

Annual Report 2014



A year with streetfootballworld



Contents

We are proud to present you with the snapshots of our activities and achievements of 2014! The links at the bottom of each paragraph will lead you to a more in-depth explanation of the given topic.

In this report you will find examples of our core activities that include festivals and forums, football3, infrastructure projects, and consultancy mandates. We highlight the unforgettable time we had in Brazil during the FIFA World Cup 2014 and give you a glimpse into some of our most successful partnership initiatives of the year.

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Message from the CEO

2014 was a very important year for streetfootballworld. We celebrated the power of football for social change at the FIFA World Cup 2014 and, with courage and perseverance, we reframed streetfootballworld as an organisation.

The scope of streetfootballworld in 2014 included over 100 network members in more than 60 countries with a reach of 1.2 million youth. These numbers become tangible once you have the chance to put faces to the stories and speak with those incredibly talented young people and the visionary entrepreneurs that run our local member organisations. That's the reason why streetfootballworld does events, such as Festivals and Forums. These events create an opportunity to become part of those life-changing stories football helps narrate, both in remote areas and crowded cities around the globe. The 2014 Football for Hope Festival in Cajú, Rio de Janeiro, served as yet another example of those unforgettable moments to celebrate the power of football to save lives.

Last year we invested heavily in making sure that we are still operating as efficiently as possible as an organisation. We have been focusing on profiling clearly our strengths during the past 12 months, and we firmly believe that our value-add lies in the broader partnerships and alliances we are able to create on a global scale, which benefit our network as a whole and the individual network member locally. At times it was a difficult journey, but we believe the results were well worth the ride.

Our goals for 2015 and beyond are ambitious. We are already planning the biggest gathering of football for social change initiatives in 2016 during the UEFA EURO 2016 in France. The streetfootballworld team, the network members, and our partners are committed to continuing our efforts of changing the world through football.

We look forward to achieving our goals together as we strongly believe that it takes a team to win a game.



Jürgen Griesbeck
Founder and CEO

Core Activities

FESTIVALS

A celebration of football as a tool for social change

2nd East Africa Peace Festival – hosted by Moving the Goalposts Kilifi, Kenya
Our East African network organisations are united by their desire to create peaceful societies. For the second time, we supported the fundraising and co-organised the East Africa Peace Festival, bringing together teams from six different countries for a four-day celebration of peace, fair play, cultural exchange and football.

Read more on our Website 



FORUMS

Exchange platforms for the major stakeholders in the field

Beyond Soccer

The FIFA World Cup 2014 was the most watched tournament in US history! We harnessed that energy and hosted another edition of Beyond Soccer at the New York City's Yankee Stadium. We welcomed some of the biggest names in football to take part in the iconic one-day conference on football's creative power for positive social impact.

Read more on our Website 



Core Activities

football3

The educational approach to football

football3 toolkit

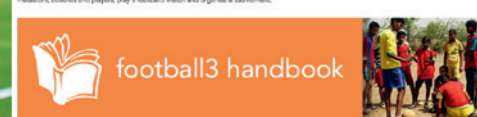
In December, streetfootballworld officially launched the first-ever football3 toolkit. Our partnership with Sony Corporation supported the development of the toolkit which consists of an interactive website and a handbook explaining how to implement the methodology.

Explore the toolkit online



handbook

Everything you need to know about football3 is in the handbook, an introduction to the approach, how to get started and how to adapt and implement it to best fit your needs. In the handbook you can find information on how to select your football3 rules and points system, train your mediators, coaches and players, play a football3 match and organise a tournament.



“ football3 is an educational approach to football based on the principle that the values of fair play, gender equality, teamwork and respect are just as important as football skill. Named after its ‘three halves’ – a pre-match discussion, football game, and post-match discussion, football3 incorporates key life lessons into every match.

Over the last 20 years, the methodology evolved in the streetfootballworld network, adapted to different circumstances and new social challenges. Today, around half of the over 100 organisations in the network use some form of football3 and it is an integral part of all of our festivals. The toolkit is the first attempt to compile the common elements and to highlight possible variations in a clear structured way, easy to access for organisations around the world.



DIRECT INVESTMENT

Essential resources for organisations in the field

Sustainability is one of the core principles of streetfootballworld's network members.

One of our main goals is to develop direct investment mechanisms for our network members that give them the freedom to decide on the best investment of these funds.

The idea is based on the exemplary Football for Hope Support Programme, which has been co-developed with FIFA and implemented by us since 2007: In 2014 a direct investment of 3.1m USD was channelled to 108 organisations worldwide, 1.05m USD was granted to another 26 organisations in Brazil, and a higher amount of funding has already been granted for 2015 and 2016.

This is the biggest investment in the field of social development through football – made possible by our partner FIFA.



INFRASTRUCTURE PROJECTS

Groundwork for sustainable programmes

Football for Hope - 20 Centres for 2010

Wanting to create a tangible social legacy for the 2010 FIFA World Cup, FIFA launched the campaign of "20 Centres for 2010" in 2007. Its aim was to create 20 Football for Hope Centres for education, public health and football across Africa. From the very beginning, streetfootballworld took the lead as the overall project coordinator.

In this role, we assisted in the opening of three Football for Hope Centres in 2014 – numbers 17, 18, and 19. These community centres in Burundi, Cameroon, and Edendale, South Africa, underline the shared effort to invest in local organisations using football for social change. The 20th and final Football for Hope Centre is scheduled to open in February 2015 in Kimberley, South Africa.

The Centre Host Workshop 2014  was hosted by Grassroot Soccer in Johannesburg, South Africa. The annual workshop series provides all centre hosts a permanent platform to discuss their best practices; the 2014 edition focused on the topic of financial management.

Read more on our Website 



The Lesotho Football for Hope Centre – from a community centre to a striving social enterprise led by Kick4Life

“ Being selected as a Football for Hope Centre host, with the backing of streetfootballworld, has transformed our organization. As well as providing a dedicated and inspirational setting for young people to take part in our programmes, it opened up our eyes to a wide range of possibilities; as the home of Kick4Life, the centre has since become a vibrant hub of social and economic development in the heart of the communities we serve. From the initial investment, it has grown to include a social enterprise hotel and restaurant, which generate income for our work, as well as providing young people with structured training and employment opportunities. The centre has also become the home ground of our men’s and women’s football teams which exist exclusively to serve our social purpose. ”

Steve Fleming

Co-founder & Chief Executive Kick4Life

Core Activities

CONSULTANCY

Sharing our expertise to promote social change through football

Memorandum of Understanding with CAF

In September, streetfootballworld signed a Memorandum of Understanding with the Confederation of African Football (CAF), becoming one of four official corporate social investment (CSI) partners of CAF – the three others being the African Union, United Against Malaria, and UNAIDS. We are honoured and privileged to take on the lead position in developing CAF's long-term CSI strategy.

Read more on our Website 



The FIFA World Cup 2014 in Brazil was one of the most memorable football events in history. It also marked the third time streetfootballworld officially hosted activities in conjunction with the FIFA World Cup.

streetfootballworld hosted activities to promote social change through football to coincide with the tournament in an effort to maximize the power of mega events and the opportunity to leave important social legacies.

Want to find out more about our work during the FIFA World Cup? Read on and discover the highlights of this remarkable season!

Read more on our Website 



FOOTBALL FOR EQUALITY PLAZA

During the FIFA World Cup, the Football for Equality Plaza was the buzzing hub of social change through football in Rio de Janeiro. Thousands of spectators visited our exhibitions on women and football as well as football for social change, watched young people play football on mobile pitches, engaged in panel discussions, and discovered the social power of the game.

Read more on our Website 



Focus Brazil 2014

Key Figures

55,700 people

visited the Football for Equality Plaza

2,700 people enjoyed

the Exhibition "Women in the Pitch"

Over **200 football3 sessions**

were played

2,623 children and youth

participated in football3 sessions in the mobile Street Football Stadiums



Marta Vieira da Silva and Dejan Petković became our ambassadors!



“ The use of football as a tool for social development is a major step in transforming the reality of girls and boys around the world, and especially in Brazil. ”

Marta Vieira da Silva

Brazilian football international
5-time winner of the FIFA World
Player of the Year Award

Read an interview with Marta on our Website



FOOTBALL FOR HOPE FESTIVAL 2014

The Football for Hope Festival 2014 brought an official element of the FIFA World Cup to the favela of Caju in Rio de Janeiro. In partnership with FIFA and a local event management agency, we created an unforgettable experience for 32 participating delegations, partners, and spectators. Exceptional events were staged: workshops on social change through football, cultural immersion activities, exchange opportunities between senior staff members of the organisations, and a vibrant football3 tournament. The football3 tournament, which was open to the public, gave the spectators an inside look at our methodology that has changed the lives of young adults worldwide.

Our expertise: We created and implemented a high-profile event in which social responsibility and cultural exchange between participants were at the forefront.

Read more on our Website 



STREET FOOTBALL STADIUM PROJECT

We launched the Street Football Stadium Project in partnership with Sony Corporation to create mobile football pitches, which are based on a design developed by our network member Instituto Formação in Brazil. These mobile stadiums are delivered to organisations across Latin America to provide 25 safe spaces for their young people to play football.

Read more on our Website 



FUTURE GOALS YOUTH FORUM

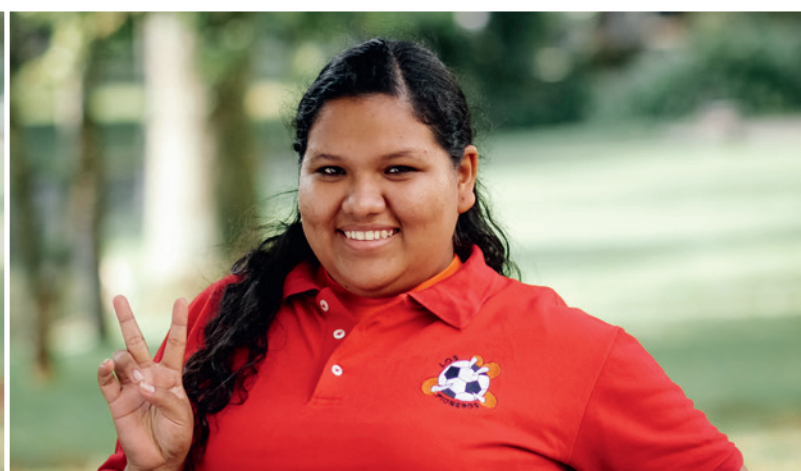
Through our partnership with Sony Corporation, we were able to invite 35 inspiring young people from 22 countries to Rio de Janeiro, Brazil to participate in the Future Goals Youth Forum on Football for Social Change. The forum was a unique event, which put young people's needs and perspectives in the spotlight. At our Youth Forum, the young leaders of tomorrow took center stage, sharing their personal experiences using football as a means of social change in their respective countries. This created an opportunity of a lifetime for these young people to not only collaborate and share on a global stage, but also to witness the energy of the FIFA World Cup firsthand.



FUTURE GOALS YOUNG LEADER STIPEND PROGRAMME

Eight outstanding young leaders from this group designed and implemented a project in their home communities, funded by the Future Goals Young Leader Stipend Programme. In 2015, another 12 young leaders from the streetfootballworld network will receive a stipend to bring their innovative ideas to fruition in their home countries.

Read more on our Website





“ My project helps to protect young street children from the risks of drug abuse and HIV/AIDS in one of the most crowded urban slum areas of Bandung, Indonesia. These kids have no access to education and information – this is one of the main problems in my home community.

The most important skill that I have been using is my listening skill. I realised that it is not easy for these kids to be able to trust me in a short period of time; therefore, I have to be able to listen as much as I can rather than telling them what to do or not to do. This project challenges me to think hard and quickly, but from what learned in the forum in Rio, I know I can manage. It makes me feel great, alive and well.

I feel more confident when leading young coaches - although some of them are older than me. I know we can work together.

I feel so honoured to have been trusted with this project, and I believe that I can develop even further in future projects. ”

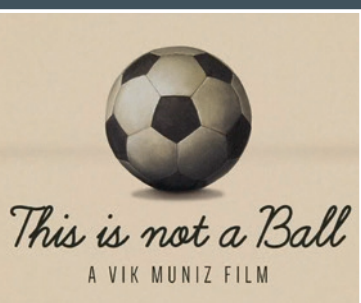
Rizki Kurniawan

Future Goals grant holder from Rumah Cemara, Indonesia

“THIS IS NOT A BALL” – CAMPAIGN

The “This is Not a Ball” campaign is the unique intersection of three worlds: art, football, and social change. streetfootballworld is partnering with the internationally renowned, Oscar-winning Brazilian artist Vik Muniz to use the power of art, film, and photography to support twelve grassroots soccer initiatives in local communities around the world.

Read more on our Website 



Vik Muniz

SOCIAL MEDIA CAMPAIGN #FOOTBALL2ME

Our social media campaign #football2me, in memory of Andrés Escobar, sparked an international conversation about how football can be a force for good. The tragic death of the Colombian football player Andrés Escobar in 1994 prompted the founding of streetfootballworld and has been our driving motivation since, inspiring our efforts to reveal and endorse the positive effects of the most loved sport in the world.

Read more on our Website 

Watch the video 



Partner's Spotlight

FOOTBALL FOR HOPE ADIDAS EXCHANGE PROGRAMMES IN BRAZIL, ECUADOR, AND VIETNAM

As part of FIFA's CSR partner programme with adidas, we organised three editions of the Football for Hope adidas Exchange Programmes. These are a series of capacity development programmes that have been coordinated by streetfootballworld since 2009.

Our expertise: We identify the local implementation partner and create a programme based on the needs and interests of the participating organisations. We develop the concepts for all programme elements and select the experts for the workshops. streetfootballworld is also present on-site to ensure a smooth implementation of the event.



In **Brazil**, the exchange programme strengthened the understanding of football for social change within civil society organisations.

The exchange programme in **Ecuador** focused on the development of a certification for youth leadership in Latin America.

In **Vietnam**, organisations from Asia and the Pacific region discussed gender equality, and cooperation with schools.

In total, **55 organisations** gained knowledge that will improve the impact of their work in their home communities.

Partner's Spotlight

“WIN A BALL – GIVE A BALL” WITH COCA COLA GERMANY

The cause-related marketing campaign against the backdrop of the FIFA World Cup 2014 in Brazil provided grassroots organisations in Germany with footballs and additional financial support funded by Coca Cola Germany. Our vast knowledge of the social football sector in Germany made us the perfect match for Coca Cola's desire to give back. We developed a simple but effective package that met our partner's demands while ensuring the needs of the selected organisations.

Read more on our Website 



STUDY: THE SOCIAL IMPACT OF FOOTBALL-BASED EMPLOYABILITY PROGRAMMES

Youth unemployment is a critical problem in Europe. Many streetfootballworld network members in Europe run football-based programmes that provide young people with skills and opportunities to gain the necessary qualifications to get back into education and training and to enter the job market. Supported by Hyundai's cause related marketing activities during the UEFA EURO 2012, we commissioned a study to find out how effective our measures are in tackling youth unemployment. The results confirm the positive effects of the programmes and clearly show the added value of football!

Read more on our Website 



Partner's Spotlight

EL OTRO SUEÑO DOCUMENTARY SERIES WITH GENERACIÓN DIRECTV

streetfootballworld teamed up with the corporate social responsibility branch of Latin America's leading TV broadcaster to present „El Otro Sueño“ (“The Other Dream”), a series of docu-realities that take place across Latin America. The documentaries tell a lesser told story of football, one in which the protagonists are not professional footballers, but rather young players who are improving their lives through their love of the game. You can watch all 9 episodes online here:

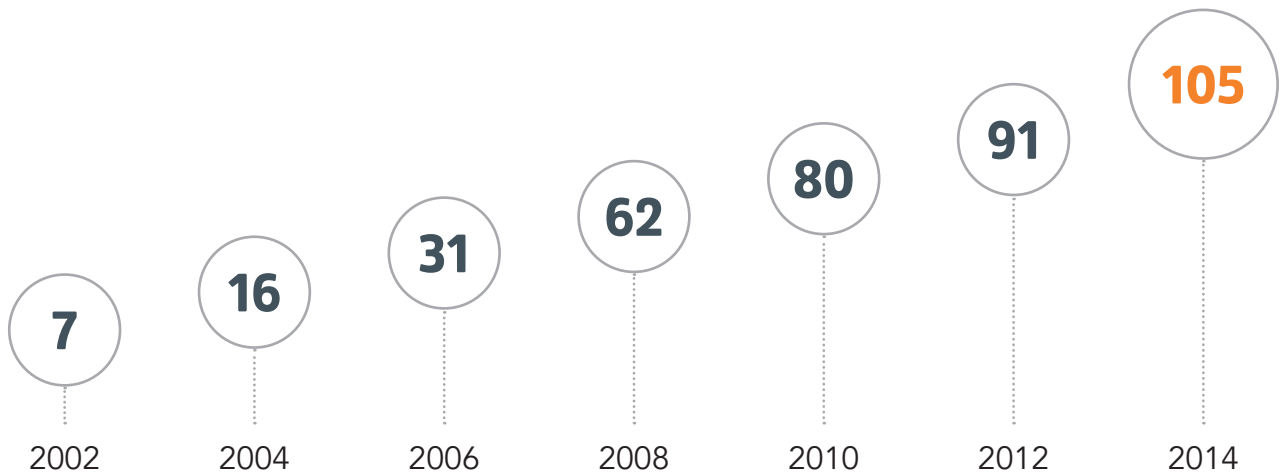
Read more on our Website 

Watch the videos 

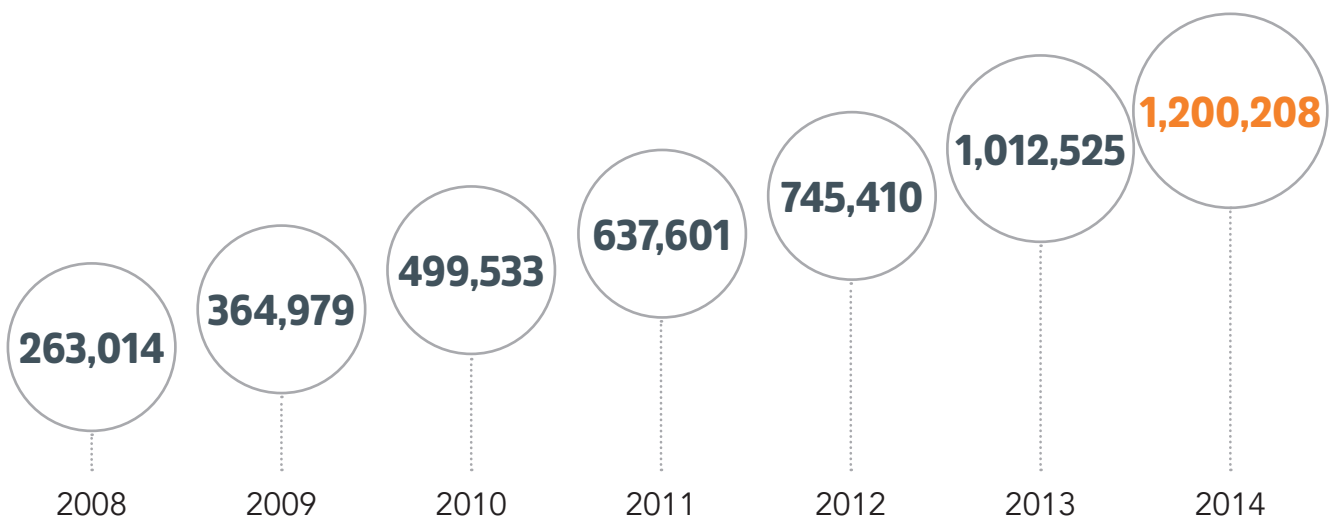




NETWORK GROWTH – NUMBER OF ORGANISATIONS



NUMBER OF PARTICIPANTS ACROSS THE NETWORK



Facts & Figures

THE NETWORK IN NUMBERS

4,220 paid staff members

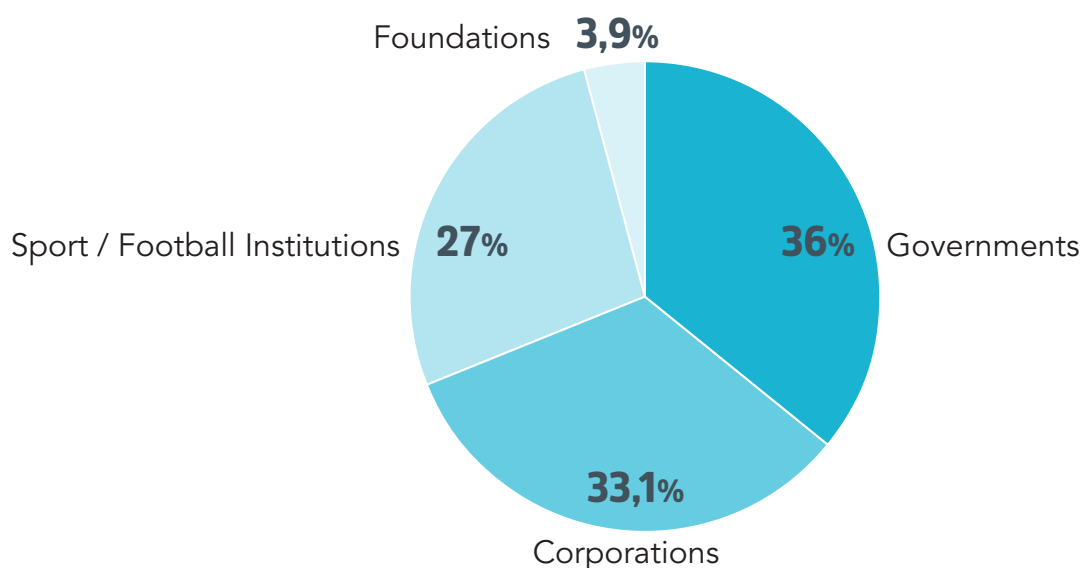
22,900 volunteers

Annual turnover combined network

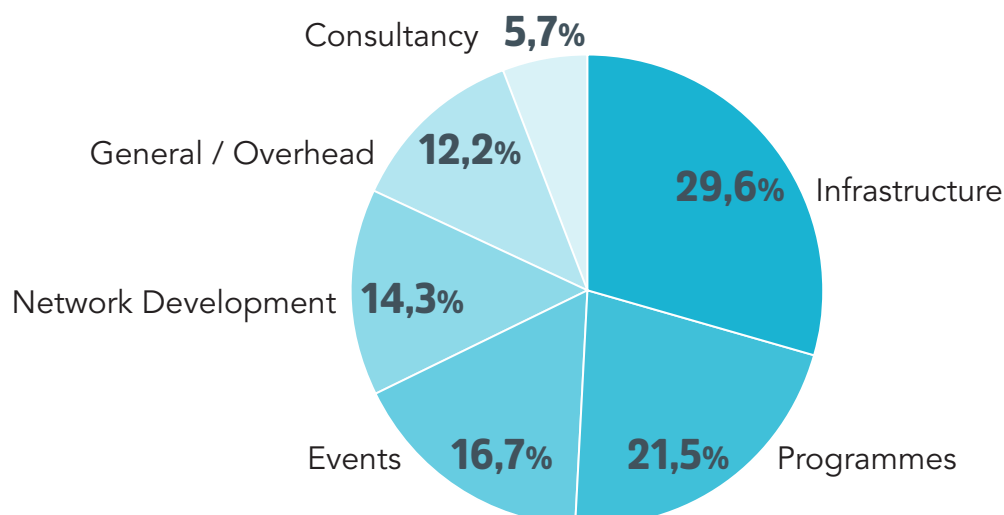
73.4 million \$

INCOME 2014

3,107,000 million € / all streetfootballworld entities



EXPENSES 2014



Our Partners

**The achievements in 2014 would not have been possible
without the support of our partners**



**We thank you for your commitment in 2014
and your continued support in 2015!**

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PHOTO CREDITS

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