



Football for Hope Football's commitment to social development







We are committed to
Football for Hope
because we are
committed to society.

For the Game. For the World.

FIFA has a long humanitarian tradition and has been supporting social and human development initiatives for decades. But in 2005, following the decision of the FIFA Congress to add a new pillar to our mission (“build a better future”), our organisation was prompted to take its social responsibility even more seriously. Since then, FIFA’s approach has seen a critical evolution: a change from “charitable giving” to meaningful “socially responsible, involved, and committed” development cooperation.

We are convinced that the driving force of our social engagement can be – and must be – football itself and that is why the Football for Hope Movement is considered a topic of strategic importance at FIFA.

We are committed to Football for Hope because we are committed to society.

A handwritten signature in blue ink, which appears to read 'Blatter'.

Joseph S. Blatter
FIFA President



The power of football

streetfootballworld believes in the power of football to promote global partnerships for development and contribute significantly to an environment of social change on a global scale.

Together with dozens of local initiatives within the streetfootballworld network, we share best practice, systematise successful experiences and develop new and innovative solutions, ready to be translated into investment opportunities or to be an integral part of regional or global development strategies.

The Football for Hope Movement, a key element of the strategic alliance between streetfootballworld and FIFA, builds a solid bridge between development and football. The world of football recognises that the beautiful game itself is part of the solution and has teamed up to further the cause of development – a huge opportunity and an immense responsibility!

Jürgen Griesbeck
streetfootballworld Managing Director



Our commitment to social development

Football has become a fundamental instrument in the social development work of hundreds of organisations and communities across the globe. Due to this role and its values, popularity and universal nature, football carries a significant responsibility for society as a whole.

We acknowledge that responsibility and see in our game an ideal tool for achieving social and human development targets and tackling many of the major problems faced by society today.

Football has a positive effect on those who play it, both in terms of health (physical activity) and life skills (the values of team sport). But beyond that the game serves as an effective tool in community programmes for social development.

We at FIFA see our duty as being to spearhead a concrete and positive contribution to sustainable *Development through Football* and to support and strengthen the efforts of all implementing partners through the Football for Hope Movement.



A handwritten signature in blue ink that reads "Addiechi".

Federico Addiechi
FIFA Head of Corporate Social Responsibility



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Football for Hope ...

a movement!



The Football for Hope Movement is the key element of the strategic alliance between FIFA and streetfootballworld, created to enhance dialogue and collaboration among football associations, committed clubs and players, professional leagues and commercial partners as well as local organisations advancing social development.

The objective of the Football for Hope Movement

The objective of the Football for Hope Movement is to establish a quality seal for sustainable social and human development programmes focusing on football as the central tool in the areas of *Health Promotion, Peace Building, Children's Rights & Education, Anti-Discrimination & Social Integration* and the *Environment*, thus supporting best practice in the field. The programmes must be aimed at children and young people and use football as an instrument to promote participation and dialogue.

The movement aims to fully utilise the power of football in society to contribute to the achievement of the UN Millennium Development Goals (MDGs).



Corporate social responsibility at FIFA

Part of FIFA's mission is to help build a better future using the unique power of football. This mission underlies each and every activity – be it competitive, social or commercial – that FIFA is involved in.

FIFA acknowledges that football can be a tool for social and human development and has committed itself to making a major contribution to the achievement of the MDGs as part of its social responsibility.

In 2005 world football's governing body was one of the first sports federations to create an internal corporate social responsibility (CSR) department to manage the organisation's duties towards people, society and the planet, and to conduct programmes in the field of *Development through Football* (as distinct from its football development tasks).

Following the United Nations' appeal to industrialised countries for development financing, FIFA agreed to assign at least 0.7% of its total revenues to its CSR initiatives, which as of 2005 are grouped under the umbrella of Football for Hope.

On top of the numerous grassroots programmes it supports, FIFA systematically uses its major competitions – including the FIFA World Cup™ – as platforms for advocacy and fund-raising campaigns.



streetfootballworld and its global network

streetfootballworld is a social profit organisation that brings together relevant actors in the field of *Development through Football* worldwide, strengthening local organisations that use the potential of football to promote and facilitate sustainable social development.

The streetfootballworld network consists of around 80 of these local organisations, which are active in more than 40 countries. The idea of the network is based on the need of local organisations to become visible to potential partners and the public and gain access to existing knowledge and experience in the field.

streetfootballworld therefore supports social change on a global scale through cooperation at all levels of society and a new conception of partnership between economic and social entrepreneurs.

A strategic alliance geared towards the Millennium Development Goals

FIFA and streetfootballworld have been using football as an instrument for social development for many years in a variety of ways. However, it was not until 2005 that the two entities started working together in order to maximise the potential of football as a significant contributor towards the achievement of the 2015 MDGs. The Football for Hope Movement became the key element of this strategic alliance, led by FIFA in its capacity as world football's governing body and streetfootballworld as the driving force behind a global network of organisations that develop projects on the ground in which football is the central element.







Football for Hope ...

key elements

key elements

The key elements of the Football for Hope Movement are guaranteeing sustainability, inspiring exchange and promoting best practice within the field of *Development through Football*. Each element plays its own unique role in the movement's overall aim of contributing to the achievement of the UN Millenium Development Goals.

Football for Hope

Funding scheme

Selected best-practice organisations in the field of *Development through Football* receive financial support within the framework of the Football for Hope Movement in order to implement locally relevant projects. The funded projects are evaluated with a special focus on their relevance within the overall strategy of the implementing organisation. Particular emphasis is placed on projects that entail a major step forward in the organisation's development.

Football for Hope

Forum

Running on a four-year cycle to tie in with the FIFA Confederations Cup, this event sees practitioners and researchers discuss future paths and concrete solutions to challenges in the field of *Development through Football*. The Football for Hope Forum offers practical training opportunities while at the same time providing every participant with the opportunity to contribute to the "bigger picture" during several plenary sessions.

Football for Hope

Toolbox

The Football for Hope Toolbox is a resource centre for practitioners of *Development through Football*. Available online and as a hard copy, it offers a range of tools that help coordinators improve their existing *Development through Football* community programmes and/or create new ones. The resources available in the toolbox are drawn primarily from the extensive knowledge and practical experience of the Football for Hope Movement.

Global monitoring

and evaluation system

In order to guarantee quality programmes on the ground, accurately measure the results and impact of the various programmes supported by the Football for Hope Movement as well as generate a global picture of the impact of football on human and social development based on scientifically obtained data, a comprehensive monitoring and evaluation system is being developed and implemented.



Football for Hope Festival

Every four years the world of *Development through Football* comes together to celebrate the social dimension of the game. As an official event of the FIFA World Cup™, the Football for Hope Festival brings together delegations representing outstanding organisations in the field. Fast football on small pitches, cultural exchanges between all participants and a warm welcome from the local host community – it is the experience of a lifetime for young people from all around the world and a milestone in the world of *Development through Football*.

Football for Hope Centres

The momentum of the FIFA World Cup™ on the host continent will be utilised to build new infrastructure in the form of Football for Hope Centres. The centres will consist of a mini-pitch with surrounding grandstands as well as facilities that will provide local communities with access to counselling, health and education services. The Football for Hope Centres will be located on the sites of existing implementing partners, strengthening their activities in the community in order to improve basic education, prevent diseases and promote health as well as encourage the social integration of minorities and disadvantaged populations.

Football for Hope Campaign

In the past, FIFA has launched large awareness-raising or fund-raising campaigns for a good cause within the framework of the World Cup. In 2010, football itself will be the driving force behind the official campaign. The world of professional football and fans worldwide will donate a small sum for each goal scored in the FIFA World Cup™ qualifiers. The revenues from the campaign will enable at least 20 centres with sports, health and educational facilities to be constructed across Africa.



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Football for Hope ...

on the ground



The main beneficiaries – and at the same time the engine – of the Football for Hope Movement are organisations that use football as a tool for social development within the framework of sustainable, long-term programmes in the fields of *Health Promotion, Peace Building, Children's Rights & Education, Anti-Discrimination & Social Integration* and the *Environment*. Many organisations worldwide make use of the beautiful game to consolidate an environment of social change in their local context. The six organisations presented here are only a few outstanding examples of work in the field of *Development through Football* and are implementing partners of the Football for Hope Movement.





Thematic field:
Environment

Mathare Youth Sports Association Kenya

One of the leading organisations within the *Development through Football* community, the Nairobi-based organisation involves approximately 20,000 young people. Mathare Youth Sports Association (MYSA) is making great strides toward helping young people become responsible citizens and develop healthy bodies and minds. The organisation's activities include providing training and organising tournaments in the 16 most deprived areas of Nairobi. Young people are involved in leadership training, environmental cleanups, HIV/AIDS awareness programmes and other community service activities.

Thematic field:
Health Promotion
(with focus on HIV/AIDS prevention)

Grassroot Soccer Southern Africa

Grassroot Soccer (GRS) was founded by professional football players as a project aimed at mobilising the global football community in the fight against HIV/AIDS. The organisation trains local role models (including professional football players) to deliver an interactive, football-themed behaviour development curriculum to young people, who are then empowered as peer educators to teach the community at large what they have learned. GRS runs its flagship projects in Zimbabwe, South Africa and Zambia and partners organisations in several other African countries.



Thematic field:

Children's Rights & Education

(with focus on education on landmines)

Spirit of Soccer

Cambodia

Spirit of Soccer has been saving lives by educating communities in post-conflict regions on the dangers of landmines. After ten years of work in Bosnia and Herzegovina, the main focus is now Cambodia. Through football, children and coaches learn and spread the message about the dangers of landmines. In 2006 over 22,000 children in Cambodia received mine-risk education from Spirit of Soccer-trained coaches through football-based activities.

Thematic field:

Children's Rights & Education

Colombianitos

Colombia

Since 2002 Colombianitos has been using football to promote education and reduce crime and drug abuse in Colombia, targeting both young boys and girls who have been affected by violence and/or extreme poverty. Their football-based programme, Goals for a Better Life, has so far successfully supported a very effective recreational approach to education. Supplemented by artistic and cultural elements, the programme aims to help young people adopt positive lifestyle habits.



Thematic field:

Anti-Discrimination & Social Integration

(with focus on homelessness)

Street League United Kingdom

Founded in 2001, Street League today functions as the strongest *Development through Football* organisation in the United Kingdom. Street League uses football in combination with education and training programmes to transform the lives of homeless and dispossessed people. It builds on the principles of inclusiveness, sustainability and diversity, with the aim of promoting healthy lifestyles, social integration, crime reduction, non-formal education and long-term employment.

Thematic field:

***Anti-Discrimination & Social Integration/
Children's Rights & Education***

Defensores del Chaco Argentina

Based in greater Buenos Aires, Defensores del Chaco provides opportunities created for and by young people that live in a context of uncertainty and limited opportunities. The objective is to contribute to social change through the formation of community leaders and sustainable projects that address the problems affecting the community. The football-based programmes utilise the *fútbol callejero* (street football) method, which seeks to tap the full potential of football by applying special rules that integrate social and community values into the game.



Publisher

Fédération Internationale de Football Association
FIFA-Strasse 20 P.O. Box 8044 Zurich Switzerland
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Waldenserstraße 2-4 10551 Berlin Germany
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Editing, production and translations

FIFA CSR Department, FIFA Translations,
Football for Hope Coordination Team,
streetfootballworld

Photos

FIFA (p. 3), Colombianitos (pp. 6-7, 20 right), Mathare Youth Sports Association (pp. 8 left, 10 left, 19 left), Spirit of Soccer (p. 22), Foto-net (p. 5 bottom), Mauricio Bustamante (p. 4 bottom), Vanessa Cuneo (p. 15 right), Lutz Ebhardt (p. 9 left), Jabu Henson (p. 21 left), Alice Keeney (pp. 10 right, 11, 19 right), Nir Keidar (p. 5 top), Vedran Knezevic (pp. 9 right, 12-13, 20 left), Mario Miranda (pp. 4 top, 23), Ignacio Sanchez (p. 21 right), Andreas Schwaiger (cover, pp. 2, 8 right, 15 left, 16-18)

Graphic Design / Layout

Sven Müller Design, D-82319 Leutstetten/Munich

Printing

rva Druck und Medien AG, Altstätten, Switzerland

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100 YEARS FIFA 1904 - 2004

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