Presentation partnership
Pro League - Belgian Homeless Cup

European Football for Development Network
Ghent, November 14th, 2018
WHO ARE WE?

Stijn Van Bever
- Manager Corporate Social Responsibility Pro League since 2012
- Studied History and Conflict & Development
- Board member Belgian Homeless Cup

Bert Ballegeer
- Director Belgian Homeless Cup since 2009
- Studied Social work and Social Profit Management
TALKING POINTS

Part 1
● What is the Belgian Homeless Cup?
● How do we work with football clubs locally?

Part 2
● What is the social policy of the Pro League?
● Why Belgian Homeless Cup as social partner?

Part 3
● Outlines national partnership
VIDEO

You’re part of a team and that in itself changes your life.
WHAT THE BELGIAN HOMELESS CUP WANTS TO ACHIEVE

On the level of players

● Give people experiencing homelessness a place to belong and make them stronger

On the level of social work

● Give social workers a tool to work with people experiencing homelessness

On the level of the society

● Change the general perception of people experiencing homelessness
OUR SET-UP

Local

- Collaboration between football clubs, social organizations and urban services
- Weekly training sessions with social and sportive coaches
- Football as a tool to improve wellbeing
- Reaching people who are difficult to reach
- A football pitch is a neutral terrain
- Play the ball, not the man
- Positive story
WHERE WE ARE TODAY

71 SOCIAL ORGANISATIONS
24 FOOTBALL TEAMS
10 CIVIL SERVICES

550 PLAYERS ON A WEEKLY BASIS

38 HOMELESS TEAMS

1000 TRAINING SESSIONS
5 NATIONAL EVENTS
25 NATIONAL TEAMS
13 REGIONAL TEAMS
INVESTMENT OF PRO LEAGUE FOOTBALL CLUBS

● Clothing: kits, track suits etc.
● Training accommodation
● Providing coaches
● Communication on social media
● Fundraising
● Transport to go to tournaments Belgian Homeless Cup
● Tickets to go to home games
● Activities with the first team
● …
National

- Tournaments, mix between public spaces and football accommodations
- Start-up, support and development of teams
- Communication and campaigns
International

- Partner of the Homeless World Cup
- Participation with Belgian Homeless Devils & Flames
● Belgium’s professional football league

● Representing 24 professional clubs (Jupiler Pro League=16 & Proximus League=8)

● Pro League+ : community and social responsibility
Objective (1): Professional football is a credible social actor, based on the quality of local social activity of our clubs.

Objective (2A): Providing the stage for relevant awareness campaigns/projects.

Objective (2B): Organizing national actions (depending on social needs +) enhancing local social activity of our clubs.
SOCIAL POLICY PRO LEAGUE: OBJECTIVES

Professional football is a credible social actor, based on the quality of local social activity of our clubs

Objective (2A): providing the stage for relevant awareness campaigns/projects

Objective (2B): organizing national actions (depending on social needs +) enhancing local social activity of our clubs
Pro League chooses a new social partner every three seasons.

- 2011 - 2014: Action Damien
- 2014 - 2017: SOS Village d’enfants

Content of these partnerships:

- Financial support through auction shirts Christmas campaign
- Communication
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TOUS ENSEMBLE
CONTRE LA LÈPRE ET LA TUBERCULOSE

FAITES UNE ENCHÈRE
SUR LE MAILLOT
DE VOTRE JOUER PRÉFÉRÉ
ET SOUTENEZ ACTION DAMIEN

CLIQUEZ ICI
Supporters... jullie hebben niet alleen een hart voor jullie club...

Surf naar jupilerproleague.be en steun SOS Kinderdorpen
Evaluation of these partnerships

+ Support to the NGO’s
+ Creating awareness around their social goals

- Only relevant on a national level
- Few links to local level and reality of Pro League clubs
- Not in sync with DNA of Pro League = football
Key values for a new form of partnership

+ Within DNA and core-business of Pro League
+ Relevant for our clubs
+ Active in local social tissue
+ Active involvement that goes beyond sponsorship
+ Credible
PARTNERSHIP WITH BELGIAN HOMELESS CUP

• Both Belgian Homeless Cup en Pro League believe in the power of football and the power of people.

• Teams of Belgian Homeless Cup have been the backbone of community work in a lot of clubs.

• Belgian Homeless Cup had a clear and urgent need for support that only the Pro League could give.
OUTLINES PARTNERSHIP

FINANCIAL

DURABILITY

STRUCTURAL

COMMUNICATION
FINANCIAL

Challenge for the Belgian Homeless Cup

- Gap in the budget in the beginning of each year = survival mode for organization.

- Government reluctant to invest more without more investment of the football institutions.

- Uncertain financement (short term subsidies, donations etc).
FINANCIAL

Support from Pro League

- 90,000 euro sponsorship per year (proceeds auction shirts Christmas Fundraising campaign). Makes up for 25% of the budget for 2018.


- Vice-president of the board of directors of the Belgian Homeless Cup. Present during negotiations with government bodies if needed.
Challenge for the Belgian Homeless Cup

- Homeless teams are vulnerable in terms of continuity (personal commitments instead of formal agreements)

- Investment of social partners variable

- Investments of football clubs variable

- Acknowledgement as a tool for social work and as a being an integral part of the football world
Support from Pro League

- Agreement with three year commitment between Pro League and Belgian Homeless Cup
- Football clubs take an active role in formalizing the local partnerships and commitments
- Establishing minimum commitments of Pro League football clubs
- Acknowledgement of the Belgian Homeless Cup as integral part of the Football network in Belgium
COMMUNICATION

Challenge for the Belgian Homeless Cup

● Brand awareness

● Creating awareness on the issues of homelessness

● Changing the perception of people struggling with homelessness
COMMUNICATION

Support from Pro League

- Communication around Christmas Fundraising Campaign (TV reports, ads, logo on shirts etc).

- Support in national campaign (e.g. communication agency, pushing of local commitment of clubs etc)

- Throughout the year: social media, website, press releases etc.
Whether it's the warmth of the dressing room or the adrenaline on the pitch, the rush of victory or the sadness of defeat.

In the Belgian Homeless Cup, we share both joy and sorrow.

Our players find in their team more than just teammates, they also find a home.