

COMMON GOAL

SOCIAL ENTERPRISE
ASSIST
COLLECTIVE PROJECT



SOCIAL ENTERPRISE ASSIST

The Common Goal project 'Social Enterprise Assist' is led by Kick4Life and implemented in cooperation with four other experts in the field: Football United from Australia, Tiempo de Juego from Colombia, Sport4Life UK, and Street Soccer USA.

VISION

Football for Good community organisations have sustainable funding mechanisms for their programmes and provide employment opportunities in their communities.

STRATEGY

Guide and support Football for Good organisations to create their own social enterprises.



ABOUT THE PROJECT

GLOBAL GOALS SUPPORTED



Football for Good organisations lack financial sustainability to implement their programmes. Another challenge facing the communities in which Football for Good organisations operate is youth employability.

Funding remains a common challenge that Football for Good community organisations face all over the world. Every year, many of these organisations find themselves fighting for the financial sustainability of their programmes and adapting their agendas to the requirements of public and private donors.

The Common Goal Social Enterprise Assist project seeks to empower community organisations with the skills and know-how to set up and successfully run their own social enterprises. Social enterprises are businesses with a social purpose. They aim to make profit, but such profit is invested or donated into driving positive social impact. The idea is to achieve greater financial sustainability, enabling increased effectiveness and scale for their Football for Good activities, as well as providing training and employment opportunities to support beneficiaries towards sustainable livelihoods. The project aims to have a truly global approach through the development of a suite of training and development resources that can be accessed remotely.

The project builds on the experience and expertise of community organisations that have successfully developed social enterprises to support their Football for Good programmes. The project is led by Kick4Life, a Football for Good organisation based in Lesotho that has developed a number of social enterprises including No.7 Restaurant, the K4L Hotel & Conference Centre and K4L Soccer Schools. To be a source of funding for the Football for Good programmes, Kick4Life’s enterprises are designed to provide structured training opportunities for young people progressing to permanent employment.

With the onset of the coronavirus pandemic in 2020, the project was adjusted to address the shifted funding priorities of the organisations involved. Kick4Life developed RAFT as a support tool and process to enable organisations to meet their urgent, often existential challenges. RAFT is an acronym for the following words and areas of support, with a focus on survival within the context of moving towards long-term financial sustainability through social enterprise: Reduce – Adapt – Fundraise – Trade.

OBJECTIVES



Develop and test a toolkit of resources, tools and services to support Football for Good organisations in creating their own social enterprises.



Help Football for Good organisations across the world to sustain and scale their social impact by launching their own social enterprises.



Provide opportunities for young people to access structured training and employment opportunities through the creation of new social enterprises.

WHO IS PART OF SOCIAL ENTERPRISE ASSIST



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



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



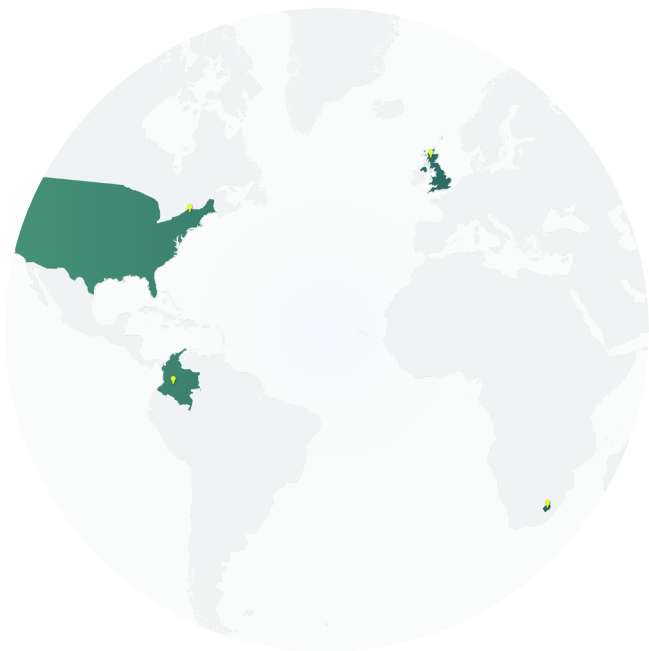
Kick4Life operates as both a charity and a social enterprise and has the mission to change the lives and long-term prospects of vulnerable young people in Lesotho through a wide range of social development activities focused on health, education and support towards sustainable livelihoods.



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

- SPORT4LIFE UK,**
UK
- STREET SOCCER USA,**
USA
- TIEMPO DE JUEGO,**
COLOMBIA
- KICK4LIFE,**
LESOTHO



HARNESSING THE POWER OF SOCIAL ENTERPRISE IN FOOTBALL FOR GOOD

HOW IT WORKS

CHALLENGE

For many Football for Good organisations around the world, raising the necessary funding for their work proves one of the greatest challenges. This can lead to:



Existing high-impact programmes to be discontinued.



An inability to scale activities and achieve greater impact.



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

SOLUTION

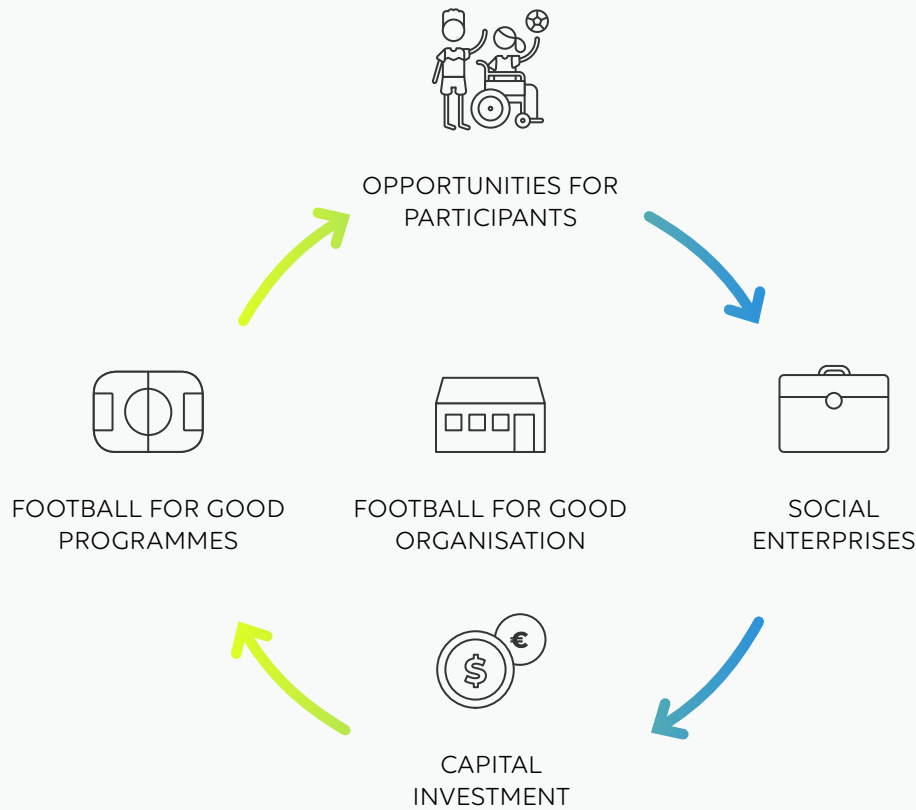
Tackle the mechanisms in which both the financial independence of Football for Good organisations as well as many of their beneficiaries are rooted, by:

Enabling community organisations to rethink their funding models and access more predictable and sustainable resources. (Goal 8)

Equipping organisations with the skills and know-how to set up sustainable income mechanisms: social enterprises. (Goal 4)

Creating job opportunities through these social enterprises for young people in the local community. (Goal 8)

1. HOW SOCIAL ENTERPRISES CAN BECOME A SUSTAINABLE FUNDING MECHANISM FOR FOOTBALL FOR GOOD PROGRAMMES



2. 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

SHORT TERM

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

MID TERM

Through mentoring and expertise from other organisations that have successfully set up social businesses, community organisations have the know-how and support to establish their own businesses.

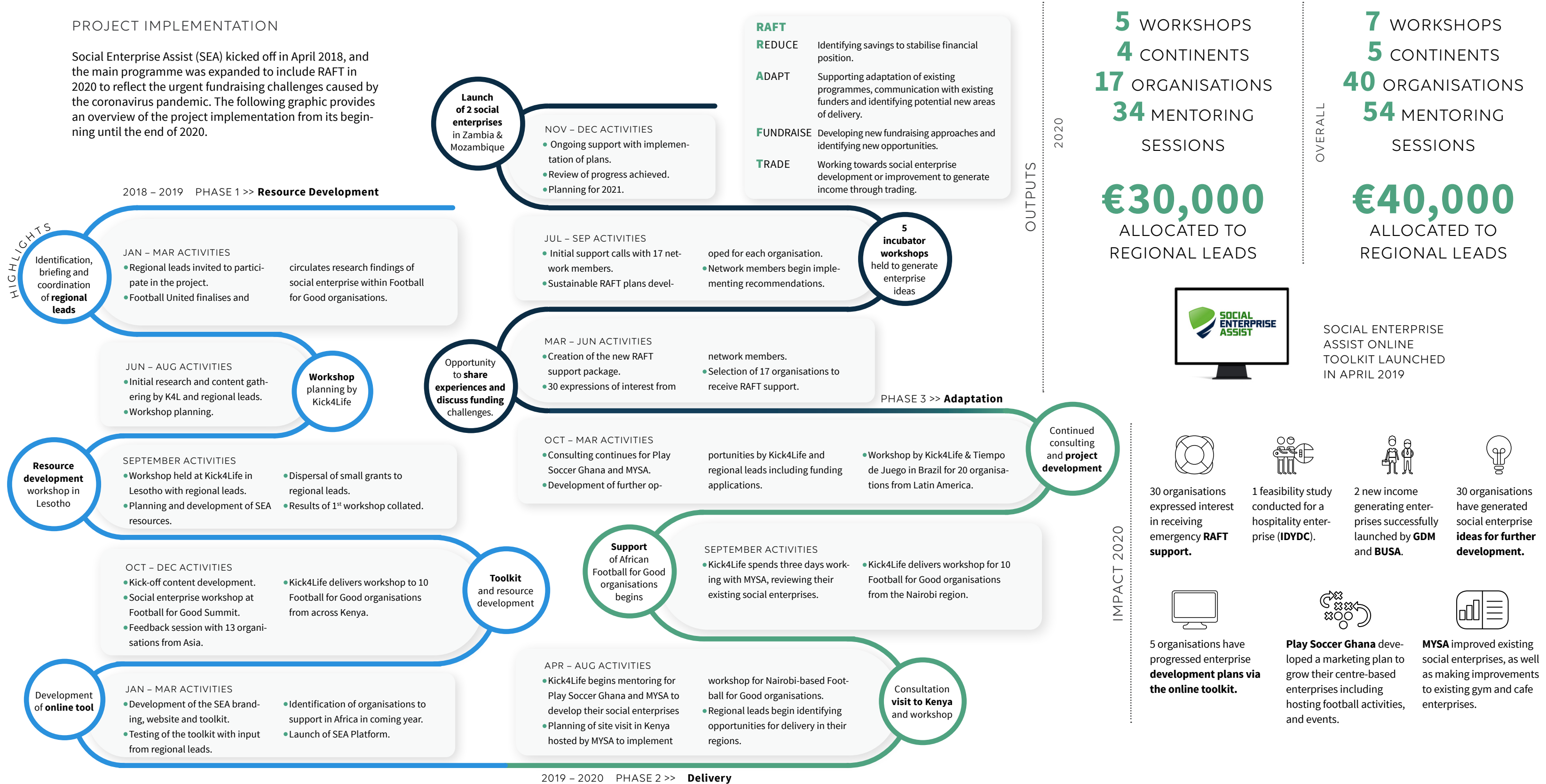
LONG TERM

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

IMPACT IN THE FIELD

PROJECT IMPLEMENTATION

Social Enterprise Assist (SEA) kicked off in April 2018, and the main programme was expanded to include RAFT in 2020 to reflect the urgent fundraising challenges caused by the coronavirus pandemic. The following graphic provides an overview of the project implementation from its beginning until the end of 2020.



FOOTBALL IS A TEAM GAME,
AND SO IS SOCIAL CHANGE.

COMMON GOAL



Leaders
Sports Award (2019)



Fast Company Most Innova-
tive 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)



SCHWAB FOUNDATION FOR
SOCIAL ENTREPRENEURSHIP
WEF Social Entrepreneur of
the Year (2011)



Ashoka Fellowship
(2007)



Laureus Sport for
Good Award (2006)



FIFA Fair Play Award
(2006)