

COMMON GOAL

COVID-19
RESPONSE FUND
IMPACT REPORT
2020-2021



COVID-19 RESPONSE FUND

**The coronavirus pandemic
is challenging the world in
unprecedented ways, testing our
resilience across all sectors of society.**



ABOUT THE FUND

GLOBAL GOALS SUPPORTED



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.

On 18th May, Common Goal distributed the first round of proceeds to 27 community organisations: €226,660 were distributed worldwide, helping support the provision of essential frontline health services, food supplies, and securing long-term support for young people in the aftermath of the crisis.

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.

The second distribution of funds (€52,188) through the COVID-19 Response Fund to community organisations took place in October 2020, with a further 10 organisations benefitting.

In April 2021, Common Goal allocated the third round of proceeds to 24 community organisations with €220,742 distributed across the globe.



LAUNCH VIDEO OF THE COVID-19 RESPONSE FUND



“The support through the COVID-19 Response Fund has not only helped our organisation but has made a big difference for many children, youth and families through this challenging period.”

FUTURE STARS ACADEMY

TIMELINE 2020-2021

MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	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.	Implementation of activities by the community organisations from June to August.	Implementation of activities.	Implementation of activities.	Reporting on the 1 st round.	2 nd round of allocation of funds to 10 organisations for a total amount of €52,188.	Launch of a 2 nd call for requests to the COVID-19 Response Fund.	Submission of requests for the 2 nd call.	Implementation of activities	Reporting on the 2 nd round	3 rd round of allocation of funds to 24 organisations for a total of €220,742	Implementation of activities	Implementation of activities

HOW IT WORKS

CHALLENGE

The COVID-19 pandemic is having its most devastating effects in deprived areas across the developing world, where the crisis has amplified many of the existing challenges, including:



Lack of access to sanitation and hygiene supplies and to health services.



Lack of access to information on how to react to the crisis.



Isolation of young people in underserved communities by a halt in services that once provided a sense of belonging and emotional support.



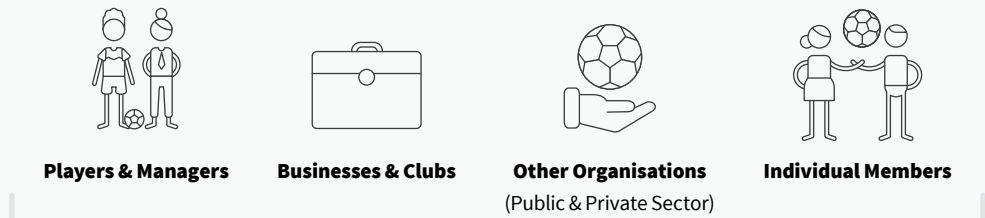
Lack of access to education and to online tools to access formal and non-formal education.



Insecurity, domestic violence and poverty faced by vulnerable groups and minorities exacerbated during the crisis.

SOLUTION

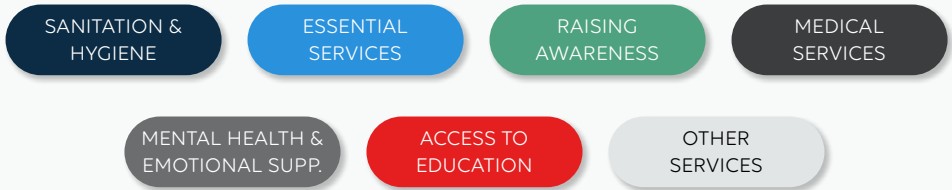
Deeply rooted in deprived communities, our 140+ partner community organisations are uniquely positioned to deliver the essential support services in direct response to the coronavirus pandemic to 200+ communities across 90 countries and to over 2 million people. **Here is an overview of how community organisations used proceeds from the Response Fund to confront the crisis.**



COMMON GOAL COVID-19 RESPONSE FUND



COMMUNITY ORGANISATIONS



IMPACT

1. SHORT-TERM OUTCOMES



1. Young people and their families know how to protect themselves from catching and transmitting coronavirus.



2. Young people and their families are provided with meals, as well as medical and sanitary supplies.



3. Young people in socially insecure environments and isolation have access to emotional support.

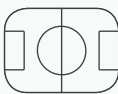


4. Young people have access to educational material and continue to be inspired to stay physically active.

2. LONG-TERM OUTCOMES



1. Organisations can effectively tailor their programmes to address the secondary effects in the aftermath of the pandemic.



2. Organisations are strengthened to continue to serve their communities and Football for Good programmes can restart.



3. Young people affected have support to overcome the effects of the crisis including displacement, educational disruption or trauma.

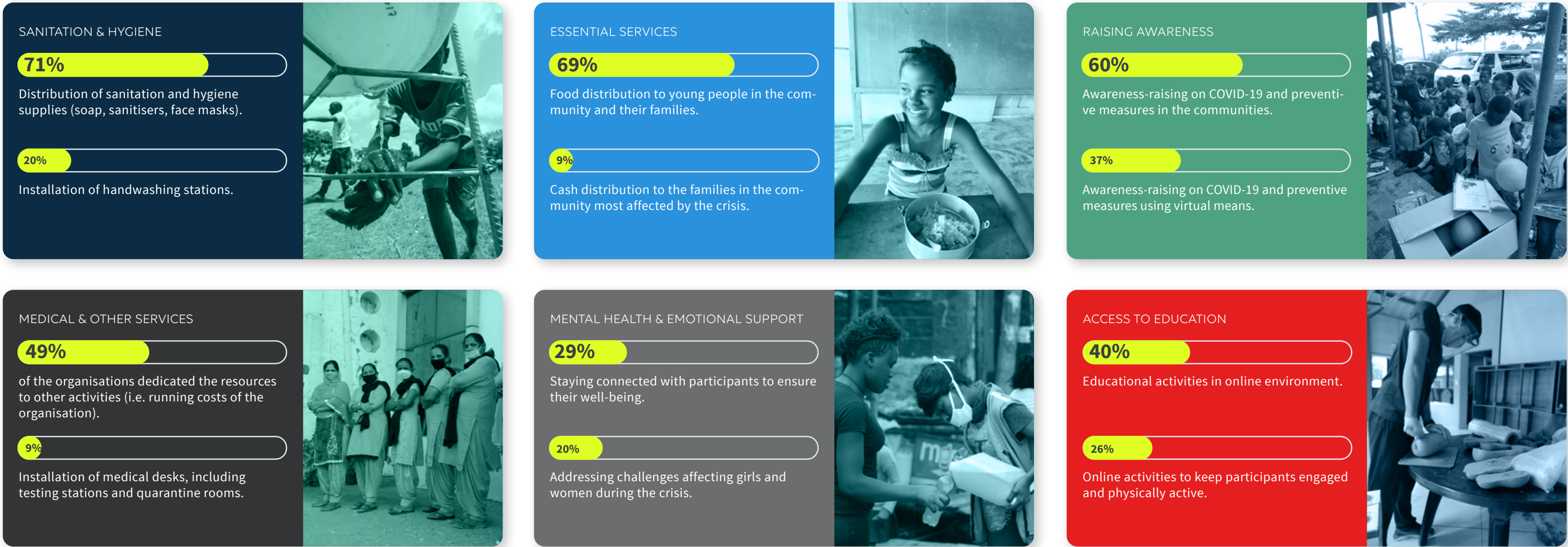


4. Young people who were engaged in football and educational programming continue having this opportunity.

IMPACT IN THE FIELD

ACTIVITIES SUPPORTED BY THE FUND

The following graphic provides a summary of the impact that the COVID-19 Response Fund has had on 61 organisations that received funds between May 2020 and March 2021.



* Organisations could provide multiple responses. Percentages refer to total number of organisations supported.

CASE STUDY

ABOUT ENABLING LEADERSHIP – JUST FOR KICKS

In India, more than 110 million children are enrolled in government schools where they do not have the opportunity to develop essential life skills like problem solving, collaboration and communication, and values and principles. This void means these children are not equipped to become productive, responsible and employable citizens.

Enabling Leadership works with young people from low-income government and private schools, through creative

and innovative programmes, to enable children to develop important life skills and become leaders within their communities. Launched in 2011 with the motto ‘Everyone Plays’, Just for Kicks uses innovative football-based learning methods to develop life skills by enabling children to collaborate, reflect on and connect first-hand experiences learning from the playground with their real lives. Today, Just For Kicks reaches children across India and Cambodia.

“The biggest achievement of our response to the Covid-19 crisis has been the development of a virtual programme currently being implemented with all 4,000 students in place of our regular in-school programme.”

CHALLENGES IN THE COMMUNITY

- Lack of food and other essentials, as many family members became unemployed and their income dropped to zero.
- Misinformation or information overload on Covid-19 and its prevention.
- Decreased physical wellbeing due to lack of regular physical activities.
- Decreased mental wellbeing due to lack of social interaction leading to boredom, isolation and restlessness. In addition, the unemployment of parents and migration of community members caused uncertainty and emotional distress.



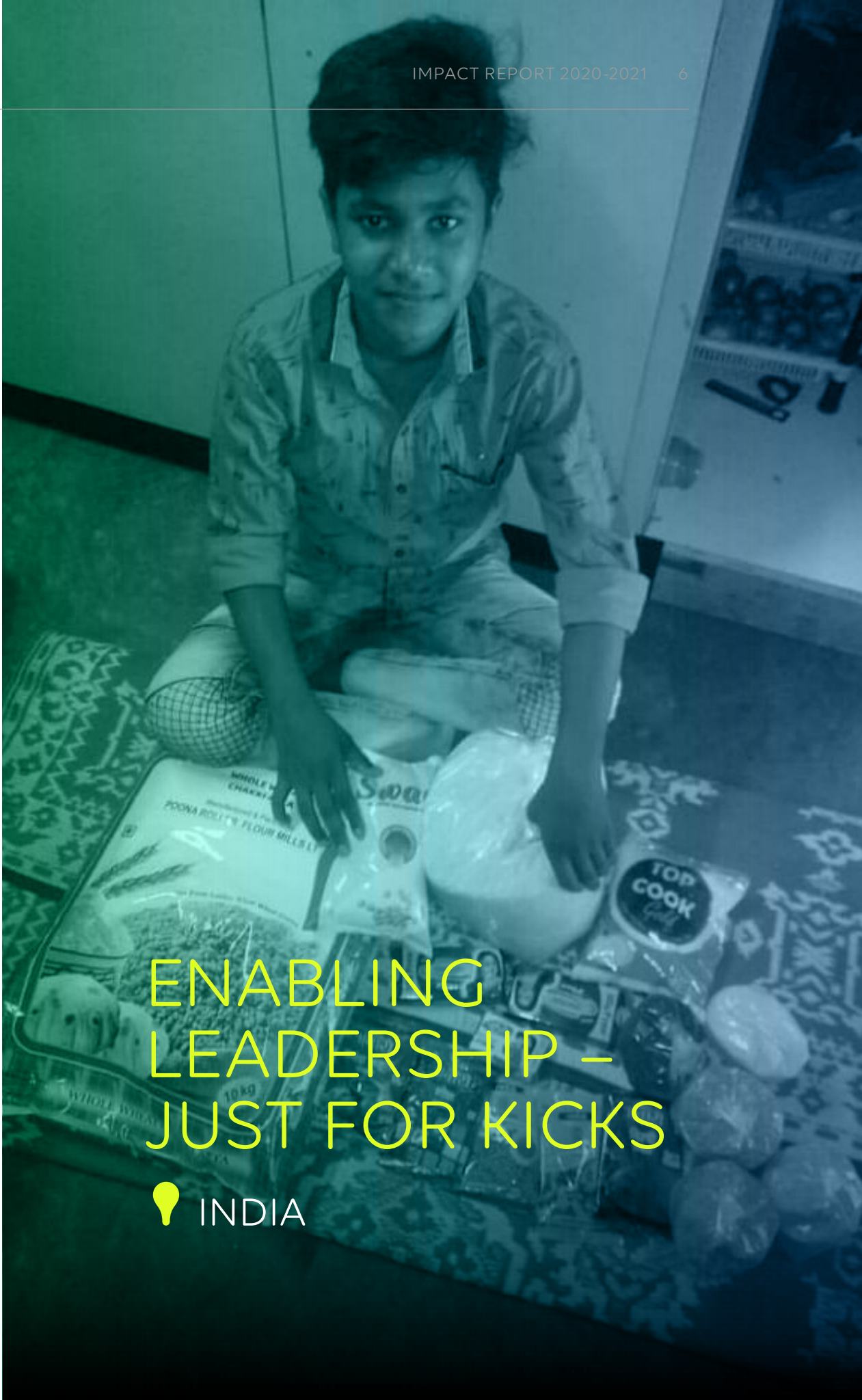
SOLUTIONS IMPLEMENTED

- Distributing food packets and daily essentials directly (or via partner) to families in six communities.
- Conducting 1-1 or small group check-in calls with students to provide emotional support and motivation.
- Sharing activities with students and connecting with them post-activity for discussion/reflection leveraging digital media wherever possible.
- Sharing positive stories and relevant facts about Covid-19 to provide targeted and accurate information.
- Providing mental health and resilience webinars/workshops for all staff.
- Giving staff access to paid resources/ courses that directly relate to their work.
- Developing a virtual programme for all 4,000 students.



OUTCOMES

- 347 families supported with food and essential supply kits
- 1,800 participants took part in at-home learning activities
- 1,800 participants participated in check-in calls with their coaches and their peers
- 90% of programme staff accessed a webinar that contributed to job-specific learning



ENABLING LEADERSHIP – JUST FOR KICKS



CASE STUDY

ABOUT FUTURE STARS ACADEMY

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 6 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.



“We managed to create a safe and secure environment for the youth, a place where they could stay out of trouble and get a chance to learn new skills.”

CHALLENGES IN THE COMMUNITY

- Lack of adequate information on Covid-19 in local communities.
- Being confined indoors during lockdown resulted in increased stress and mental health challenges among young people.
- Many parents of participants lost their jobs as a result of the pandemic and became unable to support the basic needs of their families.
- As families struggled, some young people were forced out of their homes and left with nowhere to go.



SOLUTIONS IMPLEMENTED

- Purchasing food and sanitation for basic-needs packages.
- Delivering basic-needs packages to children and their families to support them during the most critical part of the crisis.
- Starting a hotline for children and youth, with staff providing them with accurate updates on the Covid-19 situation in Tanzania and information on how to protect themselves and others. The hotline also gave young people and their families a chance to call if they had questions regarding Covid-19 or they needed support.
- Opening two safe houses for girls and boys.
- Providing young people with a social support system and staff with whom they felt free and comfortable to share their personal issues during the pandemic.



OUTCOMES

- 100 children and their families supported with basic-needs packages.
- 5 girls and 9 boys moved into two safe houses.
- 100% of the boys and girls staying in the safe houses participated actively in the activities and completed English and ICT course.
- 2,078 meals delivered to youth living in safe houses and students of Jobortunity Training Institute.
- 75% of FSA players remained physically active during the Covid-19 crisis.



FUTURE STARS
ACADEMY



TANZANIA

CASE STUDY

ABOUT GOALS 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.



“Together we have the ability to improve the health and stability of individual lives and communities, which is such a great testament to the power of sport being used for good.”

CHALLENGES IN THE COMMUNITY

- Lack of information and misinformation on Covid-19 in local communities.
- In many communities, families lack access to running water in their homes.
- Insufficient access to face masks, soap, handwashing stations.
- Many families are unable to stay at home as they need to work on farms, fish or work in the public market to make a daily wage.
- Malnutrition is on the rise as food is becoming scarcer in the public markets.
- Inflation and unemployment are at an all-time high.



SOLUTIONS IMPLEMENTED

- Implementing health and hygiene education programme on COVID-19 focussing on 400 youth programme participants.
- Designing health messages in the local language to provide outreach to 400 youth participants and their families on health education, disease prevention, proper hygiene, and nutritional support.
- Employing local tailors in each village to create face masks.
- Distributing face masks as well as hand washing stations, and basic-needs supplies with food staples in local communities.
- Continuing feeding programme that provides one meal a day for the children participating. Food was also sent home with the children to share with their families.
- GOALS’ coaches continued outreach with the children to check on their physical and mental health.



OUTCOMES

- 1,600 people supported through food packages
- 1,500 people received health education, disease prevention and proper hygiene training
- 1,600 face masks distributed and 200 handwashing stations set up
- 100% of participants were trained in proper hand washing and social distancing techniques



GOALS HAITI



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

COMMON GOAL



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)