Impact Report
2022
The year 2022 represented a significant milestone for the Common Goal Movement. We commemorated 20 years of advancing the football for good sector under the banner of streetfootballworld, and marked the fifth anniversary of Common Goal, a movement that unites the football community towards the wellbeing of our people and planet.

This was a crucial year for both reflection and forwardthinking, a moment to appreciate the impact of what we have collectively built. This collective, or “we,” extends beyond our organisation to encompass individuals from all corners of football, representing a wide range of organisations and communities, united by a shared a vision of making football its best self and maximise its contribution towards people and planet.

Our football for good journey started nearly three decades ago in Colombia. In 2002, streetfootballworld was born with the promise to connect, unite, and support the football for good sector—a commitment we’ve passionately upheld for over 20 years.

In 2017, Common Goal was launched as an athlete-led movement, to unite the football community to tackle the biggest challenges of our time.

In 2022, we have integrated our legacy and forward-looking vision under the Common Goal Movement. This signified more than just a rebranding—it marked a substantial step in our evolution.

Today, Common Goal is a movement that extends beyond our own organisation and team. It surpasses the projects we can showcase in this report and the conversations we can actively track. It continues to grow and evolve, and it belongs to all those who share our passion and belief that football has the potential to be more, to be better, and, most importantly, that it must strive to be so.

If we collectively decide to collaborate in a radical manner, pooling our assets, unique positions, platforms, and communities at the service of our people and our planet, we can make the impossible possible and address the biggest challenges of our times. If not now, when? If not football, what?

About Common Goal

The following report presents an overview of the initiatives directly implemented by our organization in collaboration with community organisations, brands, athletes of all ages, clubs, and other football stakeholders. The collective efforts of these individuals and organisations have had a far-reaching impact that surpasses the scope of this report.

Nevertheless, we aspire that the following pages effectively demonstrate how we are spearheading collective progress and serve as an inspiration for others to join us in our shared vision of maximising football’s contribution to people and planet by 2030.

About this report
The Common Goal Movement today
The Team in 2023
Football for Good Community
Industry Members
Impact Sponsors
Growth & Milestones
1% Pledge Allocation 2017-2022
Allocation of Resources 2017-2022

Common Goal Impact 2022
Common Goal Community Support
Common Goal Impact Solutions
Team Up for Ukraine
Common Goal Project Portfolio
The Common Goal
Movement Today
The Common Goal Movement

The Team in 2023

214+
Players & managers

19
Clubs (4 members and 15 partners)

193
Football for good organisations

2
Impact sponsors

100+
Partners and allies

1.7M
Young people
The Common Goal movement
Football for Good Community

Over the course of 2022, **39 new members** joined the Common Goal Community, adding **5 new countries** to our global Community. This is the biggest annual growth Common Goal has seen over the past two decades, representing an annual growth of over 26%.

Since the beginning of 2023, 7 new members have joined the Common Goal Community, which today includes **193 organisations implementing programmes in 100+ countries**.

**1.7M+**
Young people reached

**894K+ young people regularly engaged in programmes**
(46% girls & non-binary)

**21K+**
Global Team workforce

**4,176 staff members**
(53% women & non-binary)

**12,366 coaches**
(44% girls & non-binary)

**4,792 volunteers**
(51% girls & non-binary)

% of Community organisations that benefited from the following opportunities provided by Common Goal

- Exchange opportunities **71%**
- Visibility/ Recognition **58%**
- Funding **48%**
- Capacity Development **47%**
- Other **7%**

Top prioritised Global Goals by Community organisations
The Common Goal movement
1% Pledge Members

Common Goal members are athletes, managers, executives and other individuals, as well as clubs and other entities who pledge 1% of their earnings/revenues to Common Goal.

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Players and Managers</td>
<td>217</td>
</tr>
<tr>
<td>(124 clubs represented 49 nationalities)</td>
<td></td>
</tr>
<tr>
<td>Professional Clubs</td>
<td>19</td>
</tr>
<tr>
<td>Club Staff, Executives and Other Individuals</td>
<td>211</td>
</tr>
<tr>
<td>(pledging 1% salaries)</td>
<td></td>
</tr>
<tr>
<td>15 Project Specific Partners</td>
<td></td>
</tr>
<tr>
<td>Businesses, Agencies and Other Organisations</td>
<td>36</td>
</tr>
<tr>
<td>(pledging 1% revenues)</td>
<td></td>
</tr>
</tbody>
</table>

45% Male
55% Female

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The Common Goal movement

Impact Sponsors

adidas joined the Common Goal movement as the first Impact Sponsor in 2021, pledging 1% of their global net footballs sales of footballs through to 2023 to strengthen a shared commitment to global football communities around the world and to create a more inclusive game for everyone.

Right to Dream Academy joined the Common Goal movement as an Impact Sponsor in May 2022 with the goal of disrupting the football industry’s status quo and making the game a true force for good in the world.
The Common Goal movement

Growth & Milestones 2017-2022

Movement growth

- Juan Mata joined Common Goal
- 100 players & managers joined the movement
- 1M € resources unlocked via 1% member pledge scheme
- 3M € resources unlocked via 1% member scheme
- 193 organisations joined the Common Goal Community

Impact Solutions

- Common Goal Community support (support to football for good community)
- Menstrual Hygiene Management programme
- Social Enterprise Assist
- HIV & SRHR Education
- Play Proud
- Global Goal 5 Accelerator
- COVID-19 Response
- Common Ground
- Anti-Racist Project
- Playing for Peace
- Team Up for Ukraine
- Environmental Action

Sponsors

- adidas joined Common Goal as 1st Impact Sponsor
- Right to Dream joined as Impact Sponsor
The Common Goal movement

1% member pledge allocation 2017-2022

This page showcases an overview of the funds raised through the 1% member pledge scheme*, as well as how the funds were distributed to different impact solutions driven by Common Goal. This doesn’t include funds raised from impact sponsors and partners that are showcased in the following slides.

About Common Goal’s Member Pledge Scheme

Common Goal members are athletes, managers, executives and other individuals, as well as clubs and other entities who pledge 1% of their earnings/revenues to Common Goal. Common Goal allocates a minimum of 90% of all members pledges to the implementation of impact solutions.

Operations & membership

- Enable tax-effective cross-border donation through partnership with Transnational Giving Europe.
- Sourcing, vetting and evaluation of football for good organisations driving progress towards the UN Global Goals.
- Support member journey including in-person project visits.

- 5,1M € raised through the 1% from 2017 to 2022

- 90%

- 10%

- 3,8M € Players & Managers
- 418K € Football Agencies
- 148K € Clubs & Competitions
- 341K € Businesses
- 454K € Other Members
- 449K € COVID-19 Response Fund
- 449K € Team Up for Ukraine
- 1,4M € Impact Solutions
- 61K € to be allocated in 2023
- 301K € Projects in development phase
- 1,9M € football for good organisations
- 6%
The Common Goal movement

Resource allocation 2017-2022 to Common Goal Impact Solutions

This page showcases the allocation of funds raised through the 1% member pledges scheme in more detail, as well as the support of partners and impact sponsors for the implementation of the impact solutions driven by Common Goal. The graphic doesn’t include Common Goal’s resource investment via internal capacity for the creation and development of those initiatives.

BY YEAR

BY YEAR

BY COUNTRY

BY COUNTRY

BY PROJECT FUNDED

BY PROJECT FUNDED

BY € RECEIVED

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Common Goal
Impact 2022
Common Goal Impact 2022

Common Goal Community Support

Through the 1% pledge mechanism, Common Goal provides a simple and impactful mechanism for stakeholders in the football industry to support organisations that are using football to drive positive social transformation.
Common Goal Impact 2022

Common Goal Community Support

22 football for good organisations supported in 2022, engaging 198,910K young people globally.

ALLOCATION OF FUNDS

- 60% used the funds to improve their programmes
- 20% invested the funds in capacity, resources, and sustainability
- 20% invested the funds in both programmatic and organisational

With support from Common Goal, organisations communicated that they were able to improve and/or increase...

- 30% bought or improved material for their activities
- 5% built or improved infrastructure
- 70% improved the quality of their programme
- 30% of organisations increased their visibility
- 45% increased the capacity or expertise of the team
- 45% of organisations offered more activities
- 50% improved the personal development of participants
- 25% welcomed more participants to their programmes
- 20% welcomed more participants to their programmes

ORGANISATIONS SUPPORTED BY YEAR

AFRICA
- Africaid, Ghana
- AMANDA, South Africa
- AMPJF, Mali
- Chiparamba Breakthrough, Zambia
- Carolina for Kibara, Kenya
- CJP, DR Congo
- DeltaCulture, Cape Verde
- Grassroots Soccer, SA
- Grootbos Foundation, SA
- Future Stars Academy, Tanzania
- HODI, Kenya
- Hout Bay United, South Africa
- IDYDC, Tanzania
- Jambo Bukoba, Tanzania
- Delta, Tanzania
- JNFA, Tanzania
- Malaika Foundation, DR Congo
- MTU Kibi, Kenya
- Play Soccer Ghana, Ghana
- Soccer Without Borders, Uganda
- Sport in Action, Zambia
- Sport Without Borders, Uganda
- YEDI, Nigeria

EUROPE
- Albion in the Community, UK
- America SCORES, USA
- Canada SCORES, Canada
- GOALS Haiti, Haiti
- Sacred Sports Foundation, St. Lucia
- Street Soccer USA, USA
- The Sanneh Foundation, Haiti
- Ruben Vargas Foundation, USA

ASIA & PACIFIC
- FAWA, Vietnam
- Football United, Australia
- Fundulife Int, Philippines
- HCF, Cambodia
- JSLF, Indonesia
- Slam Soccer, India
- Yous, India

LATIN AMERICA
- Asociación Civil Andar, Argentina
- EPROCAD, Brazil
- Tiempo de Juego, Colombia
- Futsal Con Corazón, Colombia
- Futsal Mas, Ecuador
- Futsal Mas, Chile
- Instituto Formación, Brazil
- Passion Pete, Venezuela

MIDDLE EAST
- PS4L, Palestine
- Reclaim Childhood, Jordan
- Spirit of Soccer, Iraq

GLOBAL
- SCORT Foundation, Switzerland
- Women Win, Netherlands

20% invested the funds in capacity, resources, and sustainability
20% invested the funds in both programmatic and organisational
Common Goal Impact 2022
Common Goal Impact Solutions

In collaboration with partners, Common Goal creates, develops and implements replicable, adaptable and scalable solutions to tackle some of the biggest challenges of our time, within and through football. Common Goal impact solutions unite organisations, athletes, clubs, brands and other stakeholders behind a shared vision.
The Global Goal 5 Accelerator is a replicable, adaptable and scalable solution to accelerate progress towards gender equity in football. The framework supports grassroots organisations in their efforts towards advancing gender equity, working against the mechanisms and dynamics that enforce inequity and discrimination, and accelerating progress. Collective effort is central to the project with Women Win, Soccer Without Borders, Fundación Selección Colombia, adidas and others involved. The framework has so far been implemented in East Africa, Europe, North America and Latin America.

**SOMOS Equidad**

With the support of adidas, Common Goal was able to open a new chapter of the Global Goal 5 Accelerator framework in Latin America, SOMOS Equidad, lead by Fundación Selección Colombia and including the participation of 13 organisations across 8 countries.

The project engaged with staff members and coaches to improve gender equity at the heart of their organisation, on the sidelines and on the pitch. SOMOS Equidad also enabled the implementation of gender equity programming for young people, with a focus on girls.

**How it works:**

**ON THE PITCH**

Increase girls’ participation on the pitch.

**ON THE SIDELINES**

Increase the proportion of women coaches and ensure every girl has a woman role model.

**IN THE ORGANISATIONS**

Embed gender equity at the heart of football for good organisations and ensure gender equity in their leadership.
18 staff members participated in gender equity training

100% observed positive changes within their organisation (100% strongly agreed)

100% observed new concrete measures to promote women’s leadership within the organisation (75% strongly agreed; 25% agreed)

93% observed improved gender and inclusion training among team members (75% strongly agreed; 18% agreed)

108 coaches trained to champion gender equity on and off the pitch

18 lead coaches (100% women)

94% of women lead coaches felt equipped to design gender-inclusive programming (63% strongly agreed; 37% agreed)

90 coaches trained by lead coaches (60% women)

90 coaches (60% women) received training and implemented gender equity programmes

93% improved their leadership role in the organisation (62% strongly agreed; 31% agreed)

100% improved their knowledge of how to implement gender-inclusive sessions (83% strongly agreed; 17% agreed)

3,291 participants (60% girls) took part in gender-inclusive programmes

“I feel very good with what they teach us because we work as a team, we work in gender equality. Girls can be the same as boys, girls can play soccer, play basketball, everything. As a girl, I feel capable of doing any activity because I trust myself. And I have learned that a colour does not define a gender.”

7-year-old participant, FUDELA

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Anti-Racist Project

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, for coaches across community and professional football.

Inclusive Coaching Training

Equips coaches with the skills and information needed to build an inclusive, anti-racist team culture (6 modules).

Virtual Social Impact League

Coaches engage teams to complete team challenges (36 challenges) that enable them to become more aware and inclusive.

About Switch the Pitch

Switch the Pitch (StP) uses interactive and experiential anti-racist based curriculum to enable coaches to foster safe and inclusive spaces and inspire young players to take action. The programme consists of two interconnected parts.
Common Goal Impact 2022

Anti-Racist Project
Switch the Pitch Pilot

16 coaches participated in the inclusive coaching training

68 modules completed by coaches
 Rated across 4 categories:

- 69% Interesting
- 83% Important
- 74% Understandable
- 84% Actionable

288 young players reached by coaches

75 young players completed anti-racist challenges implemented by coaches
 Challenges were rated by coaches from 1 to 5 (1- very poor, 2-poor, 3-average, 4-good, 5-great)

- 34% Great
- 33% Good
- 33% Average

"I enjoyed all the concrete tools like multiple ways to pair kids to promote new partnerships and friendships. I have been trained for many years in how to change the soccer activity to suit the individual so they can reach their potential not perfection, I like thinking outside the box for ways to do that outside of soccer skills too."

RAMONA PAUL
Coach participating in the programme
Play Proud works with all stakeholders in football to make communities and stadiums a safer space for the LGBTQ+ community.

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

Play Proud United

Ahead of the 2026 World Cup hosted by Canada, Mexico, and the US, Common Goal is engaging clubs, organisations and fan groups across North America in an effort to make football truly accessible, diverse, and inclusive.

In 2022, clubs across 8 North American football markets participated in the first cross-league LGBTQ+ focused training to make the beautiful game truly beautiful – accessible, diverse, and inclusive.

Throughout 12-months, the initiative delivered 100+ hours of in-person training on LGBTQ+ inclusion, including an advocacy campaign around the importance of being an ally.

Participating teams included Chicago Fire and Philadelphia Union from Major League Soccer (MLS), Oakland Roots and San Diego Loyal from United Soccer League (USL), Club Tigres from Liga MX, Pacific FC from Canadian Premier League (CPL), and San Diego Wave and Angel City FC (ACFC) who were both added to the National Women’s Soccer League (NWSL) through its 2022 expansion draft.

The Community organisations include Common Goal Community members Soccer Without Borders, Canada SCORES, Futbol Mas, Starfinder Foundation, America SCORES Chicago, and Football For Her who were joined by Chicano Federation and YMCA of San Diego.
100% of participants increased their knowledge, confidence, leadership skills and tools to challenge homo-, bi-, and transphobia and champion LGBTQ+ inclusion.

Average rating of participants from 1 to 10 on their knowledge, skills and confidence before and after the programme:

- Knowledge of challenges the LGBTQ+ community faces
  - Before: 4.1
  - After: 6.2

- Knowledge of gender identity and sexual orientation
  - Before: 4.1
  - After: 6.1

- Confidence in speaking to inclusion
  - Before: 3.1
  - After: 5.8

- Confidence to challenge discriminatory language and behaviors?
  - Before: 3.8
  - After: 6

“[The main objective of our action city plan] is to promote (LGBTQ+ specifically) inclusion in diverse cultural settings by bringing the concept of ‘vulnerability is strength’ to groups for which that is not the norm (e.g. pro athletes, Latinos, Caribbeans, refugees).”

Football club representatives, fan group leaders & football for good organisations staff took part in Play Proud United in 2021

Community cohorts created and launched action plans

- 8 professional clubs, assessed with the participation of 18 staff members
- 8 football for good organisations’ staff members trained
- 8 fan representatives trained at Play Proud residencies

1,3M+ people reached via campaigns and activations of clubs

Common Goal Impact 2022

Play Proud
Led by KICKFAIR, the Common Ground project works to enable young people to play, lead and create positive change for themselves and their communities.

Not all young people in Germany have the same opportunities for personal development and active participation in society. 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, 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.

Since its launch in 2020, Common Ground has involved:

- 10,615 youth playing street football in Common Grounds
- 1,752 youth regularly engaged in youth-organisation teams
- 38 implementing schools
- 672 teachers and social workers
- 16 Bundesliga cities in Germany
Common Goal Impact 2022

Common Ground

5,684 young people playing street football on Common Grounds in Germany

2,213 engaged in regular programming

98% agreed that through Common Ground they can help shape society

95% felt being taken seriously as experts at school through Common Ground

100% agreed that skills developed also help them in school, university or professional training

896 mentors and youth leaders engaged in Common Ground

74% agreed that no matter what their grades are at school, at Common Ground they experience themselves as successful

83% agreed that the cooperation between students and teachers improved

78% had the feeling to contribute something important

672 educational professionals involved in the project since launch, from 38 schools in 16 Bundesliga cities

74% had the feeling they contribute to social cohesion

81% educational professionals involved discovered talents and potential in students that were hidden from them in everyday school life

78% agreed that the relationship with students becomes more personal and more trusting

At Common Ground we really do things ourselves - we plan everything and then do it that way. That's really something new and a good feeling!”

SHABAN
Youth-organisation team Hamburg

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SHABAN
Youth-organisation team Hamburg
Common Goal Impact 2022

Team Up for Ukraine

Team Up for Ukraine was launched in March 2022 as a collective emergency response to urge the world of football to work together and enable long-term sustainable support for those affected by the war in Ukraine.
Common Goal Impact 2022
Team Up for Ukraine

Common Goal worked with organisations, players, brands and other stakeholders in football to provide immediate humanitarian aid and ensure long-term support to those affected by the war.

While immediate humanitarian aid was crucial, Common Goal also recognises the need for sustained support to those affected. It is here that football can be a powerful tool to support the integration of people affected by forced migration and, when possible, resettlement, and reconciliation processes.

16,937 People supported
(46% women and non-binary)

In Ukraine
- Cross Cultures Project Association
- League of Tolerance

Outside Ukraine
- Spreeflanke, Germany
- Fundación Red Deporte y Cooperación, Spain
- Spirit of Football, Germany
- War Child, Germany
- Trenúj Bycie Dobrym, Poland
- Oltalom Sport Association, Hungary
- Fotbal pro Razjevi, Czech Republic
- Fútbol Más, Spain
- AMANDLA, Germany
- Kicken ohne Grenzen, Austria
- Policy Center for Roma and Minorities, Romania

In Ukraine
2 organisations

OUTSIDE UKRAINE
12 organisations

IN UKRAINE
- 79% Cultural integration and adaptation
- 71% Stress relief support
- 71% Providing access to psycho-social support
- 29% Job integration and adaptation or training
- 29% Securing accommodation
- 29% Logistical support in the host country
- 21% Medical assistance
- 21% School or childcare placements

With support from Common Goal in 2022, organisations were able to offer different types of support in and outside Ukraine.

ORGANISATIONS SUPPORTED

Transport to safer locations for volunteers, participants and families, or other individuals.

Securing basic supplies and medicines.
We feel totally at home and thankful for all possibilities we are receiving, to do things that give the children pleasure.”

ELENA
Ukrainian in Erfurt
Common Goal Impact 2022

Common Goal Project Portfolio 2022

In collaboration with brands, institutions and other partners from and beyond football, Common Goal implements projects that are driving progress towards the Global Goals.
Common Goal Impact 2022
Projects implemented in 2022

adidas Breaking Barriers
Partner: adidas
Gender Equity, Europe

Lay’s Replay
Partner: PepsiCo
Environment, Global (focus 2022: Mexico and Italy)

Football for Good Community of Practice
UEFA Foundation
Global

Unlocking the potential of football for good
The Swedish Postcode Foundation
Global

football3 Dialect
Partner: Erasmus+
Social Inclusion, Europe

Safer Play
Partner: UEFA Foundation
Safeguarding, Global

Kick4Trade Iraq
Partner: The International Trade Centre
Employability, Middle East

NEXUS Sport for Life Skills
Partner: GIZ
Employability, Turkey
Common Goal Impact 2022
Partners who made it possible

**IMPACT SPONSORS**

- adidas
- Right to Dream

**PARTNERS**

- DAZN
- FedEx
- HYUNDAI
- giz
- Fox Sports
- Lay's
- Svenska Postkod Foundation
Football is a team game, and so is social change.