



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.



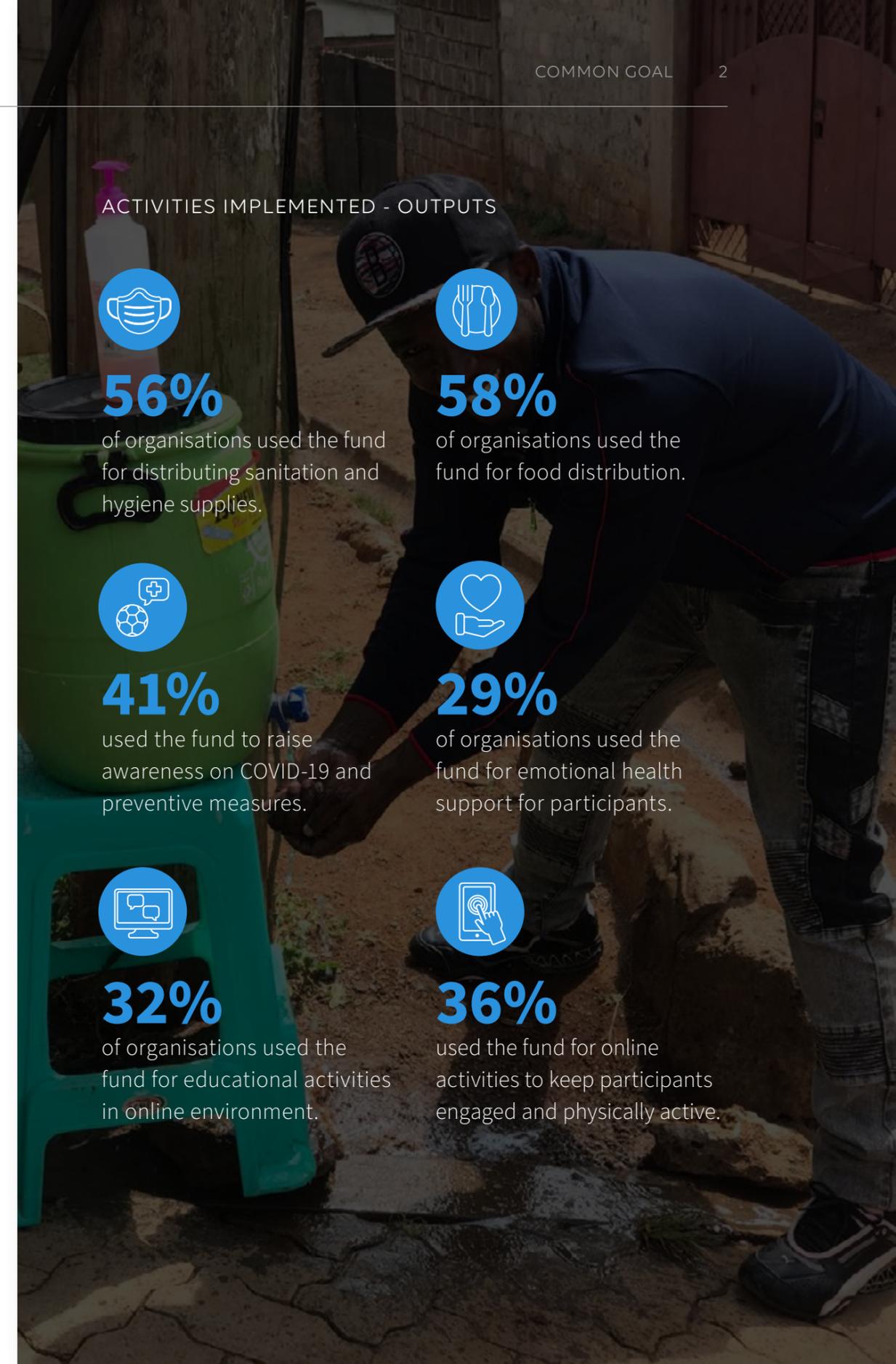
32%

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.