



Contact details:

CSR Global Strategist: Nick Gates

Contact: nickgates@coachesacrosscontinents.com

NSCAA Contact: 508-680-6459

COACHES ACROSS CONTINENTS Executive Summary for CSR Partners

THE HAT-TRICK INITIATIVE – THE POWER OF THREE

“Thousands of young people and communities across the world will benefit from the sporting education that Coaches across Continents provides. This is a charity that deserves financial support from governments, businesses, the football community and individuals.”

Sir Bobby Robson Spokesman & former England Manager

1. Introduction and Overview of Coaches across Continents:

Coaches across Continents is a not for profit, global leader in using soccer to educate and change individual lives and community structure in developing countries. Using a unique on-line, soccer games curriculum, Coaches across Continents educate children and teachers on important social issues such as community, female empowerment, and health and wellness.

Our 2009 Corporate Social Responsibility Program (CSR) gives pro-active corporations the opportunity to change lives around the world and to create the next generation of leaders who will make new decisions based upon choice rather than tradition.

2. Three major benefits for your corporation from working with Coaches across Continents:

- 1) Corporate level – Great public image exposure including community naming rights, program photo opportunities, product placement and key employee visits to work and impact communities.
- 2) Enhanced Social Responsibility - Making a real difference by helping children and teachers change their futures using the worlds' number one sport.
- 3) Key business support – including links to our web site, advertising opportunities through Facebook members, a corporate visit from US Hall of Fame member Seamus Malin and individually designed programs to optimize success for CSR partners.



Contact details:

CSR Global Strategist: Nick Gates

Contact: nickgates@coachesacrosscontinents.com

NSCAA Contact: 508-680-6459

3. Three things that we need from our CSR partners:

- 1) a three year commitment for either
 - a) \$3K to the power of 3, namely \$27K per year for a full Hat-Trick Initiative Program.
 - b) \$3K to the power of 2, namely \$9K per year to fund one coach to travel and educate in developing communities.
 - c) \$3K to the power of 1, namely \$3K per year to fund a marketing/funding campaign with your customers.

4. How we do it? – Introducing the HAT-TRICK INITIATIVE

Our three strategies are unique and create a long term, sustainable program within three years.

- 1) Our International coaches travel to developing communities to share our on-line curriculum and teaching skills and methods to local teachers and children.
- 2) Local teachers and coaches are given life and teaching skills by working in the US and UK on short-term programs, skills that they take back to their communities.
- 3) Coaches across Continents provide playing fields and educational supplies to help sustain the community.

5. Three major impacts to the communities that you will be supporting:

- 1) **Personal Development.** Children learn from our Chance to Choice Curriculum:
 - i) **Skills for soccer** – Soccer skills for life
 - ii) **Skills of life** – Including Soccer for Female Empowerment and Soccer for Health and Wellness
 - iii) **Skills for Leadership** – Choice, Communication, Imagination, Friendship, Respect
- 2) **Professional Development.** Teachers learn from our Chance to Choice Curriculum:
 - i) **New Games** – From the hundreds of soccer education games from our curriculum.
 - ii) **New Teaching Styles** – showing how fun and laughter can create a positive educational environment
 - iii) **New Mentoring Systems** – where trained local teachers educate other teachers in their communities



Contact details:

CSR Global Strategist: Nick Gates

Contact: nickgates@coachesacrosscontinents.com

NSCAA Contact: 508-680-6459

- 3) **Social Development.** Communities learn from our Chance to Choice Curriculum:
- i) **Possibility** by learning about different countries and cultures
 - ii) **Choice** by showing alternative ways to make decisions
 - iii) **Control** by creating ownership and sustainability for the program

6. THREE TIME FRAMES FOR SUSTAINABILITY - OUTCOMES FOR TODAY, TOMORROW AND A LIFETIME

- a) Today – Individual development, each child changes, leadership skills are developed, teachers are trained,
- b) Tomorrow – Community growth, education, ownership, sustainability
- c) A lifetime – influence on country and continent, a new generation of community leaders who make decisions based upon choice rather than tradition.

7. THE POWER OF THREE – A SUMMARY

- a) Annual cost - \$3k to the power of 3, \$27k per year for 3 years OR \$3k to the power of 2, \$9k per year for 3 years.
- b) Long-Term Benefits
 - i) in scale – Less than \$1 per child within 5 years
 - ii) in knowledge, skills and attitudes on the ground
 - iii) in corporate social responsibility for the company

A three-year Hat-trick Initiative Program benefits 33,000 children and 330 teachers/coaches within the three-year cycle. The long-term sustainability of the program means that with no further financial investment, by year 5, more than 84,000 children and 840 teachers/coaches have developed new skills and education from our curriculum.



"I was very busy with AIDS DAY which held National in Kigoma. It was enjoyable day we display your skill condom Tag .Our children show different Tag exercise. And during the evening we organise football match for secondary student from Kasulu against Municipal. Municipal won that match. Current we are still waiting on March for arriving your coaches to Kigoma."

Nicolaus Pota, Sports Director, Kigoma Tanzania