“The game of football is a sport of simplicity and finesse. It has a global reach, it is gender-transcendent and can virtually be played anywhere. Whether at a large-scale sporting event like the FIFA World Cup, or an impromptu game on the streets, football has the power to instil confidence, hope, and pride in the underdog, and promote teamwork and support.”

Ban Ki-moon · UN Secretary-General

“The driving force of our social engagement can and must be football itself. With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social development activities, including education, health promotion, social integration and gender equity. That is why Football for Hope is of strategic importance to FIFA. Football is and needs to remain a school for life.”

Joseph S. Blatter · FIFA President
Football for Hope

Building a better future

Launched by FIFA in 2005, Football for Hope is an initiative contributing to social development around the world. Support is provided to selected programmes run by non-governmental organisations that use football as a tool in their daily work.

The organisations supported by Football for Hope utilise football as part of their innovative methods to engage children and young people.

The programmes that are part of Football for Hope address social issues that are locally relevant and meet the needs of the thousands of young participants and the community in which they are raised.

HIV/AIDS education, conflict resolution, gender equity, social integration of people with intellectual disabilities, capacity-building and work training, peace-building, youth leadership, and life skills are only some of the objectives pursued by Football for Hope.

The support provided by FIFA through Football for Hope has already benefitted more than 200 programmes in over 60 countries on all continents and includes an annual funding scheme, capacity-building and exchange opportunities, material support and selected infrastructure projects.

Football for Hope also uses the promotional platform of the FIFA World Cup™ to raise awareness on social issues and develop legacy projects.

Football for Hope is a unique initiative that has received international recognition from both the world of sports and from globally-acclaimed development institutions for its contribution to tackling some of today’s most pressing social challenges.

Part of FIFA’s mission is to contribute to building a better future. As the world governing body for football, a sport that is played by millions around the globe, there is no better driving force for FIFA’s social work than the game itself.
Platform for social development and innovative partnerships
Programme support

Supporting change

Football for Hope supports programmes all over the world that combine football and social development. This includes funding and equipment, as well as projects that offer training, capacity-building and the exchange of know-how on topics such as monitoring and evaluation, curriculum development and communication. Each year, Football for Hope supports many new programmes that specifically address social challenges in local communities. Since its inception, Football for Hope has supported more than 200 programmes in over 60 countries.

Focus areas

Football for Hope aims to fully utilise the power of football in society. The range of social issues that are addressed through football-based programmes include:

• education
• health
• peace-building
• social integration
• youth leadership

The organisations that run the programmes on the ground are the driving force behind Football for Hope, and the communities where they work are its main beneficiaries.
Eligibility criteria

Football for Hope supports programmes that are:

• run by legally registered entities with non-governmental status (e.g. NGO, CBO, charity)
• politically and religiously independent and not-for-profit
• non-discriminatory in every way (e.g. social, ethnic, racial, religious, gender-based)
• using football to address social issues and promote social development
• ongoing and target children and young people
• financially sustainable and have a long-term approach
Programme support
Europe, Asia and Oceania

Bosnia-Herzegovina/Serbia
Football Friends
In the republics of the former Yugoslavia, the tumult and violence of the nineties affected everybody. Football Friends was created to help football-loving youngsters transform their lives and bring together the fragmented societies in which they are growing up.

United Kingdom
Street League
Street League uses football in combination with education and training programmes to transform the lives of the homeless and dispossessed. 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.
**India**

**Magic Bus**

Magic Bus uses football to promote education and as a tool to empower underprivileged children, especially girls. The organisation has successfully increased female participation in the game by persuading parents to let their daughters take part in football activities.

**Palestine/Israel**

**Al Quds Association for Democracy and Dialogue**

Palestinian and Israeli children aged between six and 14 participate regularly in mixed football tournaments. During these events, the children broach the issues of conflict resolution, dialogue and the understanding of cultural differences.

**Cambodia**

**Spirit of Soccer**

Through football, children learn about the dangers of landmines. Spirit of Soccer works directly with children and trains coaches to promote landmine safety awareness and reduce the number of child casualties.

**Australia**

**Football United**

Football United helps young refugees and their families to integrate into Australia by running football-based programmes after school and during holidays. Football United also organises football tournaments to create partnerships between different communities.

**Organisations that have received support from Football for Hope for their programmes:**

**Europe**

- Football Friends, Bosnia-Herzegovina/Serbia
- CCPA/Open Fun Football Schools, Croatia
- Sport dans la Ville, France
- Balkan Friends, FYR Macedonia
- KICKFAIR, Germany
- Rheinfanken, Germany
- Oltalom Sports Association, Hungary
- The Maccabim Association, Israel
- Mifalot Hinuch, Israel/Palestine
- Soccer for Peace, Israel
- Sport Against Racism Iran (SARI)
- streetfootball Norway
- Football Friends, Serbia
- CASPEA (formerly ExChange for Peace), Switzerland
- Albion In The Community, United Kingdom
- Dads Against Drugs, United Kingdom
- Nacro, United Kingdom
- Start Again, United Kingdom
- Street League, United Kingdom

**Asia**

- LEARN&play, Afghanistan
- Football United, Australia
- The Big Issue, Australia
- Spirit of Soccer, Cambodia
- Dream A Dream, India
- Krida Vikas Sanstha, India
- Magic Bus/Childlink India Foundation, India
- Spirit of Soccer, Iraq
- Al Quds Association for Democracy and Dialogue, Palestine/Israel
- Tuloy Foundation, Philippines

**Oceania**

- Oceania Football Confederation, Samoa
- LEARN&play, Solomon Islands
- Tahitian Football Association (FTF), Tahiti
Programme support

Africa

Sierra Leone
SLASC
The Single Leg Amputee Sports Club in Sierra Leone provides trauma recovery for war amputees. Football tournaments are organised across the country for war amputees, where they are offered job skills training and counselling, while the local community is educated on the issue with the aim of improving their integration.

Namibia
Special Olympics
Special Olympics is dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition.

South Africa
Grassroot Soccer
Grassroot Soccer has created a football-based HIV/AIDS-prevention and life-skills curriculum for young people that is offered during and after school in various townships across South Africa.
**Lesotho**

**Kick4Life**

Kick4Life engages youngsters in a football-based HIV/AIDS education curriculum that promotes healthy behaviour. The organisation provides a youth support network throughout Lesotho, including a scholarship scheme designed to support orphans and vulnerable children through secondary education.

**Mali**

**AM PFJ**

The AM PFJ (Malian Association for the Promotion of Youth and Women) organises football tournaments for girls and young women, creating platforms for discussion and exchange to strengthen the social status of women in Malian society.

**Kenya**

**Mathare Youth Sports Association**

MYSA awards points for environmental clean-ups, HIV/AIDS awareness/prevention, leadership training and other community service activities. These points then go towards the team’s ranking in the relevant football league.

**Rwanda**

**Espérance**

Espérance supports the reconciliation process by organising national and regional football events and trains youngsters to become football-for-peace educators in their communities.

**Lesotho**

**Kick4Life**

Kick4Life engages youngsters in a football-based HIV/AIDS education curriculum that promotes healthy behaviour. The organisation provides a youth support network throughout Lesotho, including a scholarship scheme designed to support orphans and vulnerable children through secondary education.

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**Organisations that have received support from Football for Hope for their programmes:**

**Africa**

- Special Olympics Benin
- Special Olympics Botswana
- Coaching for Hope, Skillshare International, Burkina Faso
- ELENA NGO/Women in the Field, Cameroon
- PLAY SOCCER Cameroon
- Special Olympics Cameroon
- United Action for Children (UAC), Cameroon
- Delta Culture/Escola de Futebol do Tarrafal, Cape Verde
- Special Olympics Côte d’Ivoire
- Sport – The Bridge, Ethiopia
- Association for the Care and Rehabilitation of Offenders, Ghana
- PLAY SOCCER Ghana
- Special Olympics Ghana
- KESOFO, Kenya
- Mathare Youth Sports Association (MYSA), Kenya
- Moving the Goalposts Kifili, Kenya
- Society Empowerment Project (SEP), Kenya
- Vijana Amani Pamoja, Kenya
- Kick4Life, Lesotho
- CHILD, Liberia
- PLAY SOCCER Malawi
- Coaching for Hope, Skillshare International, Mali
- Malian Association for the Promotion of Youth and Women (AM PFJ), Mali
- Right To Play, Mali
- Special Olympics Mauritius
- Grupo Desportivo de Manica, Mozambique
- Special Olympics Namibia
- Search and Groom – Youth for Development Center, Nigeria
- Espérance, Rwanda
- Special Olympics Rwanda
- Diambars, Senegal
- PLAY SOCCER Senegal
- Single Leg Amputee Sports Club (SLASC), Sierra Leone
- Youth in Action Sierra Leone (YASAL)
- Altius-Sport-Yuma, South Africa
- Amandla Ku Lutsha, South Africa
- Grassroot Soccer, South Africa
- OASIS-SAHSS, South Africa
- PLAY SOCCER South Africa
- Special Olympics South Africa
- WhizzKids United – The Africaid Trust, South Africa
- Southern Sudan Youth Sports Association (SSYSA), Southern Sudan
- Iringa Development of Youth Disabled and Children Care, Tanzania
- Special Olympics Tanzania
- Handicap International, Tunisia
- The Kids League, Uganda
- Bauleni United Sports Academy, Zambia
- Breakthrough Sports Academy (BSA), Zambia
- Grassroot Soccer, Zambia
- Kalusha Bwalya Foundation, Zambia
- PLAY SOCCER Zambia
- Sport in Action, Zambia
Programme support

Americas

United States of America
Starfinder Foundation
The foundation combines football and academic activities to support and guide disadvantaged and immigrant youngsters. The focus is on decision-making skills, teamwork and motivation to take responsibility for the outcome of their endeavours.

Chile
Gente Viva/CHIGOL
Gente Viva/CHIGOL taps into the power of football by applying special rules and rituals to help youngsters develop their identity and resolve conflicts. It recaptures abandoned public spaces so that youngster can come together and explore their talent and potential.
As part of its work with young people with limited opportunities, the foundation organises football games without referees – improving the ability of children to determine their own rules and resolve conflicts within the group and with opponents.

Organisations that have received support from Football for Hope for their programmes:

**North and Central America**
- Fútbol por la Vida, Costa Rica
- SEPROJOVEN, Costa Rica
- Fútbol Forever, El Salvador
- America SCORES, USA
- PLAY SOCCER USA
- Project GOAL, USA
- Soccer In The Streets, USA
- Starfinder Foundation, USA

**South America**
- Asociación Civil Alumni, Argentina
- Asociación Civil Andar, Argentina
- Club Deportivo y Social Bongiovanni, Argentina
- Club Social 25 de Mayo, Argentina
- Fundación Defensores del Chaco, Argentina
- Fundación Fútbol para el Desarrollo, Argentina
- Gente Viva/CHIGOL, Chile
- Con-texto Urbano, Colombia
- Fundación World Coach, Colombia
- Fútbol con Corazón, Colombia
- Fundación de las Américas para el Desarrollo, Ecuador
- Ser Paz, Ecuador
- Centro para el Desarrollo de la Inteligencia (CDI), Paraguay
- Asociación Civil pro Niño Íntimo/Escuelas Deporte y Vida, Peru
- Gurises Unidos, Uruguay
- Mundo Afro de Uruguay

**Argentina**
- Fundación Defensores del Chaco
- Asociación Civil Alumni, Argentina
- Asociación Civil Andar, Argentina
- Club Deportivo y Social Bongiovanni, Argentina
- Club Social 25 de Mayo, Argentina
- Fundación Defensores del Chaco, Argentina
- Fundación Fútbol para el Desarrollo, Argentina
- Gente Viva/CHIGOL, Chile
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- Fundación de las Américas para el Desarrollo, Ecuador
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- Centro para el Desarrollo de la Inteligencia (CDI), Paraguay
- Asociación Civil pro Niño Íntimo/Escuelas Deporte y Vida, Peru
- Gurises Unidos, Uruguay
- Mundo Afro de Uruguay

**Brazil**
- EPROCAD
- At EPROCAD, children with low self-esteem and negative self-perception are shaping the rules and rituals of their football games, helping them to build self-confidence and take charge of their personal lives. The organisation focuses on youngsters with criminal records, helping them to realise and optimise their capabilities.

**Colombia**
- Colombianitos
- Colombianitos uses football as an incentive for children to stay in education and to occupy them after school. The focus is on teaching children that the most important game they have to win is the one against drugs and crime.

**Ecuador**
- Fundación de las Américas para el Desarrollo
- The foundation addresses youth unemployment by using football as a tool for the training, education and motivation of youngsters who do not have access to higher education. The discussion of issues such as respect, discipline, teamwork and communication through football is as important as the practical internships organised for youngsters.
Hubs for development

Football for Hope Centres

20 Centres for 2010 is the official campaign of the 2010 FIFA World Cup™. Its aim is to create 20 Football for Hope Centres to promote public health, education and football in disadvantaged communities across Africa, leaving a tangible social legacy for the continent.

The importance of this legacy is highlighted by the fact that many communities in Africa continue to face serious social challenges. By using the positive elements of football, many locally run organisations have been successful in reaching young people and addressing such challenges. In order to strengthen this development, Football for Hope Centres are being created in disadvantaged communities to be used as facilities from which these local best-practice organisations can reach out to the local young people.

The creation of a Football for Hope Centre begins with identifying both the local challenges as well as a local organisation that successfully uses football-based programmes for social development. The centre and the programmes that are run there, e.g. HIV/AIDS awareness, literacy, gender equality, disability and integration, are created to meet the needs of the community.

The organisation chosen as centre host manages day-to-day activities with the support of the local community, progressively turning the centre into a self-supporting hub and model for social development through football.

FIFA World Cup™ sponsor Yingli Solar is also supporting the project and has provided state-of-the-art solar technology for the 20 Football for Hope Centres. The company is involved right from the start in the planning of the centres, analysing requirements and providing and installing custom photovoltaic system solutions. Thanks to the solar installations, the centres are not dependent on public utility suppliers and always have sufficient energy for pitch floodlighting, laptops, lights, desk and ceiling fans and air conditioning.
"This campaign emphasises the power of football far beyond the boundaries of the pitch. We want to build 20 Football for Hope Centres to deliver on our promise to give back to Africa something substantial and leave a lasting legacy well after 11 July 2010."

Joseph S. Blatter · FIFA President

Infrastructure
A Football for Hope Centre consists of a structure dedicated to education and public health facilities for young people as well as a 40 x 20m football turf pitch. Each centre is designed in close collaboration with the community and the centre host to ensure that the infrastructure is consistent with local needs and the objectives of the programmes to be run in the centre.

Public health
Poor health poses a major challenge to socio-economic development. HIV/AIDS is only one of various health problems that burden African communities and their young people. The centres address such challenges by offering a range of services, including health-awareness programmes, and by referring visitors to existing health facilities.

Education
Football-based activities are used at the centres to provide fulfilling out-of-school learning experiences for young people. The centres provide a space for learning where young people can take part in educational activities and acquire new skills, e.g. computing and leadership skills, in accordance with local requirements and in partnership with community schools.

Football pitch
The driving force of our social engagement is football itself. With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social development activities. It is thus an ideal tool for tackling social challenges and bringing communities together.
The official campaign of the 2010 FIFA World Cup™

20 Centres for 2010

Mauritania

Nouakchott

Centre Host: Espoir
Focus: To strengthen society, offer a means of combating and reducing poverty and promote behavioural change, good governance and human rights

Mali

Baguinéda, Bamako

Centre Host: Association Malienne pour la Promotion de la Jeune Fille et de la Femme (AMPJF)
Focus: To empower girls and young women to strengthen their self-esteem and social status in the community.

Cape Verde

Tarrafal, Santiago

Centre Host: Delta Cultura Cabo Verde
Focus: To offer vulnerable young people after-school opportunities including educational training, cultural activities and football

Ghana

Cape Coast

Centre Host: Play Soccer Ghana
Focus: To integrate education into health, social and football programmes to enhance leadership skills and promote socio-economic development.
<table>
<thead>
<tr>
<th>Country</th>
<th>City</th>
<th>Centre Host</th>
<th>Focus</th>
<th>Page</th>
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<tbody>
<tr>
<td>Cameroon</td>
<td>Besongabang, Mamfe</td>
<td>United Action for Children</td>
<td>To offer programmes that encourage children who are out of school or vulnerable to remain in or re-enter the school system as well as help with job searches</td>
<td>5</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>Jannmeda, Addis Ababa</td>
<td>Sport – The Bridge</td>
<td>To empower street children and prepare them for reintegration into their families and the school system</td>
<td>6</td>
</tr>
<tr>
<td>Democratic Republic of the Congo</td>
<td>Lubumbashi, Kalebuka</td>
<td>Georges Malaika Foundation</td>
<td>To provide the community of Kalebuka with services relating to education, health, life skills and football</td>
<td>7</td>
</tr>
<tr>
<td>Kenya</td>
<td>Mathare, Nairobi</td>
<td>Mathare Youth Sports Association (MYSA)</td>
<td>To educate on HIV/AIDS awareness, leadership and the environment, including organising clean-up groups</td>
<td>8</td>
</tr>
<tr>
<td>Rwanda</td>
<td>Kimisagara, Kigali</td>
<td>Espérance – Association des Jeunes Sportifs de Kigali</td>
<td>To support young people through counselling and training to overcome ethnic divides and become peace advocates in their communities</td>
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</tr>
<tr>
<td>Tanzania</td>
<td>Iringa</td>
<td>Iringa Development of Youth, Disabled and Children Care</td>
<td>To provide programmes on HIV/AIDS and environment for young people as well as vocational training and microfinance</td>
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</tr>
<tr>
<td>Mozambique</td>
<td>Manica</td>
<td>Grupo Desportivo de Manica</td>
<td>To create networks of social coherence, promote healthy relationships and healthy living via HIV/AIDS and nutrition awareness programmes, enhance computer literacy and provide English classes</td>
<td>11</td>
</tr>
<tr>
<td>Namibia</td>
<td>Katutura, Windhoek</td>
<td>Special Olympics Namibia</td>
<td>To provide individuals with intellectual disabilities with adequate learning facilities, raise their awareness of HIV/AIDS and help with job searches</td>
<td>12</td>
</tr>
<tr>
<td>Botswana</td>
<td>South East District, Ramotswa</td>
<td>South East District Youth Empowerment Association (SEDYEA)</td>
<td>To provide young people with the knowledge, skills and support they need to remain HIV-free as well as enhance their leadership skills and empower girls</td>
<td>13</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>Bulawayo, Luveve</td>
<td>Grassroot Soccer Zimbabwe</td>
<td>To use the power of football in the fight against HIV/AIDS by providing African youth with the skills and support to live HIV-free</td>
<td>14</td>
</tr>
<tr>
<td>Lesotho</td>
<td>Maseru</td>
<td>Kick4Life</td>
<td>To teach HIV/AIDS awareness including education and testing, essential life skills, personal development, education and work training</td>
<td>15</td>
</tr>
<tr>
<td>South Africa</td>
<td>Khayelitsha, Cape Town</td>
<td>Grassroot Soccer (GRS)</td>
<td>To use the power of football in the fight against HIV/AIDS by providing African youth with the skills and support to live HIV free</td>
<td>16</td>
</tr>
<tr>
<td>South Africa</td>
<td>Alexandra, Johannesburg</td>
<td>Grassroot Soccer (GRS)</td>
<td>To use the power of football in the fight against HIV/AIDS by providing African youth with the skills and support to live HIV free</td>
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</tr>
<tr>
<td>South Africa</td>
<td>QwaQwa, Free State</td>
<td>loveLife</td>
<td>To engage, motivate and educate young people to build and develop healthy, positive attitudes to sexuality within the context of HIV/AIDS prevention</td>
<td>18</td>
</tr>
<tr>
<td>South Africa</td>
<td>Mokopane, Limpopo</td>
<td>South African Red Cross Society (Mokopane branch)</td>
<td>To offer social services and youth development programmes including peer education, public health, volunteer counselling and testing and first aid courses</td>
<td>19</td>
</tr>
<tr>
<td>South Africa</td>
<td>Edendale, Pietermaritzburg</td>
<td>WhizzKids United</td>
<td>To promote health, especially HIV/AIDS prevention, care, treatment and support, as well as life skills</td>
<td>20</td>
</tr>
</tbody>
</table>
Celebrating the social dimension

Football for Hope Festival

The Football for Hope Festival is a celebration of the social dimension of the game and the achievements of the young people and organisations that are part of Football for Hope.

While the greatest players in the game compete for the biggest prize in football at the FIFA World Cup™, a very different international event is held at the same time, featuring 32 delegations from organisations that use football to create social change around the world.

As an official event of the FIFA World Cup™, mixed teams of boys and girls aged between 15 and 18 take part in a football tournament and a programme of exchange and intercultural dialogue. The importance of football in communities around the world is highlighted via photos, films and live performances. There are no referees during these fast-paced tournaments – any disagreements between the teams are resolved through dialogue.
Driving innovation

Football for Hope Forum

Football for Hope aims to advance the use of football for social development and to spread innovations in the field. To fulfil this mission, Football for Hope brings together practitioners and other stakeholders to exchange and discuss new ideas, and commissions studies and research projects on issues such as monitoring and evaluation techniques.

Socio-economic development poses many and varied challenges, depending on the region and target group. Using football to further development in a positive and sensible manner requires not only sound knowledge of the individual situation, but also an innovative approach to making the game an integral part of the solution. The collaboration of all stakeholders with the relevant know-how and experience in Football for Hope is essential for its success and sustainability.

The forum brings together the world’s leading professionals – from grassroots organisations working at community level to sports governing bodies, global corporations and development institutions. Experts from around the world come together to explore and promote the use of football for social development and determine the way forward for Football for Hope.

“The organisations which are part of Football for Hope are passionate about social change in their communities. With their commitment and experience, they contribute to the achievement of the UN Millennium Development Goals in Africa and worldwide.”

Wilfried Lemke · Special Adviser to the UN Secretary-General on Sport for Development and Peace
Football for Hope uses the power of the game for social development.