

Common Goal

Overview 2026

Who We Are

Common Goal envisions an even playing field for all, where every young person, everywhere, has the opportunity to play, learn, and thrive. With over 4 billion fans worldwide, football has the potential to be the most powerful changemaking force on Earth. Common Goal converts that potential into action.

Our founding story originates with the 1994 Men's World Cup and the tragic murder of Colombian player Andrés Escobar following his own goal. Football itself is not inherently good; in fact, it often mirrors the world's challenges: inequality, discrimination, conflict, corruption. But there is a side of football that is quietly changing lives and communities around the world.

At this very moment, football is being used as a tool in Malawi to teach critical health lessons to out-of-school youth. It's sparking ideas among women leaders across Brazil to break barriers for the next generation. It's serving as a living classroom for democracy education across Germany. It's bringing physical literacy and inclusion to indigenous youth in Peru. It's building confidence and connection among youth with disabilities in the USA. It's challenging norms around girls' education in India. It's creating joy and hope for Gazan refugees in Jordan. It's connecting refugees in Uganda to formal schooling pathways. Across 117 countries, football is shaping a more inclusive, peaceful, and hopeful world.

Football can reflect the world as it is, or it can be harnessed as a force for good. We choose the latter. We call this effort "football for good" and we exist to champion it.

What We Do

Since 2002, formerly as streetfootballworld, Common Goal has built the largest community of best-in-class organizations that are using football to address urgent social challenges. Currently, the Common Goal Community collectively serves **3.6 million young people annually across 117 countries** at an average cost of \$87 per participant, and reaches 9M community members worldwide. If the Common Goal network were a football federation, we would be the third largest on Earth.

COMMON GOAL

Just like in football, great teams are stronger together than the sum of their parts. Common Goal's role is to **strengthen football for good, power collective action, and inspire system change**, maximizing impact beyond what any single organization could achieve on its own.

Our work is supported by over 500 football industry stakeholders including athletes like **Juan Mata, Naomi Girma, Vivienne Miedema, Serge Gnabry, Dani Olmo**, coaches like **Jürgen Klopp and Kasper Hjulmand**, clubs like Werder Bremen and Oakland Roots & Soul, brands like **adidas, LEGO, and Frito-Lay**, football actors like **FIFA Foundation, UEFA Foundation, and US Soccer Forward Foundation**, and many others.

Together, this is the most impactful football team on Earth. This is what makes Common Goal the **Home of Football for Good**.

Our Impact

Above all else, a home is only as strong as the sense of belonging it creates. That's why we are proud that **97% of our member organizations** would recommend Common Goal membership to others. We add value to our membership and power the collective vision of football for good at the organizational, regional and global levels. Some highlights include:

- We have mobilized over **\$160 million** in direct funding to community organizations, including over **\$17 million** through “the 1% pledge” announced by Juan Mata that inspired over 500 athletes and stakeholders to give 1% of their income to football for good initiatives. On average, **every dollar invested in Common Goal mobilizes 4 dollars in funding to the field**.
- We have developed open-source tools and implemented capacity-building initiatives in priority topics such as conflict resolution, safeguarding, inclusive coaching, breaking barriers for girls and women, social enterprise development, and more. **Our Safer Play online course in partnership with UEFA Foundation educates thousands of practitioners in child safeguarding annually**.
- We have responded to pressing social issues with collective action initiatives on mental health, LGBTQ+ inclusion, racial justice, refugee inclusion, Covid-19 response, climate action, and gender equality. Independent research demonstrated that our five-year gender equality game plan **created pathways for women in coaching and leadership, challenged stereotypes and shifted mindsets on the role of women and girls in football across 57 countries and 101 organizations**.
- We have inspired system change through unique campaigns and athlete advocacy in partnership with media, clubs, conferences, conveners, and influencers. **Our mental health collaboration with FOX Sports and the US Women's National Team reached over 40 million viewers and won a Sports Emmy**.



- We have delivered World Cup social legacy programming for every men's World Cup since 2006, the UEFA championships, and Women's World Cups in 2019 and 2023; **we have ambitious plans for 2026 and 2027.**

Join Us

Football is a team game and so is social impact. Join us in activating this mission.

- Contact us at info@common-goal.org
- Review our four-star [profile on Charity Navigator](#)
- Learn more at www.common-goal.org | Follow us at www.instagram.com/commongoalorg
- Common Goal is a registered charity in the USA (501c3, EIN 30-0588283), Germany, and UK.