

What are high-impact football NGOs?



All organisations supported through Common Goal are part of the [streetfootballworld](#) network. streetfootballworld continually evaluates community organisations from the field of football for good and grants network membership to the best in class.

Throughout its vetting process, streetfootballworld assesses 42 quality criteria related to the NGOs' organisational and programmatic strengths as well as their commitment to international cooperation.

This document details the quality criteria and standards employed by streetfootballworld.

I. Organisational Strength

Governance

- Legal status: legally registered in their home country or country of operation as a non-governmental, not-for-profit organisation
- History/Years of existence: organisation has been registered and operating for at least one year
- Mission and vision: Clear mission and vision in place. The primary purpose of the organisation is social development. Ideally, there is a clear and coherent medium- to long-term organisational strategy and planning in place directly linked to overall mission and vision.
- Political independence: Organisations cannot use their activities or facilities to promote the policies of a particular political party, and cannot exclude participants or staff members based on political views.
- Religious independence: Organisations must not exclude participants from their programmes due to religion, or grant access to their programmes only to participants belonging to a particular religion. Organisations that evangelise/proselytise or that offer programmes with religious content are not eligible for network membership. Organisations whose only funding partner is a church or religious group or whose staff is in its majority paid by such funds are not eligible for Network membership.
- Child protection policy: a child protection policy is a requirement. Ideally an advanced child protection policy is in place and adhered to rigorously. There is a person designated to supervise implementation. Background checks are performed and staff/volunteers asked to sign the policy.

Youth Leadership

- Ideally young people are entrusted with responsibility within the organisation and at the programmatic level in order to develop their skills and self-confidence and uncover their full potential.



Human Resources

- Human resources: Necessary human resources in place for the management and operation of the organisation. Ideally a strong organisation with sustainable set up and high quality staff of experienced, committed and well educated individuals that fit the positions they occupy and have clear responsibility for their working areas.

Sustainability

- Annual turnover: The annual turnover covers the running costs of the organisation and the successful implementation of core programmes. The amount allocated for Football for Good programmes represents more than 25% of it. Ideally the annual turnover is growing every year and allows organisational and programmatic growth and development
- Resources: Resources come from a diverse group of committed funders/partners providing a wide range of support (material, financial, etc). Ideally a clear strategy for sustainability in place and potential explored for the creation of a social enterprise.

Transparency

- Organisational practices: Clear organisational structure reflected in accurate and formalised roles and responsibilities ideally with a high quality board in place to support the organisation in its daily work. Transparent decision making structure and open provision of information.
- Accounting procedure and reporting: The provision of audited accounts is a requirement. Ideally robust systems and controls are in place governing all financial operations and their integration with budgeting, decision making and organisational objectives. High quality annual report available including a detailed annual audited financial report.

Infrastructure

- Office and facilities: Office and programme facilities available that suit the organisation's needs and ideally the organisation has secured their own facilities that acts as a centre for the organisation's activities.

Communication

- Website: Organisation has a high quality website clearly portraying the work that it does that is regularly updated.
- Social Media: the organisation is regularly active on social media channel and shares content on its programmes and activities
- Other initiatives: the organisation has a system of regular initiatives in place, such as newsletters, web articles, etc. Ideally, there is highly qualified staff within the organisation leading all these processes.

II. Programme Quality

Objectives

- Football for good: The organisation has a clear understanding of what football for good is and considers itself as working in the field.
- Sustainable Development Goals: The primary aim of the activities is to address one or more SDG.

Beneficiaries

- Target group: The organisation uses football as a tool to support disadvantaged people. Its main target group is children and young people, who are often disproportionately affected by social issues in their communities.
- Number of beneficiaries: The organisation works with a minimum of 100 participants that are regularly engaged in its programmes. New participants are easily attracted and programmes are well attended. The programme is well known within the community.
- Gender balance: All discrimination based on gender must be prevented, addressed and eliminated. Equal opportunities must be provided for girls and boys alike in running programmes.
- Inclusivity of programmes: Only organisations that include participants irrespective of their race, ethnicity, religion, political views, language, financial means, disability, sexual orientation and gender are eligible. Organisations that discriminate or exclude on the basis of any of these criteria are not eligible for membership. Organisations whose mission is to improve the football skills of the beneficiaries or who select their target group based on football skills are not eligible for membership.

Methodology

- Role of football: Football must be clearly linked to the activities and an integral part of the programmes addressing the SDGs.
- Relevance: Ideally programmes are a sophisticated combination of football and education that is proven to meet the needs of the participants and the community. Football must be clearly interlinked with the organisation's activities and desired outcomes.
- Previous experience: The organisation has at least one year of experience in the given or similar communities and is able to provide relevant impact data from previous similar activities.
- Quality of material used: The organisation uses methodologies and curricula that combine football and social development/educational elements in its programmes and activities. The programme material in used is of high quality

Community Engagement

- Positive cooperation and interaction between the organisation and the community and ideally there is a plan to regularly involve community members in decision making processes.

Impact

- Frequency and intensity of programmes: Programmes must have been running for at least one year, and key programmes must be offered on at least a weekly basis for a minimum of 26 weeks per year.
- Monitoring & Evaluation: tools and processes: It is a requirement for organisations to monitor and evaluate their work and ideally a clear and effective system and tools are in place to collect data, assess and communicate its impact on the target population and the overall community. These tools should be used to measure social impact and not only to collect numbers and ideally use at least four of the seven inFocus quality areas (i.e. indicators, data collection, data management, learning and improving, accountability and reporting). Ideally there is one or more staff member(s) responsible for M&E coordination within the organisation.
- Outcomes/Achievements: the outcomes answer to the issues faced by the target population and ideally the organisation's work has been recognized and validated externally.

Scalability

- Replicability/scalability: desire to upscale programmes and create new programmes to fill gaps. Ideally a continual assessment of possibility to scale up programmes and action taken regularly to do so. The development and implementation of innovative new programmes are a core element of the organisation's work.

III. Network Value

Networking

- Commitment and dedicated capacity to the network including willingness to actively share knowledge and seek partnerships and ideally a track record of cooperation with the network and network members.

Benefits

- The organisation has a clear motivation to be part of the network and clear expectations towards network membership.

Contribution

- There is a clear concept of how the organisation would contribute specific knowledge and experience that would benefit the network. Ideally the organisation is running programme in a new country which thus adds a geographical value to its membership.

Football3

- The organisation should be open to participating in football3 events. Ideally they have an interest in and history of using football3 in their programmes.

