down’s syndrome for eight years, having first started as a seven-year-old.

When dropping his son off at practice, Guy enjoys being able to step back and let his son be independent. The programme has helped Daniel grow and he’s become more responsive to teaching.

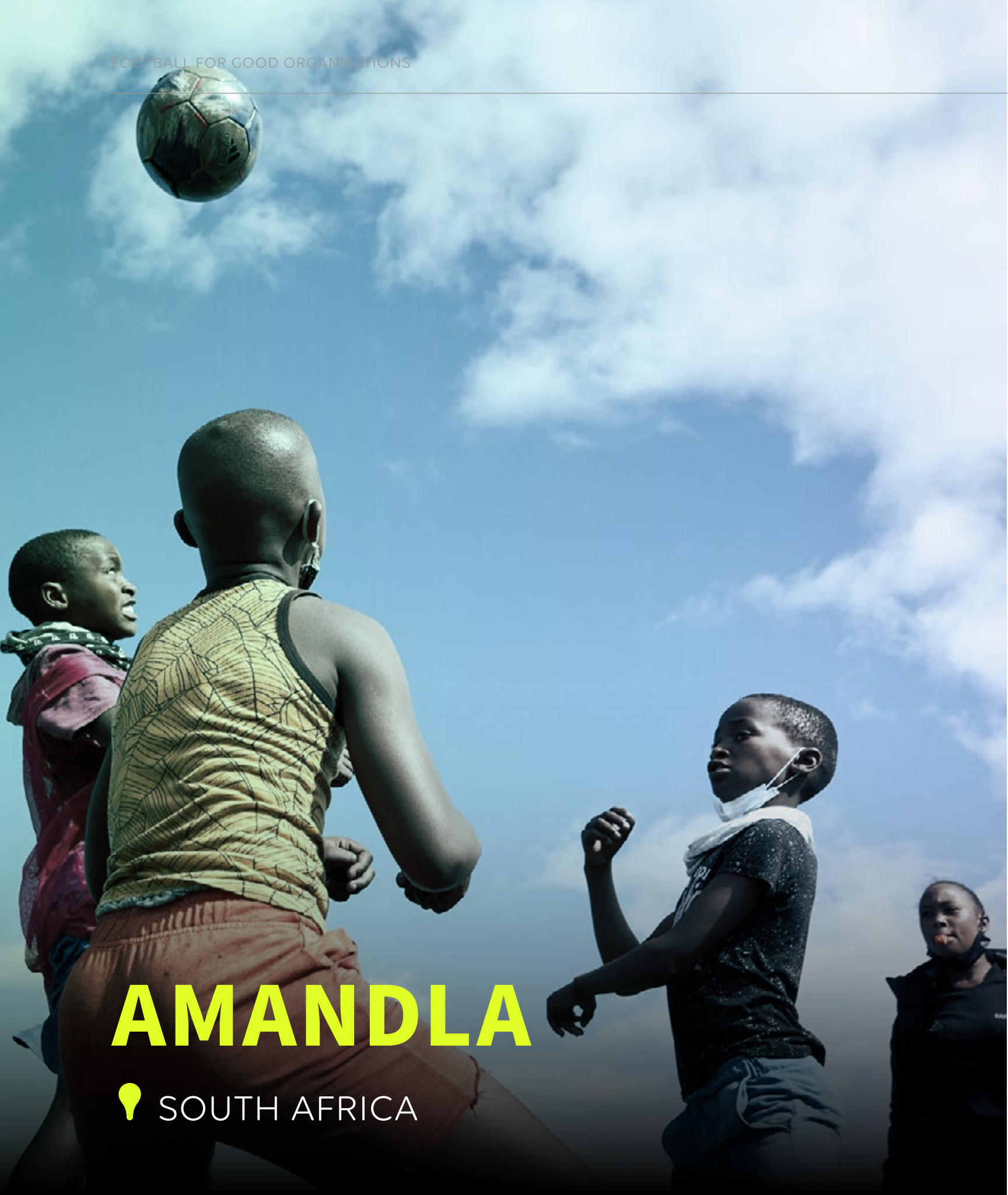
Over the pandemic, Guy has been impressed with the support the charity has offered its participants and was thrilled when football sessions returned with adaptations to make them safe for vulnerable participants.



WHY IT MATTERS

“It’s been a hugely challenging time, but AITC are committed to supporting local people to get active, learn new skills, and stay well. We are very grateful for the continued support of Common Goal through another difficult year and look forward to our continued partnership.”

Matt Dorn
Chief Executive Officer



AMANDLA
📍 SOUTH AFRICA

VISION

A world where all young people access equal opportunities, strive to realise their full potential and dare to dream.

MISSION

To create safe spaces that combine the power of sport and education to empower youth and change lives.

IMPACT

9,630
people reached in 2021

8,500
AMANDLA participants have been given access to safe spaces through Safe-Hubs.

A safe space for young people to thrive

AMANDLA creates safe spaces that bring together the power of sport and education to empower youth and change lives through its Safe-Hub model. A Safe-Hub is a physically and emotionally safe space for young people to access services, opportunities and support from strong role models through a football-based after-school programme with a special focus on health, education and employability. Safe-Hub is designed to disrupt cycles of poverty, unemployment and inequality, especially for young people growing up in disadvantaged communities.

Safe-Hub is currently operational at-scale in South Africa and has locations in Germany and the U.S., reaching over 7,000 young people from vulnerable communities around the world each week. The Safe-Hub model has been endorsed by the United Nations Office on Sport for Development and Peace as a global best-practice model for youth development. Safe-Hub has won numerous international awards and endorsements, including the Beyond Sport Award as the best global social impact project in ‘Conflict Resolution’ and the White House Letter of Endorsement from Michelle Obama.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

EduFootball Programme

 SOUTH AFRICA

High rates of poverty, violence, and school dropout affect the daily lives of millions of young people in South Africa. AMANDLA’s EduFootball programme uses an age-appropriate curriculum, combining football with personal development and social skills, to enable young people to overcome their challenges. The different components of the programme are:

Get in the Game: Curriculum designed for youth aged 5 to 10-years-old focuses on developing and strengthening literacy skills through structured play.

Go For It: Curriculum designed for 11- to 16-year-olds, seeks to teach essential life skills through team-based football sessions. Every session combines a football drill with a life-skill topic. Throughout ‘FairPlay’ leagues,

participants demonstrate what they’ve learned.

PlayMaker: The programme addresses the current youth unemployment crisis by offering an accredited learnership (NQF4), qualifications, and practical work experience to youth 17 and up.

Night League: The football league targets males aged 16-35 who are at high risk of being perpetrators and/or victims of violence. The programme runs past midnight and provides a safe space for participants to engage with other community members.

Girls’ Football: A girls’ inclusion programme fosters a safe space for girls to play. This programme seeks to combat the complex social issues that limit young girls and women from participating in sports.

HOW IT WORKS

Through its age-appropriate curriculum, AMANDLA provides young people with daily access to holistic learning and football-based programmes to enable participants to take charge of their lives.



CHALLENGES

- Over half of South Africa’s population live on the poverty line.
- South Africa is among the lowest performing countries when it comes to reading and maths.
- Nearly half of South African young people drop out before high school.
- Extremely high youth unemployment rate.
- High rates of violence and gang prevalence.
- Gender inequality.



TARGET GROUP

Young people facing poverty and violence in South Africa.



ACTIVITIES

- Get in the Game
- Go for It
- PlayMaker
- Night League
- Girls’ Football



OUTPUTS & OUTCOMES

10k

participants took part in the ‘EduFootball’ programme.

8,500

participants had access to safe spaces.

95%

of Safe-Hub participants improved self-control.

8,500

participants had positive role-models and mentors.

PARTICIPANT STORY



“If we teach the elders in communities like mine about the value of educating and treating girls the same as boys, then we can improve the quality of life not only for girls, but the whole community.”

BONGUMSA, 25

Bongumsa first joined AMANDLA through the PlayMaker programme at the start of 2021. Before finding the organisation, he struggled to achieve his goals and live by his values. The programme has helped stay true to who he is and grow professionally.

It’s also been a great way for Bongumsa to strengthen his interpersonal skills and make friends. When lockdown took effect, he missed the opportunities to interact with his friends face-to-face but soon he found alternative ways to stay connected.

His time with the organisation has been so transformational and inspiring Bongumsa wants to stay with the programme for a long time and hopes to help other young people realise their potential and dare to dream.



WHY IT MATTERS

“A huge thank you to Common Goal and its contributing partners for their commitment to Safe-Hub. The support from the sport community is essential and so appreciated as we all continue to spread the sport-for-development movement.”

Florian Zech
Founder & Managing Director



AMPJF
📍 REPUBLIC OF MALI

VISION

Make social, positive and sustainable changes in the lives of girls and women in rural and urban areas across the country.

MISSION

To ensure effective education for women and girls; create a framework to ensure the well-being and fulfillment of women’s and girls’ potential; help women and girls to gain active participation in society.

IMPACT

6,993
people reached in 2021

200
married and unmarried adolescent girls have increased their knowledge and responsibility in the pursuit of their rights and duties.

Empowering girls and women in Mali towards independence

Women in Mali are at risk of enduring violence and limited access to education, employment and often lack the basic right of making their own decisions. While there are many social programmes that tackle these issues, few focus specifically on young girls and women.

Association Malienne pour la Promotion de la Jeune Fille et de la Femme (AMPJF) seeks to encourage social awareness, confidence and the empowerment of Mali’s women of all ages through support groups but also through coaching and training. The organisation incentivises women to form their own structures where they can discuss their specific issues and form new ideas on how to achieve the change they want to see in the world.

AMPJF manages the Football for Hope Centre of Baguinéda, on the outskirts of Bamako, and is now partnering with another organisation to set up a similar programme for boys in order to involve them in the change process as well.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Football for Democracy

 BAGUINEDA, MALI

In Mali, where an estimated 85% of women have been victims of gender-based violence, AMPJF uses the power of football to raise awareness around women’s rights and increase female engagement in politics. Their programme consists of the following components:

Festival 8: Harnessing the power of football, Festival 8 brought together 20 teams to give girls a safe space to play and encourage active participation in politics. During the festival, a conference on citizenship brought together 300 girls who learned about their role in democratic bodies.


Round-table discussions: Through four roundtable discussions throughout the year, participants speak with elected female politicians and have the opportunity to ask

questions, gain insights, and learn from female role models and leaders in their community.

Law awareness sessions: To increase female participation in the National Assembly, Mali passed a law in 2015 stating that women should hold at least 30 per cent of seats. AMPJF works with women to strengthen their understanding of the law to encourage participants to become more politically involved.


HOW IT WORKS

AMPJF harnesses the power of football to increase female parti-cipation and representation in Mali politics.




CHALLENGES

- Many women are unregistered to vote.
- Lack of understanding around the importance of women in poltical bodies.
- Need for greater awareness around laws promoting gender equality.




TARGET GROUP

Girls and young women from Baguineda, Mali



ACTIVITIES

- Festival 8
- Round-table discussions
- Law awareness sessions



OUTPUTS & OUTCOMES

600

participants took part in the programme, of wich 80% are females.

190

girls and young women learned about legal texts defending women’s rights.

200

participants registered to vote.

300

female participants in-formed about their role in democratic bodies.

PARTICIPANT STORY



“I am proud to be a girl, I will fight for others, together we will move forward.”

MISS KADIATOU SAMAKÉ, 18

Kadiatou is from the small rural community of Dialakoroba and is one of 10 children. She is in her second year studying science at high school and it’s her sixth year playing football at the FC Kanté centre, a facility part of the AMPJF network in her hometown.

She captains the girls’ team and also helps lead the fight against violence against girls. She and her friends denounce rapists and inform AMPJF. Their work is appreciated by the community and they have emerged as young leaders.

In two years, her group denounced eight cases of rape and tracked down the perpetrators. In addition to football, Kadiatou and her friends are learning martial arts to defend themselves against rapists.



WHY IT MATTERS

“In this time of the pandemic and the current political, economic and security situation, the support of Common Goal is imperative. It helps us keep our development through football initiatives alive. It has enabled us to achieve a number of our goals and without this financial support, we would not be able to do so.”

Ms. Souadou Diabaté
President of AMPJF

Asociación Alacrán 1997

📍 SPAIN

VISION

A Hortaleza which guarantees the right for all young people protection and care, while securing the opportunity to both play and receive high-quality education within a future that holds equal prospects for all.

MISSION

To mitigate the effects of poverty and promote the personal and social development of vulnerable young people in Hortaleza.

IMPACT

536

people reached in 2021

78%

of participants acquired and improved personal skills and abilities for their personal and social development

Safe spaces for youth in Madrid facing social and economic challenges

In 2003, a group friends set off with the intention of founding a football club in the Hortaleza neighbourhood of Madrid. However, like the reality that surrounded them, the team couldn't escape the social and economic challenges.

With many of the players living below the poverty line, Asociación Alacrán 1997 was born to combat the violation of children's rights and alleviate the effects of poverty. In Hortaleza, young people are continually faced by a future offering limited opportunities where high unemployment rates are compounded by incoming migration that is perceived as negative. In addition there is a lack of safe spaces to play and educational support.

Asociación Alacrán pursues a holistic approach, offering educational, social and football programmes for the children and youth of the neighbourhood. The football programme focuses on providing equal opportunities to everyone, improving the participants' capacities and attitudes and helping them to become active, responsible and leading citizens. By using football as a tool, the main goal is to foster personal development among participants.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

We live together, learn and play

MADRID, SPAIN

In Hortaleza, a neighbourhood in Madrid, many young people continually face social and economic challenges and lack safe spaces to play. Asociación Alacrán seeks to bring equal opportunity to the area through the following measures:

Football: Alacrán’s free football trainings increase access to the game and help young people become more active. Sessions combine technical training with team play. A particular focus is placed on gender inclusivity to increase girls’ participation in the game.

Afterschool support: All participants have access to free afterschool support and tutoring where they can get help with their homework, learn study techniques, and work with others to problem-solve.

Leisure time activities:

To combat risky behaviours, Alacrán offers a range of leisure time activities including overnight camps and community events. The activities promote physical exercise and social inclusion. They all take place outside and are tools to teach young people about the importance of caring for the environment.

HOW IT WORKS

Asociación Alacrán 1997 uses a holistic approach, offering educational, social and football programmes to young people to provide equal opportunity and foster personal development.



CHALLENGES

- Lack of access to safe spaces to play.
- Many young people don’t get enough daily exercise.
- Football remains uncommon for girls to play.



TARGET GROUP

Young people aged 6-17 in Madrid, Spain.



ACTIVITIES

- Football
- Afterschool support
- Leisure time activities



OUTPUTS & OUTCOMES

- 113** participants took part in the programme.
- 75%** of participants engaged in all activities.
- 80%** of participants learnt new ways to have fun.
- 80%** of participants gained tools to live a healthy lifestyle.

PARTICIPANT STORY



“Immigrant girls have more difficulty participating in social and leisure activities due to their families’ lack of time and resources.”

YASMINE, 7

For Yasmine, football means a lot of things - it means independence and equality. But at the heart of it, it means joy.

Although she is just seven years old, Yasmine has already been playing with Asociación Alacrán 1997 for two years. When her and her family left Morocco for Spain, she got the opportunity to play the game her brothers loved so much. Alacrán showed her that girls too can play football.

She wants to encourage other girls to step on the pitch and break down the narrative that football is a boy’s game. Every practice, Yasmine has fun improving her football skills.



WHAT’S NEXT

Following the success of the programme, Asociación Alacrán 1997 seeks to continue growing and reach more participants. Working with the Common Goal Community, they want to keep exchanging ideas and learn new ways to make an even greater impact.



Associação CAIS

📍 PORTUGAL

VISION

To contribute to the improvement of the living conditions of those facing poverty, unemployment, social exclusion and homelessness through a process of capacity building, empowerment, employability towards active citizenship.

MISSION

To promote and support the capacity building, empowerment, autonomy and active citizenship of people experiencing poverty and social exclusion, including those experiencing homelessness.

IMPACT

4,114
people reached in 2021

53
beneficiaries got a contract or employment in 2021 after going through bootcamp or training on site.

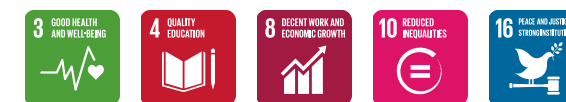
Enabling homeless young people in Portugal to regain their independence

With homelessness already a major problem in Portugal and employment rates dropping drastically over the last decade, the number of people pushed under the poverty line has increased by up to 30% since 2008.

CAIS was founded in 1994 to support people suffering from extreme poverty and social exclusion - homeless people, in particular - to give them the chance to regain independence and control over their lives.

CAIS' programme "Futebol de Rua" was started in 2004 with participation in the annual Homeless World Cup and has evolved into a nationwide project. Today, it delivers regular football training sessions while at the same time offering participants further activities to foster their personal, occupational and educational development.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Projecto Futebol de Rua

PORTUGAL

Those living in poverty have just as much a right to personal development as those who are better off but often come across far fewer opportunities and have much less support along the way. Associação CAIS’s programme Projecto Futebol de Rua runs in 20 districts across Portugal and uses football to enhance the lives of people of all ages dealing with poverty. The programme works in the following ways:

Move sessions: Weekly year-round ‘move sessions’ combine football with life-skills training to promote the wellbeing of seniors in the community.

Referee training course: In collaboration with the Portuguese Football Referees Association, former participants can develop their personal and social skills while undergoing training to become accredited

referees. This programme helps young people gain important life-skills and sets them up for employment opportunities.

Workshops: Life-skills are developed through non formal education methods. These sessions enable professionals and young participants to work on their social skills and personal development.

Football tournament: Every summer in a different region a 5-day event hosted by CAIS brings together people from across the country. Workshops and a street football tournament allow for people to meet and exchange ideas. The tournament is open to everyone, promoting inclusivity and tackling discrimination.

HOW IT WORKS

Associação CAIS street football programme, Futebol de Rua promotes social inclusion and enables people living in poverty to access opportunities all through the beautiful game.



CHALLENGES

- Structural poverty (low wages, high cost of living).
- High unemployment rate.
- High social exclusion amongst those facing extreme poverty.
- Lack of access to safe spaces to play.



TARGET GROUP

Community members of all ages who live in low-income housing, shelters, or on the streets of Portugal.



ACTIVITIES

- Move sessions
- Referee training course
- Workshops
- Football tournament



OUTPUTS & OUTCOMES

2,057

participants, including players, young leaders, referees, and coaches, took part in the programme.

92%

of participants increased their motivation.

87%

of participants increased their decision-making capacity.

90%

of participants increased their empathy. 86% increased their self-esteem.

PARTICIPANT STORY

“Futebol de Rua has been the greatest experience ever — my personal development soared to new heights and I am now focused on reaching the goals I set for myself.”

TIAGO CARVALHO, 22

Tiago has defied odds to become a role model in his community. He grew up in government housing in Aleixo, an impoverished neighbourhood in Porto. The area became ridden with drugs and violence in the 90s, but Tiago fought hard to keep himself on the right track.

When he discovered the programme Futebol de Rua in 2016 his passion for football and making a change in his community reached new heights. In 2018 he represented the national team at the Homeless World Cup. And when the time came for Tiago to hang up his boots as a player, he knew his impact on the pitch was not over. He enrolled in Futebol de Rua’s coach training course and earned a professional coaching licence.

In 2021, he became the head coach for the women’s team in his district and took his side to the national championship. Tiago has truly made the most of all the opportunities he’s encountered and strives to continue inspiring the younger generation to make the most out of life.



WHAT’S NEXT

Moving forward Associação CAIS seeks to continue their key activities and wants to continue pushing to get more girls involved in football and throughout their programme.

Balon Mundial

📍 ITALY

VISION

To reduce inequalities, give the opportunity to all to play football in a safe space free of prejudice, empower participants to build their communities and teams, and feel integrated in society.

MISSION

To work towards the promotion of people, cultural identities, and community building using sport as a tool for aggregation and participation, as well as the possibility of training and job opportunities.

IMPACT

489

people reached in 2021

1,000

youth workers and young people went out in the field to represent their own culture

Tackling prejudice against refugees and migrants in Turin

Due to its location on the Mediterranean and membership in the European Union, Italy has become a popular haven for refugees and migrants from around the world. With immigrants making up over 10 percent of Italy's population, social integration resources are increasingly strained.

Balon Mundial was founded in 2007 to use football as a tool to integrate refugees and migrants and break down local prejudice towards them. Its football-based programmes tackle ethnic and gender inequality, combat exclusion and challenge social barriers as well as strengthen links between the local and migrant communities.

Alongside its annual tournament, the “Balon Mundial Cup” - the world cup of migrant communities living in Turin, and “Football Communities” (a tournament composed of teams of players from Turin refugee shelters), Balon Mundial trains a refugee team called “Senza Frontiere FC”, which serves to improve players' soft skills, thereby opening up job opportunities and helping players to find their way in their new home. The team is mixed with refugees and Italians playing together.

MOST ADDRESSED GLOBAL GOALS:



COMMON GOAL SUPPORT IN 2021

Sports and Education Programme

TORINO, ITALY

Due to its location on the Mediterranean and membership in the European Union, Italy has become a popular haven for refugees and migrants from around the world. Immigrants now make up 10% of Italy’s population. With the country’s social integration services strained, Balon Mundial provides support and opportunities to young people in an innovative way.

Balon Mundial uses football as a tool to integrate refugees and migrants and break down local prejudice towards them. Its football-based programmes tackle ethnic and gender inequality, combat exclusion, and challenge social barriers. And through providing safe spaces where immigrant and Italian-born young people can play together, the organisation brings unity to the local community.

Balon Mundial’s team “Senza Frontiere FC” is made up of refugee and Italian players. The team not only plays together on the field but players improve their soft skills through the programme, thereby opening up employment opportunities.

HOW THE FUNDS WERE USED

Balon Mundial combines Italy’s favourite past time with soft-skill training to enable young migrants and refugees to find employment and integrate in their community.

 CHALLENGES	<ul style="list-style-type: none">• Additional staff needed to support and cooperate with the administration team.• Support for financial budgets needed.	<ul style="list-style-type: none">• Greater clarity needed around the new changes to Italy’s non-profit sector.
 SOLUTIONS	<ul style="list-style-type: none">• Add a position on the administration team.• Work with external professional to tackle organisation needs.	<ul style="list-style-type: none">• Use new tools to facilitate organisation productivity and impact.• Create two-year financial plan.
 OUTPUTS	<div>1</div> <div>staff hired on the administration team.</div> <div>Increased quality of sport for development programmes.</div>	<div>1</div> <div>sustainability plan created.</div>
 IMPACT	<ul style="list-style-type: none">• Clear understanding around accounting so board can make the best choices for fundraising.• Cohesive workplace culture where different	<div>departments work well together.</div> <ul style="list-style-type: none">• Clear organogram where everyone knows their responsibilities and roles.

PARTICIPANT STORY



“Football is my life. I love playing defence and fighting to protect my goal.”

PENIEL, 22

When Peniel joined Balon Mundial she developed a passion for something she never would have imagined growing up: football. Originally from Nigeria, when Peniel was little she was told football was only for boys and had never touched the ball until finding the football for good organisation in Italy.

It’s been four years since Peniel moved to Italy and a year since she joined the women’s team at Balon Mundial. Every week she looks forward to practice and has made many great friends through the programme.

The sessions have helped her come out of her shell and through all the great conversations she’s had, her language and social skills have improved immensely. Peniel can’t help but smile every time she steps on the pitch - It has become her happy place.



WHAT’S NEXT

Balon Mundial is adding two new community pitches this year. Continued support from the Common Goal community means the organisation can develop impactful programmes on these new grounds to enable even more young people to access opportunities through the beautiful game.

Canada SCORES Vancouver



VISION

A world where young people find their voice, achieve their goals and reach their full potential.

MISSION

To inspire urban youth to lead healthy lives, be engaged students, and have the confidence and character to make a difference in the world.

IMPACT

229
people reached in 2021

64%
of the children volunteer at school, in their community or in their neighbourhood

Combating illiteracy and inactivity in Canada

In British Columbia, Canada, one in five children lives below the poverty line. The literacy rate is also low and children are becoming increasingly inactive which has led to health problems. These issues, combined with a lack of communal recreational activities, often prevent children from reaching their full potential.

Canada SCORES Vancouver (CSV) works together with schools in Vancouver and the wider area to provide children with high-quality football, literacy and community engagement programmes.

The organisation's programmes use football to promote values like teamwork and sportsmanship, and foster healthier lifestyles. Participants also take part in creative writing and language classes, and through mentoring from their coaches, develop and implement a community service of their very own.

CSV participants experience better self-esteem and demonstrate increased language proficiency and commitment to their communities.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Canada SCORES

 VANCOUVER, CANADA

Only 9% of Canadians aged 5-17 get the hour of daily exercise they need for optimal growth and development, and many of the most vulnerable young people lack sufficient academic and socioemotional support. Canada SCORES’ afterschool programme uses a holistic approach to enable young people who are left out of other programmes to overcome their challenges and develop into well rounded engaged citizens through the following components:

Football: Through regular football sessions young people have a consistent outlet to move their bodies and practice teamwork. Participants gain knowledge about well-being and healthy lifestyles.

Poetry: On classroom days, participants meet with their writing coaches for creative

writing workshops where they write and practice poetry. These sessions greatly improve young people’s literacy and provide an outlet for participants to express themselves. Poetry-slams throughout the year give participants an opportunity to show their community what they’ve worked on, practice public speaking, and gain confidence.

Community Service: Every participant is part of a community service project where they learn about the needs of their community and work together to make a difference. Through the projects, young people gain empathy and awareness around pressing issues like climate change and gender inequality.

HOW IT WORKS

Canada SCORES’ combines football with poetry and community service projects to enable well-round young people to make positive decisions with their life.



CHALLENGES

- 1 in 5 young people in British Columbia live in poverty
- Over half of Canadian young people are not active enough for optimal growth and development
- 20% of young people in British Columbia are falling below expected reading level at Grade seven



TARGET GROUP

Girls and boys, many of whom come from immigrant, refugee, and indigenous families.



ACTIVITIES

- Football
- Poetry
- Community Service



OUTPUTS & OUTCOMES

229

participants took part in the programme.

100%

of poet-athletes completed a community service project.

86%

of poet-athletes feel confident playing sports.

82%

of poet-athletes improved their writing scores with an average improvement of nearly 50%.

PARTICIPANT STORY



“I look forward to every session, especially during the pandemic – it brings a sense of normality during these trying times.”

RAUL, 11

When Raul first heard about Canada SCORES, he was excited about the football part of it, the poetry and community service aspect, not so much. But he soon changed his mind. Quickly he realised poetry, like football, provides a great platform to express himself.

Since joining, Raul has taken his poetry to new heights. He represented his school at a poetry slam, an opportunity which enabled him to increase his self-esteem and build his confidence.

And through participating in community service projects Raul has gained a greater understanding of pressing social topics in his community and around the world. Raul looks forward to Canada SCORES sessions where he can connect with his peers and found the programme especially helpful during the pandemic when he struggled to find routine in all the uncertainty of the world.



WHY IT MATTERS

“We are tremendously thankful to receive funding from Common Goal. This funding ensures we can continue to use soccer as a tool for positive social change!”

Kevin Yang
Executive Director



CHAMPIONS ohne GRENZEN

GERMANY

VISION

To create a sustainable welcome culture for refugees in Germany.

MISSION

To provide support for refugees in Berlin and Brandenburg through sport as a tool for empowerment.

IMPACT

544
people reached in 2021

16
participants were hired as employees, or started a professional training thanks to the organisation's work

MOST ADDRESSED GLOBAL GOALS:



Fostering a culture of diversity through football

Asylum seekers frequently live a very marginalised life in Germany and have few to no chances to desegregate.

CHAMPIONS ohne GRENZEN was founded in 2014 and is dedicated to using sport as a tool to address these challenges and as a mechanism to provide support to refugees.

Through regular sports sessions, the organisation aims to support the mental and physical well-being of participants, promote social inclusion, and foster a strong and lasting “Welcome Culture” for refugees in Germany.

In a friendly and informal atmosphere, CHAMPIONS ohne GRENZEN offers needs-orientated advice and information to participants both on and off the pitch.

CHAMPIONS ohne GRENZEN strives to achieve its goals for and with refugees. The organisation wants to enable refugees to become agents of change by learning how to coach and encouraging participants to apply their skills in community sports clubs. Therefore, refugees take on active roles within the organisation and are part of the decision-making processes.

PROGRAMME SUPPORTED IN 2021

Social Inclusion Programme

📍 BERLIN, GERMANY

Refugees living in Berlin often experience social isolation and lack the confidence to live a self-determined life. The impact of the COVID-19 pandemic has further marginalised many within society. The organisation’s programmes aimed to address this through the following components:

Workshops: Workshops on wide-range of topics such as employment, education, and language learning enabled participants to integrate. Advice around everyday issues such as housing and social activities in Berlin was integrated.

Counselling: Due to the pandemic, CHoG’s counselling service was the only one many participants could access throughout the year. Individual consultations enabled young people to overcome their challenges and have helped newcomers enrol in education programmes, find jobs and related training, and secure housing.

Weekly open sports sessions: Qualified coaches with experience in social inclusion ran free weekly sports sessions tailored to the needs of refugees. After every training session, there was space for participants to discuss issues affecting them with their teammates, coaches, and the support staff.

Women’s programme: During weekly trainings, a strong emphasis was placed on enabling refugee women to become agents of change, visible role models, and decision-makers in sport and society at large. Over 40 women participated.

Social inclusion tournaments: The KICK OUT RACISM tournaments helped foster a more inclusive game and enabled social inclusion. The events took place in October with 100 participants playing and over 200 attendees.

HOW IT WORKS

CHAMPIONS ohne GRENZEN uses football as a tool to facilitate the integration of refugees in Berlin and enable them to take control of their future.



CHALLENGES

- Refugees experience high rates of social isolation.
- Lack of sport offers aimed at enabling refugees.
- Lack of affordable housing.
- Many in-person counselling services open to refugees shut their doors due to the pandemic.
- Refugee women face intersectional discrimination and prejudice.



TARGET GROUP

Refugees living in Berlin, Germany.



ACTIVITIES

- Workshops
- Counselling
- Weekly open sports sessions
- Women’s programme
- Social inclusion tournaments



OUTPUTS & OUTCOMES

203

participants took part in the social inclusion programmes.

285

hours of sports sessions delivered despite the lockdown.

42%

of female participants enrolled in the programme.

1,776

hours of workshops and counselling provided in 2021.

PARTICIPANT STORY



“After the Taliban took over, I was not allowed to do sports coaching anymore. I won’t let people stop me following my passion as a coach.”

NEKI

It is difficult to leave your country without a plan and come to a country that you have no information about. The first days in Germany were hard for Neki, she felt like she lost everything that she had.

She had to start from step one and that made her unhappy. But when she joined Champions ohne Grenzen, she found many friends that could help her, and assist her in pursuing her dreams in her new country.

Neki’s learning German through the organisation something which has helped her maintain her self-confidence. She looks forward to getting to know more people, to getting closer to her goals, and has just signed up to the organisation’s start2coach programme, so that she can get back into coaching.



WHAT’S NEXT

CHAMPIONS ohne GRENZEN is aiming to restart a number of programmes, which had to pause because of COVID, and strengthen its organisational capacity and resilience in 2022. A strong vision and action plan for the future, supported by solid governance and financial structures, will enable the organisation to better serve its participants throughout the challenges in the years to come.



Delta Cultura

CAPE VERDE

VISION

To end poverty through education; cultivate enthusiasm for learning amongst children and adolescents. By recognising and promoting their potential, make a significant contribution toward self-determination, alert action and social change.

MISSION

To develop educational programmes that aim for the recognition and the promotion of potential.

IMPACT

5,209
people reached in 2021

3,923
educational activities conducted

Giving young people in Cape Verde a route out of poverty

According to estimates, around 26% of the population in Cape Verde live below the poverty line. High unemployment and emigration rates result in many young people growing up demoralised by their surroundings.

Founded in 2002, Delta Cultura aims to end poverty through education, empowering young people to direct their own lives and help them realise a brighter future in Cape Verde.

The organisation develops educational programmes that recognise and promote learning, and provide young people with the capacity to tackle challenges and make their own decisions.

A strong believer in the power of football to serve as the gateway to social change and education, Delta Cultura organises games with football which tackle social issues such as fair play, gender equality, non-violent conflict resolution, HIV/AIDS education and teamwork.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Delta Cultura Education Center

TARRAFAL, CAPE VERDE

Around a quarter of Cape Verde’s residents live below the poverty line. Delta Cultura sees football as a gateway to social change and education. The organisation aims to enable young people on the island to tackle challenges and make their own decisions. The programme consists of the following components:

Football: Since 2002 Delta Cultura uses football for social development. Not only do sessions give young people a chance to let go and have fun but the game is used as a door opener for social change and education. Weekly sessions and tournaments emphasises the importance of fair play, equality, and teamwork.

IT: Any interested participant has access to free internet at the centre and IT lessons.

Participants learn how to use computers to help them further their education.

Afterschool support: Participants who want and need extra support around school work and education have access to tutoring classes where individualised support enables students to succeed.

Language courses: Knowing multiple languages is not only highly employable but aids in getting to know people from all walks of life. At Delta Cultura’s Education Center language courses in English, French, and Portuguese are offered.

HOW IT WORKS

Delta Cultura’s Education Center uses football as a tool to bring educational opportunities and support to young people in Cape Verde.



CHALLENGES

- Lack of safe places for young people to play.
- Lack of free time activities.
- Lack of afterschool support.



• High poverty rate.



TARGET GROUP

Young people ages 5-28 from low socioeconomic backgrounds.



ACTIVITIES

- Football
- IT
- Afterschool support



• Language courses



OUTPUTS & OUTCOMES

357

participants took part in the programme.

3,923

educational activities conducted.

100%

of participants had a safe place where they could develop their talents.

103

sport, cultural, and educational events organised.

PARTICIPANT STORY



“Delta is a home away from home. A place where we can be who we want to be, we don’t have to pretend to be someone who we not are just to please others.”

LEONILDE, 11

Before coming to Delta Cultura, Leo had no idea about all of the passions and talents she had. She loves engaging in different activities and always pushes herself to learn new things.

When Leo is on the pitch, she feels free and always has a good laugh with her friends. But she also appreciates how the programme lets her learn new things off the pitch.

Ever since Leo joined the programme years ago, she’s been interested in languages. You can always find her working on her Portuguese with volunteers.

And when she’s not learning a new trick on the pitch or a new word on the sidelines, Leo loves to spend time in the IT room.



WHY IT MATTERS

“For Delta Cultura it is very important to receive unrestricted funds. It facilitates the running of the Education Center a lot.”

Florian Wegenstein
President of Delta Cultura



Football / Grootbos Foundation

 SOUTH AFRICA

VISION

Create a sustainable future for local communities and the Cape Floral Kingdom by using football as a tool to enable young people to become educated and engaged citizens.

MISSION

Promote sports and social development in marginalised areas with high unemployment rates and few educational, recreational and developmental resources and opportunities.

IMPACT

2,575
people reached in 2021

39

participants received funding to assist in starting or expanding a business

Health and environmental life skills training for marginalised young people in South Africa

In the Gansbaai region of South Africa, there are limited education and development opportunities available, creating barriers of entry into the workforce and contributing to high unemployment rates.

Founded in 2003 as the charity initiative of the ‘Grootbos Private Nature Reserve’, The Football Foundation aims to cultivate the potential of sport to trigger positive social change in marginalised communities, to ultimately build strong communities of healthy, empowered and proud young leaders in sport and life. The Football Foundation, part of the Grootbos Foundation, provides accredited skills training and promotes health, education, and social integration through football.

The programme engages over 2,000 young people each week through its flagship training sessions and educative programming in three regions: Gansbaai, Stanford, and Hermanus.

The projects provide several football for good programmes which promote health and environmental life skills training providing further educational pathways to its other projects, ‘Green Futures’ and ‘Siyakhula’.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Football Foundation

WESTERN CAPE, SOUTH AFRICA

In the Gansbaai region of South Africa, there are limited education and development opportunities available for young people. Grootbos Foundation’s programming engages over 200 young people each week and enables them to become active and informed citizens. The programme works in the following ways:

Nutrition programme: Healthy, nutritious meals are provided at all sports practices and matches of the Football Foundation, as well as to all infants and children who attend the four Early Childhood Development Centres in Gansbaai.

HIV Football: Through a six-week curriculum trained coaches incorporate football into dynamic lessons with 11 – 15-year-olds to raise awareness around and prevention measure around HIV.


Female Empowerment: An empowerment club teaches life skills to vulnerable girls 12–14-year-olds. Female coaches and volunteers become role models while the girls themselves become peer mentors. This two-year programme ends with a female empowerment camp experience.

Football: Coaching is offered to children between the ages of 6-19 years old on community fields across the Overberg region. The community sports fields are a constructive, safe place for children to spend their afternoons.

Job training: Through career and employability workshops, school students learn more about their individual aptitudes and strengths, as well as about different study fields and career options.

HOW IT WORKS

Grootbos uses sport as a vehicle for change to uplift communities in South Africa through their football programme which seeks to educate and empower young people to become healthy, responsible, and engaged citizens.



CHALLENGES

- Gender inequality.
- Food insecurity and malnutrition.
- Lack of access to safe space to play.
- High HIV rates.
- High youth unemployment rate.



TARGET GROUP

Young people aged 2-18 from the Overberg region in South Africa.



ACTIVITIES

- Nutrition programme
- HIV Football
- Female empowerment
- Football
- Job training



OUTPUTS & OUTCOMES

2,575

participants took part in the programme.

55%

of participants have applied themselves more to their studies.

70%

of participants’ behaviour has improved.

15%

of senior grade participants were selected to leadership positions in their school.

PARTICIPANT STORY



“The Foundation makes me happy. The coaches always try to help me and others. They are my family.”

AKHO NICHOLAS SOBIYISO

It was while Akho was at school in grade 3 that he first heard about Grootbos and since then he hasn’t looked back. His vibrant and outgoing personality helps him interact with many participants and he is never shy to ask questions and learn.

He’s participated in a variety of programmes and activities including an environmental education programme, HIV football, and in 2018 he stepped up and became a volunteer coach.

Akho’s mother, who passed away, is one of his greatest sources of motivation. He’s always looking to make her proud. In 2020 he passed he graduated from high school, something his mother always wanted for him.

Now Akho hopes to use his ambition to make a difference in his community and actively communicates to participants during lockdown and identifies families that need food packages.



WHY IT MATTERS

“Common Goal brought back hope through sport when the pandemic took so much away. They truly see the power and magic in sport and take the utmost responsibility in making football a force for good.”

Michael Lutzeyer
Chairman

Fundação EPROCAD

📍 BRAZIL

VISION

To be a reference for those who work with children and adolescents through practice/actions that value protagonism and social transformation.

MISSION

To contribute to the social inclusion of children, adolescents and their families through sport, education and culture, enabling the possibility of participation in society.

IMPACT

944

people reached in 2021

230

families were assisted and directed to the basic protection network (social assistance)

Education & Social transformation through football

Poverty in Brazil affects all areas of society, yet its effects disproportionately impact young people and their access to equal education and sport.

Since its foundation in 1994, Fundação Esportiva e Educacional Pró Criança e Adolescente (EPROCAD) has used football as a tool to encourage education and social transformation and to contribute to the physical well-being of children and youth.

Based in Santana de Parnaíba - São Paulo, EPROCAD runs after-school programmes and initiatives with a football-based educational methodology. It engages children and teenagers in various communities in São Paulo Metropolitan Area and impacts their personal development through football. One of these programmes is “Uma Nova Visão do Jogo” (A New Perspective of the Game), that has changed hundreds of lives over the years.

MOST ADDRESSED GLOBAL GOALS:



COMMON GOAL SUPPORT IN 2021

Fundação EPROCAD

BRAZIL

Poverty in Brazil affects all areas of society, yet its effects disproportionately impact young people and their access to equal education and sport. Fundação Esportiva e Educacional Pró Criança e Adolescente (EPROCAD) uses football as a tool to enable young people and community members to improve their physical and mental wellbeing in the following ways:

Free to Play: Focused on introducing 3–4-year-olds to football, this programme aims to increase participants’ motor skills and creativity. The reaches 60 participants from a nursery.

Street football: Afterschool EPROCAD offers an educational street football programme reaching 240 young people. The programme works with

students to improve their academic marks and food is provided.

Community on the Move: EPROCAD provides sports opportunities to women who are often left out of activities. The programme runs twice a week and participants can engage in various classes and connect with others in their community.

HOW THE FUNDS WERE USED

EPROCAD used funds to continue their innovative and impactful programming while supporting vulnerable community members through the pandemic.




CHALLENGES

- Food insecurity.
- Need for programme leaders’ salaries to be paid.
- Vulnerable communities

at heightened risk of becoming infected with Covid-19.

- Need sport activities to promote physical and mental wellbeing.



SOLUTIONS

- Purchase and assemble baskets with food and cleaning products.
- Organise housing for families in need.

- Pay administration team and educators salaries.
- Keep sport programmes up and running.



OUTPUTS

407

vulnerable young people had access to safe places to play.

30

hours of programming offered per week.

50

families received baskets for 3 months.



IMPACT

- Reduced risk to contracting Covid-19.
- Improved mental and physical wellbeing.
- EPROCAD is able to provide long-lasting

and sustainable support.

PARTICIPANT STORY

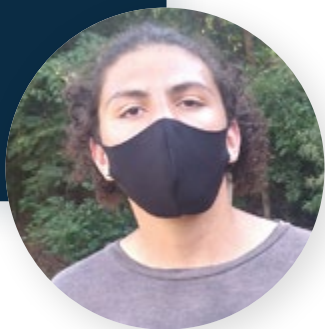
“At EPROCAD I learned that my future only depends on me and that I will face ups and downs, but I can never put myself down or give up.”

JOÃO PAULO DE MELO, 17

Before João came to EPROCAD he thought football was an aggressive and violent sport and didn’t connect with the game at all. Since joining the programme his mind has changed in many ways.

João now associates cooperation, empathy, and unity with the Beautiful Game. He found the support, affection, and motivation he needed to better himself and has transformed from an insecure and troublesome person to someone who is dedicated and committed to making the most out of life.

His teachers have shown him that there are so many opportunities and paths in life and that if he puts in the effort, he can make his dreams come true.



WHAT’S NEXT

Looking forward, EPROCAD wants to expand their sports programme to reach more members of the community and enable vulnerable people, especially in the wake of the pandemic, to access the tools they need to better their lives.

Fútbol con Corazón

📍 COLOMBIA

VISION

A world in which every child and young person makes good decisions concerning their lives, no matter the conditions of their surroundings.

MISSION

The social-emotional education of children and young people through football who will, in the near future, build a world of good choices.

IMPACT

50,041
people reached in 2021

25

young people are self-employed and entrepreneurs with their football schools for development under a sustainability-oriented model

Creating young leaders for sustainable social transformation

One out of three Colombians live in poverty while 65% of young people drop out of school. This leads to a high proportion of these young people being recruited by gangs or forced into prostitution.

Fútbol con Corazón (FCC) encourages boys and girls to make better life choices and thereby prevent prostitution, early pregnancies, drug and alcohol use, gang recruitment and other pressing social issues. It envisions a world of empowered young leaders making appropriate life decisions that can uplift their communities and create sustainable social transformation.

The organisation uses football-based pedagogical activities to give children and young people a chance to develop positive values and skills such as: teamwork, self-esteem and perseverance.

Fútbol con Corazón has developed a growth strategy with three approaches: direct operation, franchising and consulting. These approaches have created FCC's business units, which are responsible for expanding its impact through a sustainable strategy.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Goals that change the world

 BARRANQUILLA, COLOMBIA

Since the pandemic, domestic violence, stress levels, and anxiety have been on the rise in Colombia. Fútbol con Corazón believes everyone should have access to the tools they need to overcome their challenges. Their project, ‘Goals that change the world’ enables participants to improve their mental and physical well-being in the following ways:


Football3: FCC uses football as an educational tool to promote peace. This is done through football3, where points are allocated based off the two halves of the match plus a third section. The third section is based off how well participants promote values such as tolerance, respect, solidarity, and honesty. Life skills, conflict resolution, and gender inclusivity are all incorporated into sessions and games as well.

Workshops: Workshops on increasing self-esteem, resilience, stress management, and emotional understanding enable participants to improve their mental health. Each topic is covered over 10 sessions.

Family Schools: Parents and caregivers exchange experiences and challenges, gain tools to support young people in education, and practice communication skills at family schools. Sessions run once a month to complement the curriculum developed for participants on the pitch, and there are eight school locations throughout Colombia.


HOW IT WORKS

Fútbol con Corazón uses football as a tool to strengthen relationships between children and guardians through programming aimed at improving mental and physical wellbeing.




CHALLENGES

- Anxiety on the rise as a result of COVID-19 and ensuing isolation.
- Lack of guidance and support around how to manage complex situations such as work, income, and nutrition.
- High rates of domestic violence.




TARGET GROUP

Young people aged 5-18 years old and their parental guardians in Barranquilla, Colombia.



ACTIVITIES

- Football3
- Workshops
- Family Schools



OUTPUTS & OUTCOMES

160

participants took part in the programme.

89%

of participants felt more motivated.

93%

of participants lowered their stress levels and became more involved with their community.

1,500+

football3 matches played.

PARTICIPANT STORY



“I have a lot of fun with the teachers every time I go to FCC because they make me feel important and help me improve my skills every day.”

DORLAN ZULUAGA, 9

In his first year at Fútbol con Corazón, Dorlan has already gone through immense growth. When he first arrived, he was very shy and only interacted with his cousin Xavi. But he has quickly opened up and made lots of friends.

He looks forward to every session, where he has fun on the pitch. During trainings he practices with girls too, something he had never done before.

In the classroom, Dorlan learns something new every day. He gets along well with his teachers and appreciates their support and motivation. Dorlan feels ready to take on challenges that may come his way.



WHY IT MATTERS

“Common Goal’s support is fundamental to our ability to carry out activities and actions to tackle social problems in our community.”

Carlos Miguel Perez Castro

Future Stars Academy

📍 TANZANIA

VISION

To pursue sustainable social development for young people by working on leadership, empowerment and a sense of responsibility.

MISSION

Football & Education For All: Strengthening children's and adolescents' physical and mental health, offering the citizens of tomorrow fun and hope, contributing to Tanzania's future.

IMPACT

13,999
people reached in 2021

15%

increased school attendance thanks to the organisation's programming under the "No School No Play" philosophy

No school - No Play: Developing model citizens in Tanzania

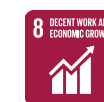
Future Stars Academy (FSA) is a non-profit organisation focusing on children, young people and football with the aim to empower them and enhance their physical and mental health. The organisation is running programmes in the cities of Arusha and Moshi, Tanzania.

FSA provides football training to disadvantaged children between the ages of 4 and 20, giving them the opportunity to enjoy football, play and develop mentally and physically.

FSA actively engages with local communities and supports community development through various types of sports activities. Through the Future Talent Programme, FSA enables children and young people to access education and employment through partnerships such as 'Jobortunity' training, local government and through the organisation's own Junior Coaches Training Programme. The academy has one rule: No school – No Play.

Football is an avenue for the children and adolescents to live a healthy lifestyle, to play, to have fun, while encouraging them to stay in school and to become model citizens.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Football Programmes

📍 ARUSHA, TANZANIA

FSA’s football programmes in Arusha enable young people to overcome challenges such as poverty, unemployment, and gender inequality through the following activities:

Olmotonyi programme: Reaches out to teenage girls from Maasai tribes where girls are traditionally seen as the property of men resulting in high rates of school drop-out, unemployment, and early marriages. The programme uses football to build mental and physical resilience to enable participants to take charge of their lives and follow their dreams.

Jaffery Academy: Offers weekly football training to disabled young people at their schools. Curriculum is adapted to the physical and mental development of participants and creates inclusive programming for young people who often are left on the sidelines.

Football training: The programme is available for those aged 4-20 and focuses on three activities: training, education, and competition. The rule, “No School, No Play,” encourages participants to continue their education and become role models.

Chipkizi Cup: The East African Chipkizi Cup brings 100+ teams from across Africa enabling young people and sports professionals to have fun and build bonds. It’s one of the largest tournaments in East Africa and creates visibility and opportunity for players to be scouted by clubs and the national team.

Junior coaching course: Available to participants 18 and older, the junior coaching programme prepares young leaders to find a job either at FSA or in the sports industry at large through meaningful practical experience and soft skill training.

HOW IT WORKS

FSA uses football as a tool to inspire and enable young people to access opportunities and become engaged roles models in their communities.



CHALLENGES

- Gender inequality.
- Lack of safe, inclusive, and accessible places to play.
- Youth unemployment.



TARGET GROUP

A diverse group of young people from Arusha, Tanzania.



ACTIVITIES

- Girls’ programme (Olmotonyi)
- Special needs programme (Jaffery Academy)

- Football training
- Chipkizi Cup
- Junior coaching course



OUTPUTS & OUTCOMES

194

participants took part in the programme.

9

coaches completed junior coaching course.


15%

increase in school attendance as a result of ‘No school, No play’.

2

coaches employed by FSA after junior coaching course.

PARTICIPANT STORY




“When I first joined FSA as a young girl, I had no idea about the journey I was about to embark on.”

EVA JIMMY

Eva comes from a Maasai family and when she first joined FSA at 15, she was very shy. During her time at the organisation, she has grown and transformed into a young leader in her community.

She became a coach at FSA and over the last couple of years has travelled abroad, participated in seminars, and attended coaching certification courses. She is a role model to others by being an active and engaged member of her community.

Recently Eva accepted a scholarship at Kampala University in Dar es Salaam where she is pursuing a career in human resources, and in her spare time, she coaches and mentors girls.



WHY IT MATTERS

“Especially in these critical and unforeseen times with Covid-19 and economic turmoil, marginalised communities need support now than ever. Loss of work and employment has exacerbated challenges for young girls and boys. Support from Common Goal has helped hundreds of kids stay alive and “dream” of a better tomorrow.”

Alfred Itaeli
Director and Founder of Future Stars Academy



GOALS Haiti
HAITI

VISION

A future in which every child in rural Haiti can realise their potential and follow their dreams.

MISSION

To advance youth leadership through football and education to create stronger, healthier communities in rural Haiti.

IMPACT

470
people reached in 2021

98%
of the participating girls reported to have increased their self confidence

Stronger and healthier communities in rural Haiti

Haiti struggles with poverty, high rates of unemployment and natural disasters that have left destruction and devastation in their wake. In addition, many villages throughout Haiti have no schools, no paved roads, electricity, or water. Only 52.9% of adults in Haiti are literate and only 72% of children attend school.

GOALS Haiti is a grassroots organisation with the mission of advancing youth leadership through football and education to create stronger, healthier communities in rural Haiti.

When a child joins the GOALS programme, they attend classes to improve their literacy skills, have access to clean drinking water, receive a meal after each programme and participate in community projects: tree nursery, recycling, volunteerism - each of which lead to them becoming leaders in their communities.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Team GOALS — Destra



Destra is an underdeveloped village with no running water or electricity. With mounting challenges and few opportunities, many young Haitians migrate away from their rural communities to cities and foreign countries. GOAL’S Haiti seeks to make a difference in the following ways:

Leadership Building:

Projects led by young people in the communities enable residents to positively impact their environment and gain leadership skills and experience to help them find employment.

Football: Through daily football trainings GOALS fights gender discrimination and provides local girls with a safe space to play.

Literacy programme:

‘Leveling The Playing Field’ is GOALS’ literacy programme that uses the power of sports to increase literacy rates. The programme opens up doors to those who have been left behind because they don’t have the financial resources.

HOW IT WORKS

GOALS brings opportunities and possibilities to rural communities in Haiti by combining football with leadership opportunities and literacy training.



CHALLENGES

- Lack of access to sport for girls in rural communities.
- Girls in rural communities face low literacy rates and lack access to education.



TARGET GROUP

Girls aged 13 to 18 in Destra, a small village in Haiti.



ACTIVITIES

- Leadership building
- Football
- Literacy programme



OUTPUTS & OUTCOMES

25 participants took part in the programme.

90% of participants were introduced to sports for the first time.

98% of participants lowered stress levels.

PARTICIPANT STORY



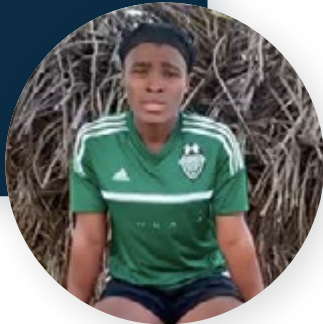
“GOALS has caused many changes in my life. I have learned leadership skills and now when I grow up, I want to be a great player and a nurse. “

VENISE , 17

Venise grew up in Carrefour Croix where she lacked access to education and sport. When she found GOALS, she found opportunities.

Through the scholarship programme, she was able to attend high school where she is cultivating her passion for physics, English, and Spanish.

On top of that, she became captain of her team at GOALS and has learned how to make healthy choices through the game.




WHY IT MATTERS

“Common Goal’s support has made our programmes stronger. We believe that we are truly making a difference and working together towards the Global Goals.”

Kathy McAllister
Executive Director



Hout Bay United

 SOUTH AFRICA

VISION

To be the leading public benefit organization for youth development and education while also achieving successfully managed football across all the communities of Hout Bay.

MISSION

To use football to bring out the best in youth across the different Hout Bay communities, and nurture them through empowerment and mentorship, thereby uplifting the whole community.

IMPACT

420
people reached in 2021

60
young unemployed people were given job opportunities thanks to the organisation’s NachSpielZeit Pro project

Providing vulnerable youth opportunity and encouragement

A traditional fishing village in Cape Town, Hout Bay faces challenges from its isolated location. It is a racially segregated low income community that suffers from high rates of alcoholism, drug abuse, gangs and unemployment. Hout Bay United Football Club (HBUFC) provides support to young people (6-30) in this area of Cape Town.

HBUFC uses football to encourage communities to come together. The club provides access to a wide range of social development services that focus on educational support, youth leadership and mentorship through life-skills training and pathways to employability for player coaches. The organisation directly provides access to high quality numeracy and literacy training and provides pathways for employment.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

U6-U18 Coaching Programme

HOUT BAY IN CAPE TOWN, SOUTH AFRICA

Coaches have the ability to inspire young people and spark change. Hout Bay United Football Community’s coaching programme equips young leaders from a racially segregated area of Cape Town with practical tools and experience to bring people together. The programme works in the following ways:

Toolkit: Hout Bay’s toolkit enables coaches to become active young leaders in the community and equips them with the skills to mentor young people.

Education and life-skill support: Coaches are mentors for participants and help deliver important life-skills lessons, manage trauma, and give practical help with school work. Through educational support from coaches, high school diploma rates have improved greatly amongst young participants.

Player centred coaching: A player-centred coaching approach helps to develop talented people who take responsibility for their own learning, regardless of their stage of development. It fosters self-awareness, creative thinking, emotional intelligence, and decision making to name a few. Coaches in the programme train U-6 to U-18 teams.

Control exercise: Through a series of worksheets that link events in the game with life outside it, coaches work with participants to differentiate what they have control over and what is out of their control. The exercise aims to teach participants to focus on what they can change.

HOW IT WORKS

Hout Bay United Football Community uses football to encourage communities in a racially segregated, low-income community of Cape Town, South Africa to come together.



CHALLENGES

- Lack of social integration.
- Lack of economic opportunities.
- Need for positive role models.
- Need for afterschool support.



TARGET GROUP

Male and female coaches aged 17-35 training U6-U18 teams from Hout Bay in Cape Town.



ACTIVITIES

- Toolkit
- Education and Life Support
- Control exercise
- Player centred coaching



OUTPUTS & OUTCOMES

20

coaches (ages 17-35) took part in the programme.

226

participants between the ages 5-18 took part in the programme.

80

participants were able to find employment.

100%

of participants 18-35 who are not studying are working.

PARTICIPANT STORY

“The world has opened up to me thanks to Hout Bay. I’m so excited for all the opportunities ahead.”

XOLELA NDUDE, 25

Only 25 years old, Xolela already has coaching experience and is taking steps to further his career. When he’s not playing on Hout Bay’s first team or coaching the U-18s, he studies for his UEFA C license.

Having a full-time coaching career is Xolela’s dream. This year Xolela plans to travel to Namibia to take a coaching exam and gain more experience at a local football for good organisation.

He is also preparing to go on an exchange programme to the United States this year. It’s an opportunity that motivates him to not only work on the things he’s good at but the areas he can improve on. He is excited to push himself out of his comfort zone and looks forward to getting to know people from halfway across the world.



WHAT’S NEXT

Gaining employable skills and finding employment can take time. Continued support means Hout Bay can provide young people in the community with sustainable support.



ISF Cambodia
CAMBODIA

VISION

A society free from poverty and inequality.

MISSION

To increase access to education, healthcare, and sport, enabling underprivileged children and their communities to lift themselves out of poverty.

Building a brighter future for marginalised children in Cambodia

Through an accelerated Education Programme, ISF gives children who have never been to school the opportunity to complete two years of ‘standard’ education in one school year, then integrates and supports them through the public school system.

IMPACT

3,147
people reached in 2021

94%
of women and girls feel more confident in expressing their opinion in front of friends and family

ISF believes that valuable life lessons and skills can also be learned outside the classroom. The organisation runs Cambodia’s widest-reaching grassroots community football programme. Through this programme, ISF aims to increase access to sports, build life skills, and improve the quality of life for underprivileged youth in urban and rural communities across Cambodia.

The football programme includes players who are deaf and hard-of-hearing, blind and visually impaired, wheelchair users, HIV positive players and young people with intellectual and physical disabilities from local schools, organisations and community groups.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Kick to Learn: Promoting Education Through Football

PHNOM PENH, CAMBODIA

ISF Cambodia’s Kick to Learn project works with young people who live under extremely adverse conditions. Participants lack access to adequate nutrition, sanitation facilities, healthcare, education and safe places to play. Kick to Learn uses football with life skills lessons to enable young people to gain the skills they need to reach their full potential. The programme consists of the following components:

Football: Through weekly technical trainings 800 girls and boys from across Cambodia have the chance to play competitive football. The sessions provide a safe space for participants to escape from their stresses off the pitch, develop essential life and soft skills, and have fun.

Social impact lessons: Developed in partnership with Coaches Across Continents (CAC) and adapted to the local context,

social impact lessons engage participants with important local and global issues such as education, gender equality, disability inclusion, and addiction. These monthly lessons enable participants to gain tools to break endless cycles of poverty and create lasting change.

Life-skills curriculum: Through football, coaches teach leadership, problem-solving, and communication, that will help participants on and off the pitch.

Coach training: All coaches participate in English classes to improve their language skills and access more professional opportunities. Additionally, coaches gained IT skills during lockdown to enable them to remain connected to participants remotely.

HOW IT WORKS

ISF’s Kick to Learn Project utilises Cambodia’s most popular sport, football, to provide increased sporting opportunities to disadvantaged Cambodian young people while promoting education and addressing challenges they face in their communities.



CHALLENGES

- 49% of young people in Cambodia face multidimensional poverty.
- Only 5% of the poorest Cambodian young people and 15% of females across the country graduate from secondary school.
- Access to organised sport in a safe environment is extremely limited for disadvantaged Cambodian young people.
- Traditional norms and cultural beliefs prevent Cambodian girls from participating in sport or education.



TARGET GROUP

Disadvantaged young people aged 6-17 from slum communities from across Cambodia.



ACTIVITIES

- Football
- Social impact lessons
- Life-skills curriculum
- Coach training



OUTPUTS & OUTCOMES

858

participants took part in the programme.

735

passed every knowledge test, indicating a strong understanding of social topics.

100%

of participants attended school regularly and gained access to a safe place to play.

91%

shared what they learned during social impact classes with their community members.

PARTICIPANT STORY



“Playing football with a team is a dream come true. I would recommend it to anyone who hasn’t tried yet. You will experience the same joy, learn important lessons, and become healthier just like me.”

MAKARA , 12

Makara never had the opportunity to take part in organised sport until joining ISF Cambodia. He did, however, always have a passion for the game. Before joining the team, he and his friends would play on make-shift pitches they created with the limited resources they had.

When the chance came to join Kick to Learn, he couldn’t say yes fast enough. He’s now been with the programme for two years and his football and social skills have grown immensely. Being part of the team has enabled him to make new friends and gain confidence. He’s also noticed an improvement in his health, something he attributes to access to regular trainings which make him stronger and boost his immune system.

Makara loves working together on a team and sees supporting one another as crucial because it builds team spirit and improves everyone’s performance.



WHAT’S NEXT

With over 15 years of experience in promoting the inclusion of girls, people with disabilities, and those living with HIV, ISF Cambodia wants to raise awareness around LGBTQ+ rights. Through social impact lessons, they will teach players about sexuality. ISF Cambodia sees the Common Goal network as an important space to learn from other organisations that are experts in the field to enable them to build an even stronger, more inclusive programme.

Kicken ohne Grenzen

📍 AUSTRIA

VISION

To utilise the connective power of football to help young people from disadvantaged communities integrate into society in a sustainable and equitable way.

MISSION

To help young people discover and develop their individual skills and potential. In this instance, football is a tool and a common language that can be used to transfer content directly to everyday life and put it into practice.

IMPACT

509
people reached in 2021

94%
of all participants report to have learnt to be patient and carry on, even if something isn't going well

Social integration through the “Common Language” of football

Refugees and asylum seekers in Austria face challenges integrating into society through restrained access to employability, compounded by language and cultural barriers. Close to 11% of people between the ages of 15 and 24 are classified as neither in education or employment.

Kicken Ohne Grenzen (KoG) emphasizes the role of the “common language” of football in closing communication gaps between communities to facilitate integration. The organisation offers open football programming for young people from disadvantaged communities, allowing them to participate in free training programmes and gain cultural familiarity through an informal environment. KoG leads weekly training sessions for children and young adults with a refugee background, incorporating educational programmes and promoting life skills to enable participants to take control over their lives in an unfamiliar environment, as well as providing job training.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Life Goals

AUSTRIA

Lack of self-esteem causes young people to doubt their capabilities and undermine their potential. Three-in-ten teenagers in Austria do not believe they can overcome difficult situations. Kicken ohne Grenzen uses football as a tool to build confidence and encourage young people to chase opportunities. The programme works in the following ways:

Football-based learning:

Participants gain motivation, autonomy, and learn frustration management techniques through a 14-unit football training programme that enables young people to develop problem-solving skills and to work together.

Youth leadership training:

Additional support and training are provided for young people to gain practical work experience.

Sessions reduce the risk of participants becoming jobless and strengthen social cohesion.

Coach toolkit: Coaches help participants build on their strengths and skills through a toolkit that includes 42 football exercises to improve soft-skills.

HOW IT WORKS

Through integrating football with life-skills and self-confidence sessions, young people improve their self-worth and are enabled to tackle challenges and chase their dreams.




CHALLENGES

- High rates of anxiety amongst teenagers around school and making mistakes.
- Lacking in self-confidence effects one's ability to develop their full potential.
- Low levels of self-esteem.




TARGET GROUP

Students aged 10-15 from areas with high dropout rates.



ACTIVITIES

- Football-based learning
- Youth leadership training
- Coach toolkit



OUTPUTS & OUTCOMES

195

participants took part in the programme.

83%

young people reported being more motivated at school.

89%

of all children learned how to work better independently.

72%

young people improved their goal-setting and decision-making skills.

PARTICIPANT STORY

“I always want to try the most difficult thing, then I can say later: It was very tough, but I did it.”

LELA, 12

For Lela, football is therapy. When she steps on the pitch, she forgets all her worries and the stress in her life dissipates. It's a big reason why she looks forward to trainings at Kicken ohne Grenzen.

Last year she travelled with the organisation to Prague for a tournament. It was Lela's first trip abroad without her parents and an experience that made her feel independent. Lela values good sportsmanship. When players from the opposing side fell down, she and her teammates always asked if they were alright before proceeding to play. Through Kicken ohne Grenzen, Lela has taken part in various workshops to improve her problem solving. She is always the youngest participant but that does not phase her.

Looking ahead, Lela hopes to continue playing at Kicken ohne Grenzen and hopes to become a coach. Whether that means training girls or boys, doesn't matter to her, Lela just wants to share her love for the game with others.



WHAT'S NEXT

We will continue implementing workshops in schools and will focus on training more coaches and teachers so the programme can have an even greater multiplier effect.



Malaika

📍 DRC

VISION

To bring hope and transformation to the DRC by providing the tools and opportunities for the Congolese people to move forward on their own terms and live their lives with dignity and purpose.

MISSION

To empower Congolese girls and their communities through education and health programmes.

IMPACT

776
people reached in 2021

70%
of our adolescent girls showed an increase in self-confidence and positive change of their behavior regarding sexual and reproductive education.

High-quality education for girls in the democratic republic of Congo

Lack of education, unemployment and poverty are the main challenges facing young people in Kalebuka, DR Congo. Most young people drop out of school because they lose their parents or they cannot afford schooling.

Malaika, a grassroots organisation, seeks to combat these issues with three programmes. First, the Malaika School, that provides girls with free, high-quality education and empowers each student to give back to her community and have a long-term impact on the future of the DRC.

Secondly, the organisation impacts the surrounding village through the Community Centre, which provides education, health and sports programming to thousands per year. Here, Malaika tackles issues like discrimination, environmental problems, gender inequality, unemployment, children's rights, HIV/AIDS and Malaria. Finally, Malaika also constructs wells that supply people with clean water, helping the reduction of water-related illnesses.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Sports for Social Development

KALEBUKA, DEMOCRATIC REPUBLIC OF THE CONGO

High unemployment levels, and widespread poverty decrease the opportunities for many young people in the Democratic Republic of the Congo. Most young people drop out of school because they cannot afford the fees. Malaika changes the outcome of many vulnerable young people through providing opportunities on and off the pitch in the following ways:

Football for good: Through weekly training and quarterly tournaments participants find happiness on the pitch. The programme uses football to teach young people about everyday issues from HIV/AIDs to gender equality and conflict.

School: Malaika’s school provides free access to education to 400 girls in primary and secondary school.

Daily classes are taught in French and English and subjects like maths, science, information technology, arts, and more let girls discover and explore their passions. 100% of students have passed the national exam for the fourth year in a row.

Community Centre: The community centre provides a safe hub for 5,000 young people and adults to learn. From free literacy support, vocational training, sports programmes, and reliable access to the internet, the centre enables individuals to take control of their futures.

HOW IT WORKS

Malaika focuses on increasing access to football and education to enable young Congolese people to overcome obstacles, positively impact their lives, and contribute to their community.



CHALLENGES

- Lack of access to healthcare.
- High rates of teenage pregnancy.
- Gender inequality.
- Child abuse.




TARGET GROUP

Girls and boys aged 7-18 from Kalebuka, DRC.



ACTIVITIES

- Football for good
- School
- Community Centre



OUTPUTS & OUTCOMES

210

participants took part in the programme.

60%

enrollment increase in the football for good programme.


22

girl participants selected to play for local teams.

No

participants became pregnant during the programme.

PARTICIPANT STORY




“Before I came to Malaika, I didn’t know what I could be. But through our sport sessions I learned how ignite my passion in life.”

LA GRACE TSHAMA, 11

Before coming to Malaika La Grace did not have the opportunity to attend school. His father passed away when he was just a baby and his mother didn’t have the funds to send him.

It’s been two years since La Grace joined Malaika and his ideas of what is and isn’t possible have changed. Now La Grace wants to become a mechanic.

He enjoys the sports and education lessons and has made lots of friends. His teachers believe in him and think his courage and creativity will help him achieve anything he puts his mind to.



WHAT’S NEXT

Malaika wants to extend their football for good programme beyond the community centre and into schools around the region so more girls can have access to safe spaces to play and gain tools to help them take control of their lives.



Moving the Goalposts Kilifi

 KENYA

VISION

A fair, just and inclusive world where girls and young women’s rights are acknowledged, respected and realised.

MISSION

To positively influence communities by working with them to provide skills and opportunities for girls and young women to achieve their full potential through football.

IMPACT

5,786
people reached in 2021

52%
of the girls and young women engaged in MTG sports for good program in 2021 know how to prevent pregnancy according to MTG annual girls survey.

Helping girls in Kenya overcome barriers to independence

The coastal counties of Kilifi and Kwale are among the regions in Kenya with the highest rates of poverty and illiteracy. Girls are often the hardest hit with high rates of teenage pregnancy due to a lack of information to enable them to make informed decisions. Additionally, they are often excluded from secondary education as their parents lack the financial means and, as a result of cultural perceptions, often give preference to the education of sons over daughters.

Moving the Goalposts Kilifi (MTG) seeks to change this. The organisation uses football to empower young girls and women by providing them with a safe place where they can play football, educate themselves about reproductive health and rights, create opportunities for themselves and become leaders in their communities.

MTG’s Education and Vocational Training programme supports girls participating in the organisation’s football activities by paying 75% of their school fees. MTG also takes its library services during tournaments and other MTG football events to spark interest and provide access to reading materials.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Women’s Football Programme

 KENYA

Kilifi, a county on the Kenyan coast, has one of the highest poverty rates in the country. High rates of teenage pregnancy make girls particularly vulnerable. Moving the Goalpost Kilifi (MTG) uses football to provide opportunities to girls and women in the region through the following ways:

Women’s Division One Team:

MTG United competes in Kenya’s top women’s league. Weekly trainings emphasise teamwork and high-quality coaching enables girls to pursue professional careers in the game. Nelly, the team’s number 9, was runner-up for the golden boot in the 2020/2021 season with 17 goals.

Coach certifications: MTG hosts the only female coach training in the country to enable more young women to become


accredited CAF D coaches. So far 25 women have received coaching licences from the Football Kenya Federation having a direct impact on female leadership in the community. MTG United’s head coach, who is a former participant, helps run the programme.

Health education: Workshops and sessions around sexual education, menstrual health management, mental health, and COVID-19 enable players to make informed decisions and learn new tools to live healthy lives.

Girls’ Tournament: In collaboration with the Kilifi County Government, MTG hosts a tournament to promote girls’ participation in football, create a safe space for girls to improve their skills on the pitch, and to raise awareness around teenage pregnancy.


HOW IT WORKS

Moving the Goalposts Kilifi (MTG) tackles gender inequality through football. Their programme uses the Beautiful Game to enable girls to educate themselves about reproductive health and rights, create opportunities for themselves, and become leaders in their communities.




CHALLENGES

- Lack of licensed female coaches in the region.
- Gender inequality persists making girls less likely to pick up football.
- Need for accessible health education.
- High rates of teenage pregnancy.




TARGET GROUP

Girls and young women aged 17-25 years from the coastal region in Kenya.



ACTIVITIES

- Health education
- Girls’ tournament
- Women’s Division One Team
- Coach certifications



OUTPUTS & OUTCOMES

27

participants took part in the programme.

25

CAF D accredited Coaching license.

96%

of the MTG United players improved their tactical and technical football skills.

PARTICIPANT STORY



“I love playing football as it makes me physically fit and through it, I have gained knowledge on sexual reproductive health.”

NELLY KACHE, 9

Many girls in Nelly’s community face barriers when trying to step on the pitch for no other reason than the fact that they are girls. Throughout the Kenyan coast, the idea that football is a male sport persists and many parents don’t allow their daughters to play because of this.

Nelly found Moving the Goalpost in 2013 and has flourished throughout her time at the organisation. She’s a natural striker who weaves through defensive lines and consistently finds the back of the net. During the 2021 Women’s Division One season, Nelly scored 17 out of MTG’s 24 goals and was the second-highest goalscorer in the top-Kenyan women’s league.

She hopes to play professionally abroad and strives to make the Kenyan national team. Every day, through hardwork and determination, Nelly moves closer to making her dreams come true.

WHY IT MATTERS

“Common Goal funding makes MTG’s Womens’ Division One team possible and enables girls to dream big. It allows players to focus solely on football so they can work towards playing professionally and earn a spot on the national team.”

Lydia Kasiwa
The Ag. Program Manager

Pasión Petare

📍 VENEZUELA

VISION

To be recognised worldwide as a sustainable and replicable model that guarantees the social inclusion of children and adolescents through the increase of football practice in good conditions.

MISSION

To generate a participatory model of social inclusion, through the increase of football sessions fostering the psychosocial development of children and adolescents living in the informal settlement communities of the poorest and most violent parts of Caracas.

IMPACT

2,000
people reached in 2021

250
sport trainings held

Offering young people in Venezuela's largest slum a better future

Petare, a neighbourhood in Caracas, Venezuela, is regarded as one of the largest slums in the world. Over 300,000 inhabitants live in extreme poverty, suffering from chronic hunger and malnutrition, and have little or no access to quality education and employment. As a result, many are forced into a life of crime.

Pasión Petare aims to engage at-risk young people in the community and provide them with pathways to an alternative way of life using football. Participants play in leagues set up by Pasión Petare, at their schools and attend summer camps.

In addition, the organisation also provides training programmes for adolescents, teaching them the skills to pursue new job opportunities and education, while empowering them to become leaders in their community.

The organisation is proud to provide participants engaging in activities with at least one meal per day.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Feed the Passion

PETARE, CARACAS, VENEZUELA

Football has the ability to open up opportunities and facilitate healthy habits but as Pasi3n Petare coaches observe, many young people miss training sessions because they have nothing to eat. In Petare, one of the largest slums in the world, poverty and malnutrition hinder young people’s development. Pasi3n Petare’s programme enables residents to live healthy lives and participate in sports by delivering monthly food bags.

In the beginning, the programme delivered food to participants after training sessions. However, through observing challenges like lack of access to transport and the costs of preparing the food, the decision was made to deliver bags of food every month to participant homes. These parcels contribute to the food security of participants and

their families and enable young people to access football and all of the opportunities within the game.

The food programme serves participants and families from eight schools where Pasi3n Petare runs football programmes. Each school is responsible for the implementation of the project and community leaders help coordinate the logistics of delivering the parcels. By getting different community members involved, the programme enables individuals to drive positive local change.

HOW IT WORKS

Pasi3n Petare’s Feed the Passion food delivery programme combats the Venezuelan humanitarian and malnutrition crisis while enabling young people to live healthy lives and access sport.



CHALLENGES

- Malnutrition prevents young people from participating in sport.
- Lack of access to petrol and transport hinders families from accessing food programmes.



TARGET GROUP

Young people from the Petare neighbourhood of Caracas, Venezuela.



ACTIVITIES

- School football sessions
- Deliver food bags



OUTPUTS & OUTCOMES

300 participants took part in the programme.

86% of participants attended the activities implemented through their school.

260 families at each targeted school received regular food parcels.

35 trainers increased their community leadership skills.

PARTICIPANT STORY



“As a team, we can do anything.”

ALEXIS TORRES, 13

For Alexis, football is everything. He started the game at just four years old in Petare and hasn’t been able to get the game out of his mind since. Seeking better opportunities and trying to get away from gangs, his mother, sister, and him migrated to Colombia three years ago. During his time in Colombia, he was unable to play football, something he missed a lot.

In 2021 Alexis returned to Petare with his sister where he now lives with his father who coaches at Pasi3n Petare. He loves the sport sessions the organisation puts together and is a natural striker.

Every month Alexis receives a food parcel and the items in it help him play the game he loves and power his brain for his school lessons.



WHAT’S NEXT

By working together with Alimenta la Solidaridad, another organisation fighting malnutrition in Venezuela, and Common Goal, Pasi3n Petare seeks to reach more families through their food programme. They aim to tackle food insecurity on a wider scale and enable more young people to have the energy they need to play the game they love.



Play Soccer Ghana

📍 GHANA

VISION

To develop a holistic programme base that helps children and young adults to lead healthy and productive lives.

MISSION

To equip children and young adults with life skills for their development into skilled, capable, educated and responsible adults, thereby becoming agents of change within their communities as well as catalysts for community development as a whole.

IMPACT

1,597
people reached in 2021

90%
of participants reported improved job aspirations after their training

MOST ADDRESSED GLOBAL GOALS:



Instilling key life skills on Ghana’s playing fields

In certain regions of Ghana, youth unemployment is a major issue, worsened by the ever widening gap in income inequality. This has led to decreased food security and contributed to high levels of youth crime in these regions.

The Play for Fun, Learn for Life programme follows a 48-week curriculum, taught by youth volunteer instructors from various regions of Ghana educating young people in employable skills, health, and football.

As well as building physical fitness and well-being, young people learn values and skills like fair play, gender equality and peaceful conflict resolution.

Each session encourages children to put these new skills and knowledge into practice on the playing field and in their daily lives.

Play Soccer Ghana supports children and young adults annually through its various programmes in 11 different locations in Ghana. It also operates as a social clinic for the participants’ parents, educating them on how to best support their children.

PROGRAMME SUPPORTED IN 2021

Afterschool Homework Sessions

GHANA

Exacerbated by the COVID-19 pandemic, students living around Cape Coast Ghana don't have enough time in school to properly comprehend all the information given to them. Play Soccer Ghana set up an afterschool homework programme to provide extra support for pupils in the following ways:

Classroom sessions: Three times a week teachers come to the Football For Hope Centre (FFHC) to provide extra assistance to children.

Library reading sessions: Children have access to library sessions throughout the week where they can improve their reading levels, literacy, and vocabulary. They may borrow books for their academic or personal use.


Monthly examinations: At the end of every month, examinations are held to track students' progress. Through this, students who need extra assistance can be identified and support can be provided.

Parent-teacher meetings: Teachers meet with parents to keep them up to date on their child's progress and provide advice on how they can further support their child's academics at home.

Play for Fun, Learn for Life: Throughout the week football sessions focused on promoting fair play and discipline are held. These sessions integrate health, life-skills, and football to promote physical activity and interpersonal growth.


HOW IT WORKS

Homework sessions run by Play Soccer Ghana's Football For Hope Centre connect pupils from the surrounding community to teachers so students can better comprehend what they are learning in school.




CHALLENGES

- Lack of access to safe, culturally acceptable spaces for girls to play sport.
- Lack of access to equal employment opportunities for women and refugees.
- Lack of social cohesion amongst refugee and host communities.




TARGET GROUP

Children aged 5-15 living in Cape Coast.



ACTIVITIES

- Library reading sessions
- Classroom sessions
- Monthly examinations
- Parent-teacher meetings
- Play for fun, learn for life sessions



OUTPUTS & OUTCOMES

169

participants took part in the programme.

85%

gained comprehensive knowledge on how to prevent malaria.

81%

can now identify two qualities of a good leader.

90%

tremendously improved their academic scores.

PARTICIPANT STORY



AMINA BORIAMAMA, 12

“Thank you Play Soccer Ghana for helping me to improve my grades at school”

Amina loves to learn and through the “Do Your Homework” sessions has been able to shine. With all the extra hours she is able to commit to her studies, and the support she receives through the programme, Amina earned 5 A's in her second term exams in a range of subjects – English, maths, science, ICT, and history.

Her strong work ethic and eagerness to learn helped her bump up a grade level in school. And Play Soccer Ghana's programme has only increased her drive to learn. Since joining, Amina spends more time with her books and concentrating on assignments.

WHAT'S NEXT

Throughout 2022 the “Do Your Homework” sessions are expanding northwards across Ghana to reach more young people. Play Soccer Ghana is looking to purchase computers so children can learn valuable employable skills and become proficient in navigating the web.



Reclaim Childhood

JORDAN

VISION

Diverse communities, led by women and girls, work together to advance collective well-being.

MISSION

To create safe and inclusive spaces for local and refugee girls in Jordan to thrive by playing sports, working with coaches, and building community.

IMPACT

141
people reached in 2021

91%
of teen leadership participants said they felt like leaders on the field at practice.

MOST ADDRESSED GLOBAL GOALS:



Empowering vulnerable refugee women and children in Jordan

Many refugee women and children in Jordan are currently facing disproportionate restrictions in comparison to their male counterparts. A large number of women are barred from the workforce, pressured into marriage, and experience restrictions around their movement. As a result, women are twice as likely as men to suffer health complications from a lack of exercise. There are also psychological issues that are largely untreated: more than half of refugee children suffer from post-traumatic stress disorder (PTSD).

Reclaim Childhood was founded to enable vulnerable refugee women and children to reach their full potential and build communities through sport development. All components of Reclaim childhood take place in female-only spaces and are led by local and refugee women who act as mentors and role models for participants.

The organisation gets girls out of the house and onto the field through various ways. Firstly, Reclaim Childhood provides a safe space where participants can “Reclaim Childhood” and just be kids. The organisation also empowers and inspires girls and young women by employing the positive impact of sport and play to build socioemotional and life skills. Lastly, Reclaim Childhood connects diverse communities that otherwise may not interact – refugees and host community Jordanians alike.

PROGRAMME SUPPORTED IN 2021

Girls’ football programme

JORDAN

Many girls in Jordanian refugee camps grew up being told football is only for boys. Reclaim Childhood breaks down these barriers and enables girls to overcome their challenges through the following ways:

Football practice: On a weekly basis practices are held in Amman and Zarqa. Each session has a technical component where girls can practice their football skills and gain confidence on the pitch. Each training also includes a social goal where important life lessons and values are highlighted. Teams are diverse and provide an opportunity for girls to make friends, break down barriers to inclusion, and improve their physical and mental wellbeing.

Group discussions: Following each training participants gather for a group discussion

to connect and talk about important topics. The discussion topics include how girls feel about returning to school after a year of remote learning, accepting differences, knowing one’s potential, and the importance of a growth mindset. These talks help foster a safe space where girls can feel comfortable and confident in expressing themselves and voicing their concerns.

Coach training: Reclaim Childhood’s all-female coaching staff receives training in cooperation with Coaches Across Continents where they learn new techniques and create training plans with an additional focus on designing age-appropriate sessions for the youngest cohort.

HOW IT WORKS

Reclaim Childhood’s girls’ football programme combines confidence building on the pitch with discussions are important social topics off the pitch to enable refugee and migrant girls to overcome their challenges and conquer their dreams.



CHALLENGES

- Lack of access to safe, culturally acceptable spaces for girls to play sport.
- Lack of access to equal employment opportunities for women and refugees.
- Lack of social cohesion amongst refugee and host communities.



TARGET GROUP

Refugee and migrant girls aged 6-18 living in Jordan.



ACTIVITIES

- Football practice
- Group discussions
- Coach capacity building



OUTPUTS & OUTCOMES

229

participants took part in the programme.

100%

of participants feel safe with Reclaim Childhood’s coaches.


132

hours of football programming delivered to girls from seven different nationalities.

75%

of participants from the spring season returned to fall programming.

PARTICIPANT STORY



“Sports changed my life and made me a new and happier person.”


HEBA, 16

For most of her childhood in Syria, Heba thought football was not for her, she was always told it was man’s game. But things began to change when she discovered Reclaim Childhood.

The first time she heard of the programme was when her family moved to Amman as refugees. At first, she was quite shy and afraid people wouldn’t accept her because of her refugee status. But quickly made friends with people from all over the world and her nerves dissipated.

Heba discovered that she not only loves football but also has a natural talent for the game. She appreciates all the coaches at the organisation who help her practice her skills and work with her to build confidence on and off the pitch.

Heba is not part of Reclaim Childhood’s teen leadership programme and her younger sisters have joined the sports programme with the support of their entire family.



WHY IT MATTERS

“Recurring Common Goal support allows us to focus less on securing funds and more on providing safe spaces for girls in Jordan as we connect to those committed to doing the same globally.”

Anna Barrett
Executive Director



Sacred Sports Foundation

📍 SAINT LUCIA

VISION

To be the catalyst for social change in the region, using the collective understanding of sports and youth development issues, project management skills and healthy lifestyles knowledge & contacts.

MISSION

To provide excellent socially inclusive programmes and public education projects for young people, building skills with an emphasis on fun, teamwork and personal development.

IMPACT

1,384
people reached in 2021

84%
of participants showed a more positive attitude towards school

Prioritising education and employment in St. Lucia

In St. Lucia, young people lack viable options for work: of the 5,000 or so pupils that leave school each year, less than a quarter find work or end up in college. As a result, many young people in St. Lucia turn to gang-violence and organised crime.

Sacred Sports Foundation (SSF) seeks to assist these young people by providing them with support and opportunities through football. It works to mentor local coaches about the best ways to reach troubled youth and also assists young people on probation. Working with young people between the ages of 6 and 25 in low-income areas, Sacred Sports integrates football training with sessions on communication, conflict management, gender awareness, and health.

SSF has over 2,000 annual beneficiaries, with participation in the programmes successfully influencing academic performance in a number of ways, including better attitudes toward school and higher educational aspirations. The programme creates a positive effect on a range of prevention outcomes, such as avoidance of drug and alcohol use, a decrease in delinquency and violent behaviour, and reduction in juvenile crime.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Model Behaviour

SAINT LUCIA

Located in the Eastern Caribbean, Saint Lucia is the first country to be named after a woman, however, girls on the island continue to face many obstacles such as high pregnancy rates and low self-esteem. Model Behaviour seeks to address these challenges by combining football, fashion, and the arts.

Sex Education: Girls in the Caribbean are typically sexually active by the age of ten. Due to this and a lack of sexual education across the island, teenage girls have a high pregnancy rate. Model Behaviour address this through community-based sex education. Participants learn about safe sex through easily accessible learning opportunities.

Self-Harm and Domestic Violence Support: Girls are able to form strong and powerful bonds through the programme.

It is through these connections that they are able to open up in weekly group therapy sessions and address taboo subjects and personal traumas.

Leadership development: Model Behaviour enables girls to learn valuable life skills through their leadership programme. Girls learn to be coaches on the field and gain the confidence to be leaders in their communities.

football3: Through using football3, Model Behaviour focuses on fairplay, equality, and teamwork. Girls work together on the pitch enabling everyone with the opportunity to shine and build connections.

HOW IT WORKS

Model Behaviour is an innovative project that combines football, fashion, and the arts in Saint Lucia in the Caribbean. The programme enables vulnerable girls and young women to overcome their challenges and live long and healthy lives.




CHALLENGES

- Women struggle with being comfortable with their sexuality and identity.
- Low levels of self-esteem and negative body image.
- Lack of sex education contributing to high teen pregnancy rate.



TARGET GROUP

Girls aged 13-25 from Saint Lucia.



ACTIVITIES

- Sex education
- Self-harm and domestic violence support
- Leadership development
- Football 3 sessions



OUTPUTS & OUTCOMES

53

participants took part in the programme.

93%

fully engaged in all structured sport sessions.

97%

of participants attended every session.

87%

of participants improved their academic performance.

PARTICIPANT STORY



“This is the first time I have been part of a support group. Having the space to talk with others has helped me tremendously.”

“SANDRIQUE”, 17

Sandrique comes from a financially deprived community that lacks resources. As a queer person she struggles with being accepted and has gone through multiple traumatic events.

Her mother is very religious and condemns her sexual orientation. Her father is an alcoholic and becomes abusive when he drinks. When she was a child, she was raped by a male relative and until Model Behaviour never received counselling or support for her traumas.

Through being engaged in the programme, Sandrique has experienced healing and growth.

WHY IT MATTERS

“Common Goal’s support allows us to open up discussions around taboo topics. Having the space to work through traumatic events and challenges is so important to the well-being of our girls.”

Rachel Moses
Project Manager



Slum Soccer

INDIA

VISION

To use the power of sport to engage with and empower children and young people by enabling and operating football-based programmes in slums, schools and communities across India.

MISSION

To use the power of football to create opportunities of learning, development and empowerment for the underserved section of society.

IMPACT

16,050
people reached in 2021

92%
of girls shared that they feel equipped and prepared to manage their period when it starts

Pushing for equal opportunities for homeless young people in India

There are about 170 million people who live on the streets of India with no place to call home. This accounts for 17% of the world’s entire slum population. What’s more, around 260 million people in India earn less than \$1 a day, a majority of them are women and children.

Slum Soccer, an NGO from the state of Maharashtra, aims to combat homelessness and improve the lives of millions of people. Football is used as the common thread that connects individuals to promote learning and empowerment within communities. The power of football teaches useful life skills such as teamwork, self-discipline, acceptance, and other ways to enhance social development.

Slum Soccer’s multiple programmes serve to enrich young people in underprivileged areas. Slum Soccer’s programmes include: training coaches and young leaders in their communities to push for equal opportunities. Slum Soccer also provides health camps lead by general physicians for participants to learn about hygiene and nutrition.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Covid-19 Community Response

NAGPUR, MAHARASHTRA, INDIA

Those from disadvantaged and marginalised communities in Maharashtra, India, were hit particularly hard by the pandemic. With income sources shut off, no savings, and no midday meals for children due to school closures, malnutrition began to rise and health levels plummeted. Slum Soccer’s Covid-19 Community Response helped in the following ways:

Ration kits: Many participants rely on school for at least one meal per day. When schools are closed due to lockdown these ration kits provide much needed nutrition.

Hygiene kits: During lockdown, essential menstrual hygiene products became unaffordable and unavailable to rural girls and women. These hygiene kits supply these women with necessary products


to manage their periods safely and with confidence.

Emergency services: With soaring hospitalisation numbers, life-saving oxygen has become scarce. Slum Soccer provides oxygen tanks to those who do not have the financial means to obtain one.

Health check-up camp: Throughout our communities young people had access to health check-ups to monitor their physical and mental wellbeing during the pandemic.


HOW IT WORKS

Slum Soccer’s Covid-19 community response provides essential support to vulnerable families during the pandemic.




CHALLENGES

- Girls and women from rural communities lack access to period products.
- Families have little to no savings.
- Overfilled hospitals and insufficient oxygen supplies.
- High-rates of food insecurity.




TARGET GROUP

Young people from rural communities of Nagpur, India.



ACTIVITIES

- Ration kits
- Hygiene kits
- Emergency services
- Health check-ups



OUTPUTS & OUTCOMES

2,200

people reached by the programme, 60% are female participants.

89%

of girls and women reported that they were able to manage their periods well thanks to the hygiene kits.

200

families received ration kits and were able to eat at least two meals a day.

120

gained access to emergency services.

PARTICIPANT STORY



“When I lost my job and couldn’t feed my children, Slum Soccer ration kits were a life saver.”

MRS. SUCHITRA PATIL, 42

The pandemic has rattled people from all walks of life but lockdowns have proven particularly challenging for low-income families in India where adequate nutrition has become scarce.

During the second wave, Suchitra’s husband tested positive and soon became ill. To support his medical expenses, Suchitra sold her personal possessions. She had lost her salary due to the lockdown and often did not have the means to put food on the table.

Suchitra’s deaf child participates at Slum Soccer and since becoming aware of her families struggles, the football for good organisation has supported her and her family in every way possible. She is very thankful for the ration kits as they give her family much needed nutrition on a daily basis.



WHY IT MATTERS

“Never before have our beneficiaries and their families faced such trying times. Regardless of the nature of their challenges, we remain committed to their welfare and well-being. We are making all efforts to ensure that their basic needs are fulfilled so that they can overcome the gloom and doom that surrounds us currently and look towards the future with hope and optimism.”

Dr. Abhijeet Barse, Chief Executive Officer



Soccer Without Borders

📍 USA

VISION

A more inclusive world where all young people have the opportunity to reach their inherent potential.

MISSION

Use football (soccer) as a vehicle for positive change, providing underserved young people with a toolkit to overcome obstacles to growth, inclusion, and personal success.

IMPACT

5,077
people reached in 2021

91%
of youth demonstrated goal orientation, meaning they believe they can pursue their goals

Removing the barriers to integration

The United States is known as a melting pot of cultures that come from all around the globe. However, for some newcomers, the initial integration process can be a challenge. Many of them face issues of language, accessibility, and emotional or mental health support.

Soccer Without Borders uses football as a vehicle for positive social change by providing underserved young people with a toolkit for overcoming obstacles that hinder growth, inclusion, and personal success.

The organisation’s programmes in the US encourage the social integration of refugees, asylum seekers and children who have recently migrated to the country.

All programmes implemented consist of 5 elements: football (soccer) – both play and instruction, education off the field, civic engagement, cultural exchange and team-building activities. Alongside its work in the US, Soccer Without Borders has projects based in Nicaragua and Uganda, where the focus is to strengthen the position of women within society.

MOST ADDRESSED GLOBAL GOALS:



COMMON GOAL SUPPORT IN 2021

Soccer Without Borders

📍 USA, UGANDA, NICARAGUA

Soccer Without Borders uses football as a vehicle for positive social change by providing underserved young people with a toolkit for overcoming obstacles that hinder growth, inclusion, and personal success. Their programmes run across three continents and have three core pillars. The core pillars are:

Football: SWB provides equipment, coaching, and transportation to enable young people to participate in organised sport, and learn how to win and lose together. SWB is part of the Global Goal 5 Accelerator’s East Africa and Latin American efforts where they play a leading role in driving the game as a tool for gender equality.

Education: Academic and language development support and workshops on nutrition,

wellness, mindfulness, healthy relationship, and other topics enable young people to better themselves.

Community: SWB builds community at the family, team, local, and global level, combating social isolation by connecting participants and programmes to resources and learning opportunities across cultures and beyond borders.

HOW THE FUNDS WERE USED

With programmes in the US, Nicaragua, and Uganda, Soccer Without Borders (SWB) uses the power of football to build a more inclusive and equitable world. They used their funds to strengthen their diversity, equity, and inclusion efforts.



CHALLENGES

- Lack of consistent understanding of principles and values among staff.
- Low representation and diversity amongst staff.

- Improved training for new coaches needed
- Insufficient investment around representation, access, and resources.



SOLUTIONS

- New hiring tools and trainings with diversity as guiding principle.
- Fund diversity, equity, and inclusion committee.
- Redesign and expand new coach training series.

- Implement Management Booster series.
- Implement Creating Belonging series.



OUTPUTS

25

staff participated in the Creating Belonging series.

13

emerging leaders completed the Management Booster series.

27

coaches completed coach training series.

1,000

training hours completed.



IMPACT

75%

retention of regular participants from year to year.


43

months was the average head coach tenure.

90%

retention of staff year to year during the pandemic.

PARTICIPANT STORY




“I used to be shy, anxious, and sad. Now I have so much more confidence. I couldn’t have done it without SWB.”

ALEX Z., 14

Like many Latinx girls her age, Alex had never played football before joining Soccer Without Borders. She had difficulties making friends and struggled mentally. Her mother heard about the programme through the local health centre and encouraged her to join.

At first, Alex was resistant. She did not feel confident about her body and did not want to exercise in front of people. But she quickly realised that SWB is a safe space where everyone could be themselves, make friends, and build confidence.

Alex credits her coach, Caitlin, for believing in her and seeing her potential to be a leader. Alex became one of the most dedicated participants and is now a team captain and works to connect other girls to the programme.



WHY IT MATTERS

“Soccer Without Borders is incredibly proud to be a part of the Common Goal community. With this support, we are able to bring powerful and authentic youth development programmes to communities where these opportunities did not exist, and invest in incredible young people who have endless potential.”

Mary Connor
Co-Founder



Spirit of Football

📍 GERMANY

VISION

Play together fairly based on the fair play principles: everyone can play, show respect, teamwork, honesty, fair play, and have fun.

MISSION

To use the power of football and especially “The Ball” - football’s Olympic Torch - combined with theatre and art to drive social change.

IMPACT

1,970
people reached in 2021

188
kids participated in the Fairplay Football-module, promoting the importance of including everyone into the team.

MOST ADDRESSED GLOBAL GOALS:



Fostering cultural exchange through the universal language

Many children in Europe between the ages of 8 and 16 live in low-income areas, of which a significant proportion has a migration background. As well as struggling with economic hardship, the rural neighbourhoods in which these young people live are politically more right-wing. Integration is a significant issue facing these children and adolescents, often resulting in further problems and community tension.

Spirit of Football (SoF) was created to bring people from different cultures together. Through support from a local university (University of Erfurt), the project “One ball, One World” was born. This one ball, known as „The Ball“ is football’s equivalent of the Olympic Torch, which is carried globally, engaging communities in 50+ countries around the world in interactive education.

SoF has developed further programming for refugee integration that connects migrants and locals using football and also includes cultural evenings. Other projects focus on inclusion of the intellectually challenged in „Unified Football“ training sessions, as well as a sustainability and climate action curriculum called „FairPlay Future“. Additionally, SoF runs university seminars and works with children and adolescents in schools and communities, educating trainers, educators and social workers to pass on methods in their own schools, clubs and communities.

PROGRAMME SUPPORTED IN 2021

Mobile Sport for Refugees and Migrants (MS4R&M)

GERMANY

Covid-19 has worsened the opportunities for young people, especially refugees and migrants living in rural communities, to access sport and other recreational activities. Stuck in refugee shelters and isolated from the local populations, these young people face many barriers to finding their way in their new country. Spirit of Football’s rural programme seeks to make a difference in the following ways:

Fair Play Football: Weekly football trainings give participants a safe place to have fun and socialise. Sessions revolve around three pillars – diversity, respect, and teamwork to emphasise the importance of fair play.

Coach trainings: Spirit of Football trains social workers, coaches, and other participants with their methodology to enable a diverse group of people

with many skill-sets to facilitate the integration of refugees in rural communities in Germany.


Friendship building: Through matching up local participants with newcomers, refugees and migrants are able to connect with the local population, practice their German, and make new friends.

Gender inclusivity: For many female participants, when they step on the pitch with Spirit of Football it is their first time doing so in their entire lives. The programme emphasises the importance of gender equality and enables girls to break down barriers and realise they too belong on the pitch.

Local sport clubs: Spirit of Football works with local sport clubs to integrate young refugees and migrants into local communities through sport.


HOW IT WORKS

Spirit of Football’s programme - Mobile Sport for Refugees and Migrants in Rural Communities in Thüringen - uses football as a tool to enable newcomers in Germany to integrate and improve their personal wellbeing.




CHALLENGES

- High rates of social isolation amongst refugee and migrant populations.
- Local populations can be hostile to refugees and migrants.
- Lack of access to safe places to play.




TARGET GROUP

Girl and boy refugees aged 8-18 living in rural Thuringia, Germany.



ACTIVITIES

- Fair Play Football
- Coach trainings
- Friendship building
- Gender inclusivity
- Local sport clubs



OUTPUTS & OUTCOMES

85

participants took part in the programme.

7

participants joined local sports clubs.

6

coaches trained to independently lead trainings and activities.

56

females participated in football sessions.

PARTICIPANT STORY

“Through Spirit of Football, I have been able to observe and experience the unifying and inclusive effect of football through real projects, which has had a lasting impact on me!”

JAKOB GRÜNEWALD, 18

Throughout Jakob’s time as a volunteer with Spirit of Football he’s played an important role in the programme Mobile Sport for Refugees and Migrants in Rural Communities in Thüringen.

He implements sport activities at refugee centres and over time has built many strong bonds with participants. He’s witnessed first-hand how engaging in football can make people feel more at ease and comfortable.

When thinking about his future, Jakob sees his time at Spirit of Football as highly influential. He hopes to take his acquired knowledge of social work and sports for good with him throughout his professional life.



WHAT’S NEXT

Spirit of Football wants to train even more local coaches to enable a greater number of refugees and migrants to integrate and make lifelong friends through the beautiful game.



Sport dans la Ville

📍 FRANCE

VISION

To ensure equal opportunities for young people from disadvantaged neighbourhoods by sharing key values with them, such as respect, commitment, entrepreneurial spirit, confidence, and hard work.

MISSION

To empower young people with values and behaviour to foster their chances to succeed in life. To do so using the leverage of sport.

IMPACT

10,000
people reached in 2021

80%
of young people leave the career guidance programme with a job or a sustainable training.

From unemployment to career opportunities through football

Sport dans la Ville (SDLV) is France’s leading non-profit supporting underserved children and young people through sports and job-readiness training. Founded in 1998, SDLV operates in 53 urban low-income neighbourhoods across the country.

Through sports activities (football, basketball, hip-hop, rugby and tennis) the organisation imparts the values of self-confidence, teamwork, dedication, leadership and hard work, leading young people on the path towards a brighter future.

Sport dans la Ville engages young people between the ages of 6 and 25 across France in its programmes. Thanks to its 22-year experience of engaging with underserved communities, Sport dans la Ville has created innovative and effective educational programmes, dedicated to serving youth at every stage of their development.

MOST ADDRESSED GLOBAL GOALS:



COMMON GOAL SUPPORT IN 2021

Sport dans la Ville

FRANCE

With 51 sports centres across France, Sport dans la Ville is France’s leading non-profit and engages with a diverse group of young people. Their football sessions combined with professional skills training and job placement programmes move young people from unemployment to opportunity.





Free sports sessions: Over 7,500 young people attend free sport sessions weekly. These sessions give young people a safe space to express themselves, promote gender equality, and foster teamwork.

Coach training: All sports coaches receive ongoing training as part of the “Performance” programme. Coaches are trained how to provide the best possible support for young people in their personal development on and off the field.

Family Visits: Sport coaches stay in close contact with participants’ families to facilitate young people’s personal and professional development.

HOW THE FUNDS WERE USED

Sport dans la Ville combines football sessions, professional skills training, and job placement programmes to enable young people to access opportunities. Their free football sessions teach teamwork, hard work, self-confidence, and dedication leading young people on a path toward to a brighter future. Funds were used to fund coach salaries and enable them to make impact in their communities.

 CHALLENGES	<ul style="list-style-type: none">• More staff needed to support young people and expand programme.• Additional financial resources needed to fund staff salaries.	<ul style="list-style-type: none">• Additional costs to train new staff.• Ongoing trainings needed for all staff.
 SOLUTIONS	<ul style="list-style-type: none">• Recruitment of new staff• Payment of staff salaries	
 OUTPUTS	<p>2 new coaches hired at Saint-Quen Arago location where 76 young people participated in an 8-week programme.</p>	
 IMPACT	<ul style="list-style-type: none">• Coaches reach more participants.• Coaches are better equipped to create impact.• More sessions available.	

PARTICIPANT STORY

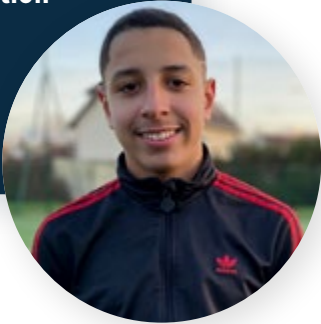
“Pleasure, football, and cool, are the three words that come to my mind when I think about Sport dans la Ville.”

NASSIM, 14

Participant story (100-150 words): For the last three years Nassim has enjoyed Sport dans la Ville’s sessions in Bobigny, a town located on the outskirts of Paris.

Every day he looks forward to football training where he practices his skills on the pitch. The sessions also teach him important life lessons that have helped him off the pitch.

He is a true team player, and thanks to his determination and drive was selected to partake in Sport dans la Ville’s bi-annual tournament.



WHAT’S NEXT

Through additional funding Sport dans la Ville will continue to finance their sport programmes – especially football sessions - to give young people all across France a safe space to play.



Sport in Action

📍 ZAMBIA

VISION

Active, healthy and better living for all.

MISSION

To use sport and recreation as a tool to improve the quality of children’s lives by providing a programme that will bring about motivation, self-development, child protection and self-reliance through social and economic empowerment.

IMPACT

19,800
people reached in 2021

130
volunteers and coaches signed a code of conduct and Child Safeguarding policy

Enabling young people in Zambia to develop healthy lifestyles

Children from disadvantaged communities in Lusaka, Zambia, face problems such as HIV and AIDS, gender-based violence, childhood marriages and substance abuse. The problems are mainly caused by systemic issues with the education of these children and their parents or guardians, and the community at large.

Sport in Action, uses a holistic approach to reach those communities by educating children using the tool of football. The organisation works to protect them from violence, most notably on their way to and from school, but also by being active in the communities and coordinating with the guardians of children.

Sport in Action uses football development methods like football3 to educate about HIV/AIDS and gender-based violence while aiming to help children grow with a sense of self-worth and optimism, with healthier behaviour, in violence-free environments. They learn teamwork and other life skills crucial to their personal development of a healthy lifestyle.

MOST ADDRESSED GLOBAL GOALS:



COMMON GOAL SUPPORT IN 2021

Sport in Action

ZAMBIA

Young people from disadvantaged communities in Zambia, face problems such as HIV/AIDS, gender-based violence, forced childhood marriages, and substance abuse. The following programmes are some of the holistic and innovative ways Sport in Action enable young people to overcome their challenges.

Girls’ programme: Girls in Action targets girls aged 12-20 and makes difficult, yet important topics easier to talk about through the power of football. Specific topics include raising awareness around HIV/AIDS, social issues, and gender equality. The programme runs across all Sport in Action sites.

Leadership training: Young people identified with leadership qualities attend sessions to gain confidence and skills to become role models

in their communities. These sessions help break down misconceptions around the role and abilities of girls and disabled people as they promote inclusive and diverse leadership.

Facility renovation and expansion: On average, Sport in Action create or renovate two sports facilities per year to provide safe and inclusive spaces for participants to play. The upkeep of facilities helps combat drug and alcohol usage.

Covid-19 response: Sport in Action works with multiple partners to distribute Covid-19 prevention information and materials. Their programme #KICKOUTCOVD also provides videos around physical and mental well-being to reduce the ill effects of lockdown and isolation.

HOW THE FUNDS WERE USED

Sport in Action uses the power of football to enable young people in Zambia to overcome their challenges and take control of their lives. In 2021 funds were used to purchase football equipment to enhance the programme and enable more young people to participate.

 CHALLENGES	<ul style="list-style-type: none">• Most participants do not have the financial resources to pay for uniforms.• Lack of proper football boots increases likelihood of injury.• Lack of proper football gear demotivates.	<ul style="list-style-type: none">participants to pursue their journey in football and impedes on the quality of activities.• Limited number of girls engaged in part due to lack of sports equipment.
 SOLUTIONS	<ul style="list-style-type: none">• Purchase uniforms• Purchase football boots	<ul style="list-style-type: none">• Purchase football equipment
 OUTPUTS	<div>50</div> footballs purchased	<div>10</div> sets of football jerseys purchased
	<div>70%</div> of participants received football jerseys and boots	<div>500</div> young people participated in football leagues
 IMPACT	<ul style="list-style-type: none">• Reduced risk to injury• Participants have more confidence on the pitch• Activities are able to run at a higher level	<ul style="list-style-type: none">• More young people pick up and stick with the game

PARTICIPANT STORY



“My view on life has really changed since joining the Sport in Action team.”

MTONDO THEMBA , 15

Mtondo, originally from a small village in Zambia, moved to Lusaka at nine when life became unbearable. It was while he was in Lusaka that football changed his life.

In 2018, Mtondo got introduced to Sport in Action where he now plays on the U-16 team and one day hopes to play for the Zambian national team. The programme has helped him make friends and every time he participates in one of their activities, he feels a sense of peace within himself.

His coach Ericho Nambo has taught him a lot besides new football skills. Mtondo sees all of the education around gender-based violence, child abuse, HIV/AIDS, and mental health to be incredibly informative. He’s grateful for all he’s learned and hopes support will continue so more young people can take part in Sport in Action’s life-changing activities.

WHY IT MATTERS

“Support from Common Goal means we are able to bring football and all of its life lessons to a diverse group of young people.”

Frankson Mushindu



Street League

📍 UK

VISION

A society in which all young people have the opportunity of secure employment and a brighter future.

MISSION

Using sport and education, we help young people into work.

IMPACT

1,171
people reached in 2021

535
young people move into work, especially in hospitality, warehousing, construction and retail

Ending youth unemployment in the UK

Founded in London in 2003, Street League is a non-profit organisation that seeks to end youth unemployment across the UK. The organisation uses a unique programme of football and education to help participants improve their health, extend their social networks and gain a positive outlook.

Youth unemployment rates vary drastically across the UK, with some regions at more than double the national average. In these regions over a quarter of 16-24-year-olds are unemployed. Street League combines the power of daily sport and fitness activities with classes that offer CV writing, interview skills and career advice. Its progression services then support individuals in finding sustainable employment, education or training.

Over the last 15 years, Street League has offered individuals football as a holistic solution to their social challenges. Since its origination, Street League has expanded to deliver Academies throughout the UK in 14 different cities including London, Manchester, Liverpool, Leeds, Birmingham, Sheffield as well as Glasgow, Edinburgh, Dundee and other cities in Scotland.

MOST ADDRESSED GLOBAL GOALS:



COMMON GOAL SUPPORT IN 2021

Sports and Education Programme

📍 ENGLAND AND SCOTLAND

One in four young people aged 16 to 17 were unemployed across the UK at the end of 2020 and a quarter of 16 –25-year-olds reported feeling unable to cope with life since the pandemic started. Among those not in work, education, or training, feelings of despair skyrocketed to 40 per cent. Street League combines sports with employment training and opportunities to enable young people to have a new outlook on life. The programme is free of costs to participants and works in the following ways:

Sports: Street league uses the power of sport to develop key life skills. Coaches are qualified and trained to deliver a range of sports (football, basketball, fitness...) to promote health, wellbeing, enjoyment, and facilitate friendship building and communication skills.

Certifications: Participants undergo job training to gain employable skills and experience. Courses range from 8-20 weeks long. The main sectors of focus are the sports industry, hospitality, retail, and warehouse work. Participants receive recognised certificates through the programme to further enable them to obtain employment.


Job Search Support: Through working with trained staff, participants create action plans to identify what their interests are and work on aligning their goals to the requirements of the position. Street League works with participants to improve their CVs, cover letters, and practice interviews.

HOW THE FUNDS WERE USED

Street League’s innovative approach combines sports with job training sessions to enable young people in the UK to develop employable skills such as team-work, communication, and goal-setting to find and maintain employment.

 CHALLENGES	<ul style="list-style-type: none">• Increased services needed to support soaring youth unemployment.• Increased staff needed to support heightening anxiety amongst young people since the start of the pandemic.	<ul style="list-style-type: none">• Travel costs create barriers for young people to access services.• Decreased social skills from lockdown and isolation.
 SOLUTIONS	<ul style="list-style-type: none">• Payment of frontline staff’s salaries.• Payment of venue cost to ensure young people have a safe and warm place.	<ul style="list-style-type: none">• Payment of certification costs.• Cover travel costs for participants.
 OUTPUTS	<div>2,177</div> <p>young people accessed a Street League programme.</p>	<div>1,485</div> <p>young people gained their first work experience.</p>
	<div>1,023</div> <p>found work, education, or training opportunities.</p>	
 IMPACT	<ul style="list-style-type: none">• Young people move into work, education and training.• Young people stay in their new job or on their new course,	<p>making lifelong change.</p> <ul style="list-style-type: none">• Young people have improved mental wellbeing and physical health.

PARTICIPANT STORY



“Sport definitely helped my mental health – Since I started, I’ve been doing a lot better!”


JAIDEN, 17

Jaiden, from Armadale, has struggled with mental health his whole life. But when the first lockdown took effect, things took a turn for the worst and life for Jaiden became unbearable.

He lost motivation for everything and only had the energy to get out of bed to use the toilet. When things became too much to bear, Jaiden was admitted to the hospital.

The first night he got out, he came to Street League where he found a life-changing community. At first, he was nervous but he soon realised everyone was struggling and everyone was there to support each other.

Jaiden just finished his second course with the organisation and is doing much better. The programme has given him a reason to get out of bed and has helped him create goals to work towards.



WHAT’S NEXT

Street League’s biggest government contract in Scotland is ending this year. Continued support from the Common Goal Community means that existing services can continue despite this challenge and innovative new ways can be developed to enable young people to overcome their barriers.



TackleAfrica

📍 UNITED KINGDOM

VISION

Young people in Africa are supported and empowered to make safe, informed decisions on their sexual health and rights.

MISSION

To train and support African partners and their teachers, coaches and peer educators to deliver interactive HIV and sexual health rights programming through high quality football coaching sessions to young people in their communities.

IMPACT

10,000
people reached in 2021

2,487
young people engaged in voluntary counselling & testing

Defending African communities from sexual health challenges

TackleAfrica uses the power of football to provide young Africans with the knowledge, confidence and services to realise their sexual & reproductive health rights (SRHR) and help protect themselves and their communities from HIV and other sexual health issues.

Founded in 2002, TackleAfrica delivers HIV and SRHR education through football coaching to young people in Africa. A registered UK charity working through a network of African and international partners, TackleAfrica trains and supports local youth leaders, coaches and school teachers to deliver uniquely adapted football drills which include vital messages for participants to help reduce the impact of sexual health issues within local communities. All the learning takes place on the pitch, meaning that young Africans learn essential health messages in a way that they enjoy, understand and, ultimately, can apply to their lives.

In addition to training local organisations to deliver football for health education, TackleAfrica also supports partners and their communities by organising and running football tournaments - which are combined with HIV testing or other health screening or family planning services.

MOST ADDRESSED GLOBAL GOALS:



COMMON GOAL SUPPORT IN 2021

TackleAfrica

BURKINA FASO, BURUNDI, IVORY COAST, KENYA, LESOTHO, MALAWI, ZIMBABWE, ZAMBIA, UGANDA, TANZANIA, SOUTH AFRICA, AND SENEGAL

Football is hugely popular across Africa making it a great way to engage with young people regularly – something health clinics struggle to do. TackleAfrica combines the beautiful game with sexual health education to enable young people to make safer decisions and to limit the impact of HIV, FGM/C, Child Marriage and other key issues across their communities. The programme consists of the following components:

Football: At TackleAfrica’s football sessions, each drill integrates the game with sexual health education. Drills are designed to be fun and interactive, so young people learn about sexual health in a way they enjoy, remember, and understand.

HIV education: TackleAfrica uses a holistic approach to

tackle Sexual Health and Rights issues engaging multiple expert stakeholders in its programming. They offer free HIV testing and access to other vital clinical services at trainings, community sessions and tournaments and seek to understand barriers participants face when trying to access such services.

Coaches: Coaches not only foster safe spaces for young people to play, but are trained to deliver information and services around contraception, family planning, gender-based violence, female genital mutilation, child marriage, and gender equality.

HOW THE FUNDS WERE USED

TackleAfrica uses the power and popularity of football to deliver HIV and Sexual and Reproductive Health and Rights (SRHR) information and services to young people on football pitches across sub-Saharan Africa. TackleAfrica used their funds this cycle on an organisational level to improve their programming and invest in their staff.

 CHALLENGES	Insufficient/lacking: <ul style="list-style-type: none">• Staff capacity.• Safeguarding training.	<ul style="list-style-type: none">• Qualitative Monitoring & Evaluation (M&E) training and research.
 SOLUTIONS	<ul style="list-style-type: none">• Invest in training new staff.• Improve onboarding of new staff.• Implement safeguarding training.	<ul style="list-style-type: none">• Create webinar trainings around stigma reduction, finance management, and M&E.• Improve method of data collection.
 OUTPUTS	<ul style="list-style-type: none">• All 10 TackleAfrica locations have been trained on new methods of data collection.• Significant improvement with remote training for new staff.	<ul style="list-style-type: none">• All operational staff trained on safeguarding and M&E in Ivory Coast, Kenya, and Malawi.
 IMPACT	<ul style="list-style-type: none">• Staff are better equipped to deliver programmes.• Improved method of data collection.	<ul style="list-style-type: none">• Greater ability and capacity to respond to incident reports.

PARTICIPANT STORY

“I always tell people that if I had started participating in TackleAfrica’s sessions before the pregnancy, there was no chance I could have given birth at young age”

KHADIJA AMADU. 19

Khadija is a young woman from Mangochi, Malawi who’s drive in life has been reignited thanks to football. When Khadija was 16, she had her daughter. It was a difficult time for her. After giving birth, she feared her friends would judge her for having a child at such a young age. With little self-esteem and confidence in herself, she dropped out of school to avoid her peers and became confounded to her home.

Her world started to expand when she met coach Doreen from TackleAfrica who encouraged her to join training sessions. She began to feel more like herself and has since enrolled herself back in school.

It’s been two years since Khadija joined TackleAfrica, and she hasn’t looked back since. She hopes to become a coach so she can pass down all the lessons she’s learned and enable girls in her community to walk through life with confidence.



WHY IT MATTERS

“We are very grateful to Common Goal for the continued support we received last year. The funding has enabled us to strengthen in key areas around the capacity of our staff which we may not have otherwise been able to invest in.”

Yianny Ioannou
Director of Operations



training4changeS
📍 SOUTH AFRICA

VISION

A generation of leaders equipped to sustain change

MISSION

To utilise sport as a catalyst for holistic community transformation and to intentionally equip young leaders with essential life skills and values.

IMPACT

75
people reached in 2021

100%
of participants engage with others from diverse backgrounds

Overcoming entrenched social inequality in South Africa

Young people in South Africa face many challenges. Racial injustice, poor quality education, unemployment, and HIV/AIDS are only a few of the hurdles they must overcome to build a future for themselves. training4changeS seeks to make football a tool to encourage young people to empower themselves, offer them the skills they need to succeed, and create social change from the bottom up.

Committed to changing attitudes towards gender roles and social exclusion, training4changeS mixes learning life lessons with football coaching to bridge racial and socio-economic gaps. The organisation’s skills training initiatives offer coaching education and job skill trainings for vulnerable young people, delivering certifications and employment opportunities.

In addition, the Futsal Academy offers on-going support as well as education inside and outside the classroom, while the #againstALLodds girls’ futsal campaign seeks to increase opportunities for female participation and promote gender equality.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

#againstALLodds

STELLENBOSCH, SOUTH AFRICA

In South Africa, girls are roughly 500x less likely to play football than their American counterparts. That means for every team of 12 girls that assemble in South Africa, 6000 girls play in the USA. As a result, very few women have been equipped to coach football in South Africa and there are not many positive female role models in the local game. The organisation training4changeS believes futsal can help build a brighter future where every girl has the opportunity to dream big. Their programme #againstALLodds seeks to increase gender equality through the following measures:


Empower female athletes: Working with the local football club BSD, #againstALLodds provides high-quality coaching, and encourages learning inside and outside the classroom to

enable girls to gain important skills and knowledge to be changemakers.

Train female coaches: training4changeS collaborates with Cape Town Titans Futsal Club to deliver high-level futsal coaching certification that also focuses on using sport for social and emotional learning. Together they equip female coaches to use training4changeS’ accredited ‘Education Outside the Classroom’ curriculum as a way of addressing challenges in their communities while empowering young female leaders on and off the pitch.


HOW IT WORKS

training4changeS’ #againstALLodds programme is an ongoing effort to increase female participation in football, drive gender equality, and enable young women to be transformational leaders.




CHALLENGES

- Lack of opportunities for girls to play football.
- Very few local female role models in football.




TARGET GROUP

Girls and women in Stellenbosch, South Africa.



ACTIVITIES

- Empower female athletes
- Train female coaches



OUTPUTS & OUTCOMES

47

participants took part in the programme.


17

female coaches trained to promote gender equality.

100%

of participants boosted their mental health.

PARTICIPANT STORY




“Being captain builds my confidence, and inspires me to focus on helping others strive for success.”

AAKIFAH ADAMS

As an introvert, being team captain has helped Aakifah come out of her shell, make new friends, and be more vocal.

She thinks of her teammates like sisters and the ability to grow with them is something she holds very near and dear to her heart.

Football for her is more than a game, it means learning to work well with others, communicating on and off the field, and lifting each other up.



WHY IT MATTERS

“Support from Common Goal provides an unparalleled boost to our organisation. It is a privilege for us to participate in a community where there’s shared learning across the football for good world, where our expertise adds value, and where we can build relationships with the players who support our work.”

Daniel Thomae
Co-founder

Watoto Wasoka

📍 UGANDA

VISION

To change lives of slum children in Uganda, one game at a time.

MISSION

To mobilise, educate and empower slum children through football.

Offering young people in Uganda an alternative to life on the streets

Founded in 2009, Watoto Wasoka is a youth-led sport for development organisation in Uganda. We use football as a vehicle for social change in the lives of slum children in Uganda.

IMPACT

2,120
people reached in 2021

86%
of girls reported improved knowledge of menstruation

We seek to change lives, through structured football programmes, one game at a time, through creating purposeful opportunities for play and learning in a safe environment. We organise some of the biggest football events for youth in Uganda, East Africa (if not Africa), with our last Slums Derby attracting more than 1,500 kids, while the last Christmas Camp was attended by more than 2,700 boys and girls from all over Uganda.

In 2019, our work with slum kids in Uganda was recognised at the FIFA Diversity Awards 2019 in Milan, Italy. We are the famous Football Made in Slums!

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Girls’ Football

KAMPALA, UGANDA

Gender inequality and widespread stereotypes that football is a man’s game persist throughout the Lungujja neighbourhood of Kampala, Uganda. Since partaking in the Global Goal 5 Accelerator – a collective project breaking down barriers and enabling girls to dream big, Watoto Wasoka is committed to using the beautiful game to lift girls up. They focus on gender equality and female empowerment through the following initiatives:

Women’s Derby: Watoto Wasoka run one of the largest tournaments for girls in the region, bringing over 500 to the pitch. During their male tournaments, teams are only accepted entry if they have a women’s team too.

Football trainings: Regular trainings are offered to girls of all different ages. These sessions often provide girls with their first opportunity to play the game.

Menstrual hygiene education: Watoto Wasoka integrates menstrual hygiene education and health lessons into football trainings. Every girl at the Women’s Derby is provided with a menstrual hygiene bag full of sanitation products.

HOW IT WORKS

Watoto Wasoka’s girls’ football programme is their commitment to advancing gender equality on and off the pitch. Since participating in the Global Goal 5 Accelerator, they offer girls and boys the same opportunities to play and learn and strive to create opportunities for girls to dream big one game at a time.



CHALLENGES

- Lack of access to sport opportunities for girls.
- Widespread belief that football is a game reserved for boys.
- Lack of access to menstrual hygiene sanitation products.



TARGET GROUP

Girls aged 10-15 from Kampala.



ACTIVITIES

- Football trainings
- Women’s Derby
- Menstrual Hygiene education



OUTPUTS & OUTCOMES

67 participants took part in the programme.

90% of participants gained confidence and self-esteem.

85% of girls started playing for the first time.

100% of girls in the league participated in menstrual hygiene sessions.

PARTICIPANT STORY



“Football has helped me to make new friends and stay active during the lockdowns when schools were closed.”

BABIRYE SWABULAH,10

Babirye’s father loves football, but didn’t believe girls could play. It was a challenge to convince him to send Babirye and her sister to Watoto Wasoka but Babirye has shined on and off the pitch ever since.

Always the first to lace her boots up, she has never missed a training session since the girls’ programme started. Through football, Babirye makes friends, stays active, learns about sanitation and menstrual hygiene, and practices teamwork and fair play on and off the pitch.



WHAT’S NEXT

Looking forward Watoto Wasoka wants to increase in scale and impact. They strive to mobilise, educate, and empower a further 200 girls this calendar year and are beginning a coach training specifically targeting girls so more girls can become leaders and role models in their community.



YASD

📍 ZIMBABWE

VISION

Transforming communities through sport.

MISSION

To transform communities through sport, by delivering effective mentorship and education to young people from impoverished backgrounds.

Fostering self-determination in impoverished communities in Zimbabwe

Zimbabwe is dealing with challenging social problems such as teenage pregnancies, unemployment, infrastructure issues, and high HIV/AIDS rates. The country has very low graduation rate at 27.86% and, as a result, many young people are struggling with unemployment.

The organisation Young Achievement Sports for Development (YASD) was founded in 2005 to bring solutions to young people in Zimbabwe. Through football sessions the organisation gives children and adolescents a sense of pride and self-confidence, and equips them with leadership skills, fostering accountability and responsibility.

YASD assists these young people through basic education and access to grants for scholarships. Core elements of the programme are: mentoring, providing support, and inclusivity.

As a result of YASD’s work, teen pregnancies have decreased in the community, and through leadership training programmes a substantial number of participants are landing jobs and going back to school to complete their studies.

IMPACT

2,279
people reached in 2021

29
new female participants were active in the organisation’s sports trainings given to young adolescents

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Sport Training Programme

HARARE, ZIMBABWE

Participants at YASD live in slums and informal communities in Harare, Zimbabwe. Each community YASD works with has its own unique challenges ranging from teenage pregnancy to HIV/AIDs, gang prevalence, and drug abuse. YASD sport training programme goes beyond kicking a ball, it enables people to take charge and collaborate to come up with solutions tailored to their local environment. The programme consists of the following components:

Football: YASD uses football as a tool to enable young people to overcome their challenges. Through providing safe spaces to play, they encourage girls to step on the pitch and foster an environment where young people can work together. Furthermore, regular training sessions encourage young people to focus on improving their skills on the pitch and discourages them from tak-

ing drugs and engaging in gang activity.

Train the trainer: Coaches identify young people who have shown a strong commitment and pass down their curriculum and tips to them. This allows for more participants to gain leadership skills and experience. In the absence of one coach, participants are equipped to step in and sessions can continue at a high level.

Life-skills sessions: The programme delivers four modules to enable young people to overcome their challenges and become leaders in their lives, and their communities. The four modules are: Personal development and self-awareness, sexual reproductive health rights, human rights, and financial literacy.

HOW IT WORKS

Young achievement Sports for Development’s training programme combines football and life-skills education to promote gender equality, economic development, and social inclusion amongst young people living in marginalised communities in Harare, Zimbabwe.



CHALLENGES

- Drug abuse.
- High gang prevalence.
- Gender inequality.
- Lack of access to safe places to play.
- Lack of opportunities to develop employable skills.



TARGET GROUP

Girls and boys aged 7-18 from the Hatcliffe community in Harare, Zimbabwe.



ACTIVITIES

- Football
- Train the trainer
- Life-skills sessions



OUTPUTS & OUTCOMES

600

participants took part in the programme.

15%

increase in girls’ participation at football sessions.

60%

of participants were female.

50%

increase in women coaches.

PARTICIPANT STORY


“The training sessions gave me the tools I needed to deal with peer pressure and become a better person.”

PRIMROSE LIFA, 13

Prior to taking part in YASD’s training sessions, Primrose struggled to say no to drugs and often struggled to contribute to household chores.

Since walking in on her first day, she has become a regular participant and has found a role model in her female coach. Her notion of what is possible has expanded through seeing women in leadership positions. She has gained the confidence to say no and has prioritised helping out at home.

Primrose’s mother, a former participant of YASD, attended the programme’s menstrual hygiene session where she learned important tools on how to talk to her daughter about the topic. Primrose is thankful for the sessions. Her mother has since been equipped to have meaningful dialogue with her daughter around menstrual hygiene, and Primrose now feels more confident on and off the pitch.



WHAT’S NEXT

Looking forward, YASD wants to expand their coaching programme so more participants can take part and more young people in Harare have the opportunity to develop employable skills.



YEDI
NIGERIA

VISION

Communities across Nigeria, where informed young people are empowered to reach their full potential and contribute constructively to social change in the society.

MISSION

To educate, empower and inspire young people in mostly disadvantaged communities in Nigeria, using innovative, tried and tested development approaches.

IMPACT

16,047
people reached in 2021

616

Participants successfully completed a 5-day training on comprehensive sexual and reproductive health knowledge, life coping skills and HIV/AIDS and malaria prevention

MOST ADDRESSED GLOBAL GOALS:



Promoting health education and HIV prevention through football

Established in 2011, YEDI (Youth Empowerment and Development Initiative) is a non-profit organisation focused on adolescent health development. Using an innovative sport for development curriculum (Grassroot Soccer SKILLZ Curriculum), YEDI equips disadvantaged adolescents with comprehensive knowledge on sexual and reproductive health, malaria and HIV/AIDS prevention and access to support and treatment services.

The YEDI model trains young adult mentors as community change agents to implement age appropriate and gender-sensitive curricula, combining football metaphors and activities with high impact health information to engage young people and break down cultural barriers.

YEDI's in-school and out-of-school outreaches operate as safe spaces for young people aged 10-24 years to access engaging sport-based activities, as well as health and social services across the adolescent continuum of care. YEDI harnesses a multi-sectoral ecosystem of government and social services, layering health, education, sport, youth development, economic empowerment, and child protection.

PROGRAMME SUPPORTED IN 2021

SKILLZ Holiday Camp (SHC)

LAGOS AND OGUN STATE, NIGERIA

SKILLZ Practice: Through daily practices, participants engaged in education around HIV/AIDS preventative measures, sexual and reproductive health, and life-skills around healthy behaviours. Free onsite HIV testing services and counselling are provided. In total, 221 participants completed their lessons and qualified for graduation.

Camp Practice: In-between SKILLZ practices, participants are taught about teamwork, communication, team building, and goal setting. These sessions complement what they learn in SKILLZ practices and enable participants to be well rounded and engaged citizens.

Fair Play Football: YEDI implements fair play football to encourage personal connections and team spirit. Through mini matches, participants have fun


and learn how to work collectively towards a team goal.

Targeted Sessions: Locations held specialised and targeted sessions to increase health care offered to participants. At the Mirabel Centre domestic and sexual violence prevention and counselling are offered, at Cadam drug abuse and prevention courses take place, and the Young Achievers Forum runs leadership and goal setting workshops.

Parental Support: Through games, YEDI’s special session focused on parents and guardians of participants works to foster healthy communication between family members. These sessions help participants feel supported in their life choices and confident on the field.


HOW IT WORKS

Through the annual SKILLZ camp, YEDI uses football to teach HIV/AIDS prevention and life skills to over 200 underprivileged youth in Nigeria. Through educating and training participants, YEDI aims to equip youth with the necessary information and skills to pass on what they learn to fellow community members.




CHALLENGES

- Lack of health care and HIV testing services.
- Many discriminatory stereotypes prevalent in disadvantaged communities.
- High rates of poverty and illiteracy.




TARGET GROUP

Youth aged 10-19 from Lagos and Ogun.



ACTIVITIES

- SKILLZ Practice
- Fair Play Football
- Targeted Sessions
- Parental Support



OUTPUTS & OUTCOMES

240

participants took part in the programme.

221

adolescents completed the camp and gained life skills through football.

100%

of participants expressed higher self-confidence.

133

participants used the HIV Testing Services (HTS).

PARTICIPANT STORY


“I’ve learned so many things that I was not taught in school. Now I am equipped with tools to make a difference in my community.”

ESTHER ADAEZE, 12

Esther Adaeze comes from a community in Nigeria that struggles with high rates of HIV/AIDS and lacks sufficient health care around the challenge. Through YEDI Esther learns about sex education and prevention.

On the pitch, she builds healthy relationships and strengthens her communication skills. She loves helping people and supporting her community.

And now, after participating in the SKILLZ programme Esther wants to be the first doctor in her community to help bring much needed health care to her area.



WHAT’S NEXT

Throughout 2022 and beyond YEDI intends to reach more adolescents in disadvantaged communities with the overall vision of seeing young people informed, empowered, and contributing to positive social change in every community across Nigeria.



VISION

That every girl’s future is in her own hands.

MISSION

To empower girls to be fully in charge of their future. Yuwa uses sport and education to put girls powerfully in charge of their own futures.

Providing young girls in India with the tools to lead independent lives

Founded in 2009, Yuwa uses the power of football and education to empower girls to overcome violence, discover their self-worth, and take their futures into their own hands. The Yuwa School gives girls the tools they need to build the futures they envision for themselves. Today, 100 Yuwa players have joined the Yuwa School, with plans to build a permanent campus.

Yuwa’s local football teams are self-organised by the girls and enable them to support each other in resisting society’s pressure to marry early. These teams provide a safe space where girls build their confidence, courage, and a sense of self-worth together.

IMPACT

600
people reached in 2021

15
new coaches were trained in 2021, all young local women between the ages of 14 - 18.

MOST ADDRESSED GLOBAL GOALS:



PROGRAMME SUPPORTED IN 2021

Sports and Education Programme

JHARKHAND, INDIA

Jharkhand in Eastern India is one of the states with the worst rates of female literacy and human trafficking. Yuwa addresses these challenges through its Sports and Education programme supporting girls’ personal and academic development. The programme consists of the following components:

Football: Each team consists of 15-20 players and 95% of the players are girls. The sessions address typical challenges faced by girls, creating strong, positive social networks and accountability for their education and health.

Workshops: Each team in Yuwa attends a life-skills workshop weekly. These workshops are always led by either a young female coach or one of Yuwa’s Child Development Officers. The goal is to help girls develop their voice, build trust, share health and rights information, and to reinforce the importance of

education. Workshops incorporate discussions, debates, art projects, and role-play.

Family Outreach: Biweekly, a Yuwa Child Development Officer or coach visits players’ homes to build trust, clear up misconceptions, share participant’s progress, and listen.

Training: Yuwa currently has 44 young female coaches in training. Coaches’ development sessions help trainees to develop practical employable skills such as time and group management, session planning, and problem solving.

Yuwa School: A full-time, college preparatory all-girls school home to 94 students. Every student participates on a Yuwa football team, and attends the school on a Yuwa scholarship.

HOW IT WORKS

Yuwa combines football and education in a holistic programme that fosters the personal and academic development of girls in rural Jharkhand, enabling them to make self-determined choices in their lives regardless of their family backgrounds.



CHALLENGES

- 60% of girls in rural Jharkhand drop out of school and become forced child brides.
- Female literacy and human trafficking among the worst in India.
- High rates of domestic abuse and sexual violence.
- Legal and law enforcement systems lack to protect the most vulnerable, leaving women locked in abusive marriages.
- Gender inequality directly contributes to the cycle of poverty.



TARGET GROUP

Girls aged 6–18 from impoverished families in Ormanjhi, Jharkhand.



ACTIVITIES

- Village-based football teams
- Family outreach
- Yuwa School
- Coaches training and development
- Life-skills workshops



OUTPUTS & OUTCOMES

600

participants took part in the programme.

44

female coaches became a symbol of gender equality.

100%

of Yuwa students passed their national exams.

No

participant forced into child marriage or subject to human trafficking over the past year.

PARTICIPANT STORY



“Girls in my community often are forced to marry because their parents struggle financially. Through coaching football, I get to earn my own money and support my own education.”

RIMA, 19

Growing up in a small rural village to subsistence farmers, Rima strives to be a first-generation high school graduate. Rima joined Yuwa at ten years old and began using football to pave the way to her future right away.

At 15 Rima became a coach and started inspiring girls in her community. She facilitates life-skills workshops on human rights and health and is using her platform to fight for girls’ rights.

Since joining Yuwa, Rima has told her story of fighting for gender equality at Tedx and presented speeches to international crowds. In 2019, Rima had the opportunity to study abroad in the US and she aims to be the first from her family to attend university.



WHAT’S NEXT

Looking ahead, Yuwa is focusing on building up their programmatic leadership team to help the long-term sustainability of the programme. As the pandemic continues to alter life, Yuwa remains committed to staying open, shifting to remote activities when necessary.

COVID-19 Response Fund support in 2021

alivated the effects of the global pandemic
for **24 communities**.



ORGANISATIONS SUPPORTED BY YEAR

37 in 2020
★ ★

24 in 2021
★ ★

AFRICA

- ★ ★ Angaza, Kenya
- ★ ★ BUSA, Zambia
- ★ ★ Carolina for Kibera, Kenya
- ★ ★ CJP, DR Congo
- ★ ★ Delta Culturae, Cape Verde
- ★ ★ FODEDE, Liberia
- ★ ★ Grootbos Foundation, South Africa
- ★ ★ Future Stars Academy, Tanzania
- ★ ★ GDM, Mozambique
- ★ ★ HODI, Kenya
- ★ ★ Jambo Bukoba, Tanzania
- ★ ★ Moving the Goalposts Kilifi, Kenya
- ★ ★ Oasis, South Africa
- ★ ★ SLASA, Sierra Leone
- ★ ★ SEP, Kenya
- ★ ★ SEDYEA, Botswana
- ★ ★ Sport - the Bridge, Ethiopia
- ★ ★ Sport in Action, Zambia
- ★ ★ The Goal, South Africa
- ★ ★ training4Changes, South Africa
- ★ ★ UAC, Cameroon
- ★ ★ United Through Sport, South Africa
- ★ ★ VAP, Kenya
- ★ ★ Watoto Wasoka, Uganda
- ★ ★ YES, Uganda

ASIA & PACIFIC

- ★ ★ Childreach Nepal, Nepal
- ★ ★ Enabling Leadership, India
- ★ ★ FFAV, Vietnam
- ★ ★ Football United, Australia
- ★ ★ FundLife International, Philippines
- ★ ★ ISF, Cambodia
- ★ ★ OSCAR Foundation, India
- ★ ★ YFC Rurka Kalan, India
- ★ ★ Yuwa, India

EUROPE

- ★ ★ CHoG, Germany
- ★ ★ League of Tolerance, Ukraine

NORTH AMERICA & THE CARIBBEAN

- ★ ★ America SCORES, USA
- ★ ★ GOALS Haiti, Haiti
- ★ ★ Project Goal, USA
- ★ ★ Pure Game, USA
- ★ ★ Soccer in the Streets, USA
- ★ ★ Starfinder Foundation, USA
- ★ ★ Street Soccer USA, USA

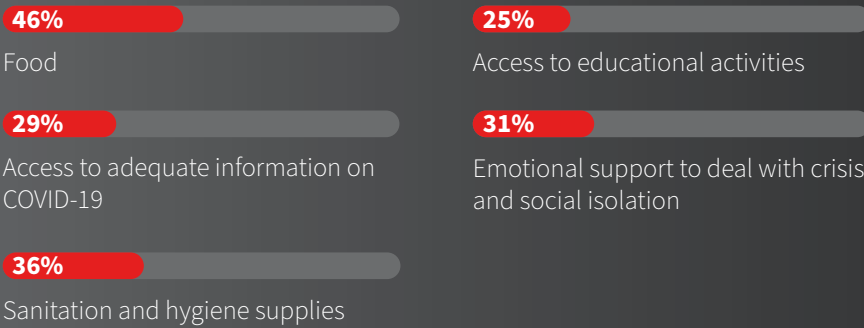
LATIN AMERICA

- ★ ★ Asociación Civil Andar, Argentina
- ★ ★ Gurises Unidos, Uruguay
- ★ ★ Asociación Civil Los Pioneros, Peru
- ★ ★ ACM, Brazil
- ★ ★ CEDEC, Peru
- ★ ★ EPROCAD, Brazil
- ★ ★ FUDELA, Ecuador
- ★ ★ Fundación Educere, Chile
- ★ ★ love.fútbol, Brazil
- ★ ★ Tiempo de Juego, Colombia
- ★ ★ Fútbol Mas, Ecuador
- ★ ★ IFA, Brazil
- ★ ★ Instituto Formação, Brazil
- ★ ★ Pasión Petare, Venezuela
- ★ ★ Proyecto Cantera, Mexico
- ★ ★ SEPROJOVEN, Costa Rica
- ★ ★ Soccer Without Borders, Nicaragua

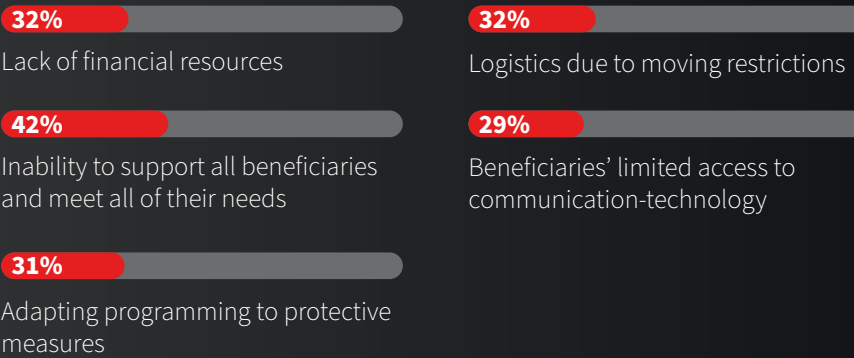
MIDDLE EAST

- ★ ★ PS4L, Palestine

MAIN NEEDS OF COMMUNITIES SUPPORTED



MOST COMMON CHALLENGES ORGANISATIONS FACED





Covid-19 Response Fund

Supporting community organisations
during the global pandemic

The coronavirus pandemic is challenging the world in unprecedented ways, testing our resilience across all sectors of society.

Since launching its COVID-19 Response Fund on 8th April 2020, Common Goal has allocated proceeds to 61 community organisations in 35 countries. A total sum of €499,590 has been raised by a collective effort spanning the football industry and beyond.

funding

€500K

overall

€221K

2021

**players / managers /
businesses pledging 1%**

87

overall

13

2021

community members

61

overall

24

2021



PROJECT OVERVIEW

Since launching its COVID-19 Response Fund on 8th April 2020, Common Goal has allocated proceeds to 61 community organisations in 35 countries. A total sum of €499,590 has been raised by a collective effort spanning the football industry and beyond.

Fundraising efforts were bolstered by a number of activities through which Common Goal, together with its members and partners, has called for collaboration, solidarity and individual responsibility to the world of football and the wider global community.

In 2021, after two first rounds of distribution, Common Goal allocated the third round of proceeds to 24 community organisations with €220,742 distributed across the globe.

TIMELINE 2020 - 2021

2020 MARCH	APRIL	MAY	
Development and launch of the Fund following a survey sent to 139 organisations on the immediate effects of the crisis.	Submission of requests by the community organisations to the COVID-19 Response fund.	1 st round of allocation of funds to 27 organisations for a total amount of €226,660.	
JUN-AUG	SEPTEMBER	OCTOBER	NOVEMBER
Implementation of activities by the community organisations.	Reporting on the 1 st round.	2 nd round of allocation of funds to 10 organisations for a total amount of €52,188.	Implementation of activities and launch of a 2 nd call for requests to the COVID-19 Response Fund.
DECEMBER	2021 JANUARY	FEBRUARY	
Implementation of activities and submission of requests for the 2 nd call.	Implementation of activities by the community organisations.	Reporting on the 2 nd round.	
MARCH	APR-NOV	DECEMBER	
3 rd round of allocation of funds to 24 organisations for a total of €220,742.	Implementation of activities by the community organisations.	Reporting on the 3 rd round.	

ACTIVITIES IMPLEMENTED - OUTPUTS



56%

of organisations used the fund for distributing sanitation and hygiene supplies.



58%

of organisations used the fund for food distribution.



41%

used the fund to raise awareness on COVID-19 and preventive measures.



29%

of organisations used the fund for emotional health support for participants.



32%

of organisations used the fund for educational activities in online environment.



36%

used the fund for online activities to keep participants engaged and physically active.

CHALLENGE

Covid-19 is having devastating effects in deprived areas across the world, where the crisis has amplified existing challenges, such as:



Sanitary Crisis

Lack of access to sanitation and hygiene supplies and to health services.



Informational Crisis

Lack of access to information on how to react to the crisis.



Social Crisis

Insecurity, domestic violence and poverty faced by vulnerable groups and minorities exacerbated during the crisis.

SOLUTION

Work against mechanisms and dynamics that lead to unequal opportunities threatening our future society.

Deliver of supplies

Providing emergency assistance by distributing medical and sanitary materials, ensuring access to meals and other basic needs.

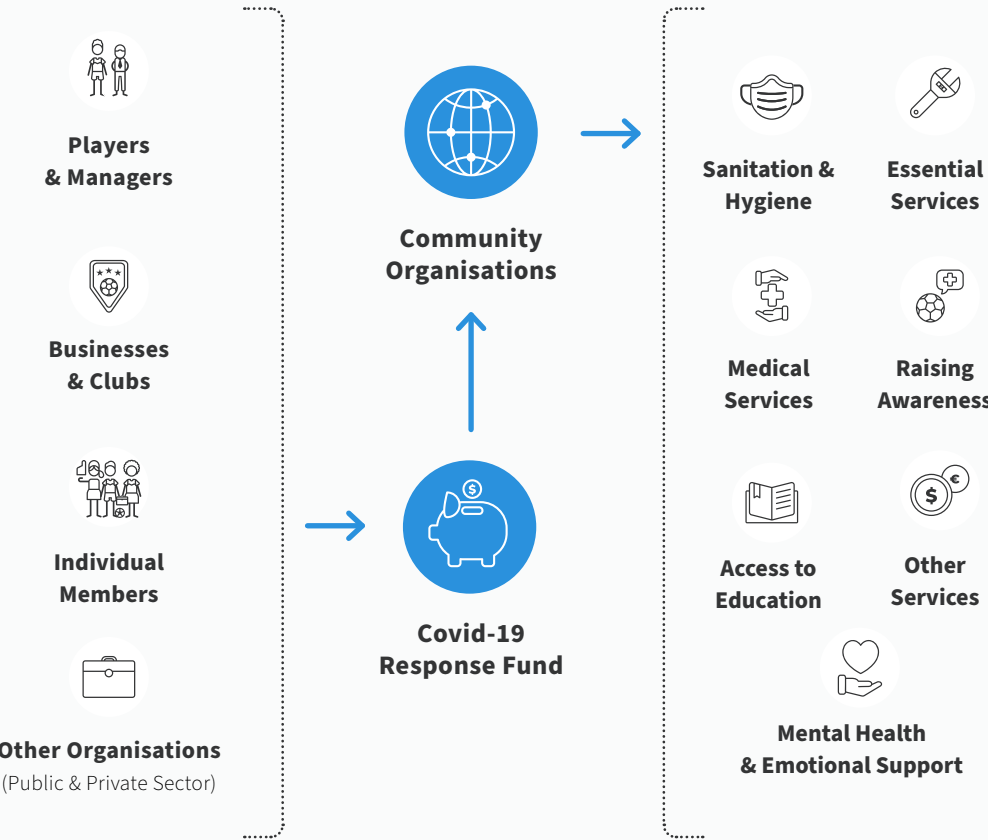
Raise awareness

Educating young people and families on how to react to the crisis and protect them from catching and transmitting the virus.

Providing support

Offering emotional and health support to young people and families suffering from socially insecure environments and isolation.

A. How the fund works



B. How the fund has been helping

1. Supporting organisations in their emergency response to the crisis:



Educating young people and families on how to react to the crisis and protect them from the virus.



Providing immediate emergency assistance by distributing medical and sanitary materials, ensuring access to basic needs.



Offering emotional support to young people and families suffering from socially insecure environments and isolation.



Enabling online access to programming and educational materials during the crisis.

2. Supporting young people in the aftermath of the crisis:



Addressing the secondary effects of the pandemic on young people – such as displacement, violence, educational disruption and lack of physical activity.



Enabling football and educational programming for youth in underserved communities to continue after the health crisis.

IMPACT

Organisations are supported to tackle the greatest needs of their participants and communities arising as a result of the crisis.

Supplies delivered

Young people and their families are provided with meals, as well as medical and sanitary supplies.

Communities are prepared

Young people and their families know how to protect themselves from catching and transmitting coronavirus.

People feel safe and supported

Young people in socially insecure environments and isolation have access to emotional support.

FOOTBALL IS A TEAM GAME,
AND SO IS SOCIAL CHANGE.

COMMON GOAL

Common Goal is powered by streetfootballworld — the global leader in Football for Good:



UEFA Equal Game
Award (2021)



Leaders
Sports Award
(2019)



Fast Company
Most Innovative
Companies (2018)



WeWork Creator
Award (2017)



UEFA Foundation
for Children Award
(2016)



UN ECOSOC
Consultative
Status (2014)



European
Citizen's Prize
(2013)



UEFA Monaco
Charity Award
(2011)



WEF Social
Entrepreneur of
the Year (2011)



Ashoka Fellowship
(2007)



Laureus Sport
for Good Award
(2006)



FIFA Fair Play
Award
(2006)