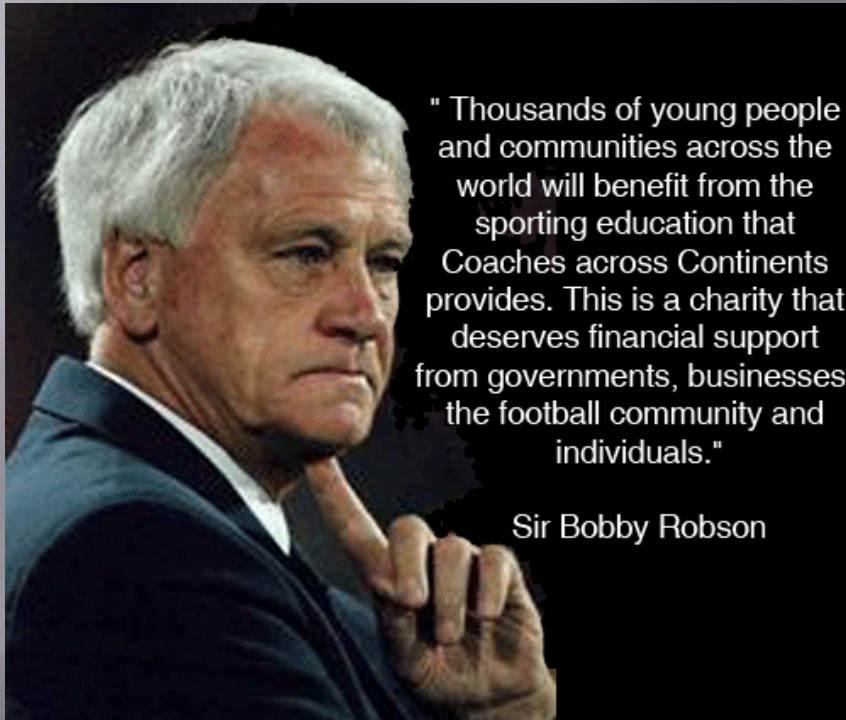


SoccerMomsAcross**Continents**

The Hat-Trick Initiative

Developing the
SoccerMomsAcrossContinents Bulletin
Board

Fundraising



" 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

- ▣ Voluntour Coach
 - ▣ Corporate CSR 2011
 - ▣ Foundations
 - ▣ Governments
 - ▣ High Impact Investors
 - ▣ Give Us a Game
 - ▣ Events
 - ▣ Colleges
 - ▣ Town Teams
 - ▣ NSCAA members
 - ▣ Airmiles
 - ▣ Justgiving
 - ▣ Firstgiving
 - ▣ Facebook Causes
 - ▣ Membership scheme
 - ▣ Ebay store
-
- ▣ **\$4,014,000 by end 2012**

Staff



- ▣ Web Site
- ▣ Soccer Jobs.org
- ▣ NSCAA
- ▣ Globalsportsjobs.com
- ▣ Mysoccerjobs.com
- ▣ Xlsoccertours.com
- ▣ Full time paid positions

- ▣ 30+ volunteer staff and 5 full time staff by end 2012

Equipment



- ▣ Shipping
- ▣ Distribution
- ▣ Tracking
- ▣ Warehouse
- ▣ Airlines
- ▣ Colorado Rush
- ▣ Kits4theworld.org

- ▣ **We have \$125,000 of soccer gear in Watertown**

Staff Manual



- ▣ Guidelines
- ▣ Waiver
- ▣ While you are abroad
- ▣ Blogs
- ▣ Insurance
- ▣ Photos
- ▣ Fundraising

- ▣ A manual for all staff
by April 2011

Accountants



- ▣ Finances
- ▣ Quick books
- ▣ Reimbursements
- ▣ Tax filings

- ▣ Accounts filed in UK by February and in the USA by March 2011

Travel



- ▣ Keytravel.com
- ▣ Travelsupermarket.co.uk
- ▣ Xlsoccertours.com
- ▣ Kayak.com
- ▣ Emirates
- ▣ Airline sponsorship

Curriculum

- ▣ AVC Media
- ▣ 49 Child Rights
- ▣ 99 Games for 3 years
- ▣ Soccer for Health and Wellness
- ▣ Soccer for Conflict Resolution
- ▣ Soccer for Female Empowerment
- ▣ Soccer for Conservation



Projects

- ▣ Calendar of Events
ON and OFF the field
- ▣ Confirm 2011 Partners
- ▣ Coventry University
- ▣ M&E - WISER
- ▣ Salesforce
- ▣ Annual General
Report
- ▣ Constant Contact
- ▣ Guidestar.org



Social Media



- Facebook – share, members, like, causes
- Wikipedia
- LinkedIn
- Twitter
- Justgiving
- Firstgiving
- Wordpress plus e-mail subscriptions (2500)
- www.coachesacrosscontinents.com (5000 hits/ month)
- Youtube
- GoogleAdWords
- Fanbase
- Sport and Development
- Beyond Sport World
- Community Partner Web Sites

94,500 Facebook Members by end 2011