

# Coaches across Continents 2011

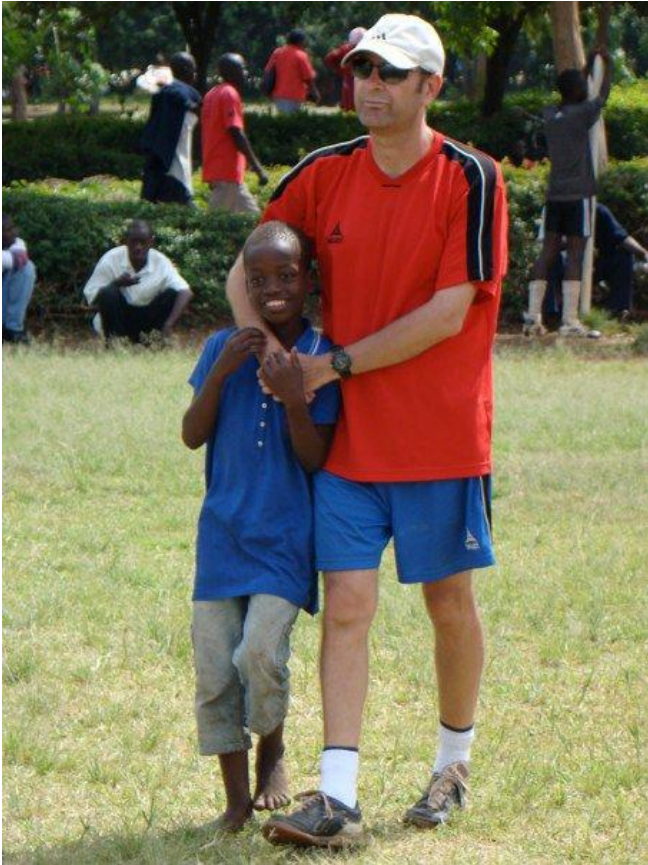


## Exciting Social Partnership Opportunities 2011.

Coaches across Continents is one of the most respected global organizations that uses sport for social development. A partnership with Coaches across Continents can help you achieve your strategic Social Responsibility goals through a mutually beneficial relationship. Such a partnership promotes and enables real involvement and ownership from your organisation, Coaches across Continents and the communities involved.



## A message from our Founder



**Coaches across Continents founder, Nick Gates with Tyson, a streetkid from Kisumu, Kenya.**

In 2001 I started a journey that has seen me visit more than 75 countries. I've seen World Cup Finals, UEFA Cup Finals, Confederations Cups, professional games in more than 25 countries and I even saw Middlesbrough win a Cup! I've seen soccer in the streets in every single town and country. **I've seen the real power of soccer!**

In 2008 I made the full-time commitment to use soccer to make a difference in the world and formed **Coaches across Continents, a not-for-profit organization that uses Soccer for Social Development**. From an Executive in the English Premier League, I shifted to barefooted soccer in the poorest places. I swapped multi-million dollar players and coaches for players and coaches who played with plastic bag balls because it was their chance to smile, to play, to imagine.

The past 23 months have been the most demanding, most testing, and most rewarding of my life. I've visited 11 African countries. I've worked in the slums in Nairobi, where I sat with drug lords and talked about Chelsea, I've worked with former child soldiers in remote Northern Uganda and discussed Torres, and I've organized teams of volunteer coaches to work in Kenya, Malawi, South Africa, Tanzania, Uganda and Zambia. I've slept in more than 500 beds, (none as comfortable as my own at home), and I'm advised that it has personally cost me hundreds of thousands to fund, work and develop this fantastic organization.

So, now Coaches across Continents is at that exciting stage in our not-for-profit business development. We have a proven product on the field and our **Hat-trick Initiative** has won global awards as the leader in Sport for Social Development.

**Now we need your support to build a long-term not for profit business that can sustain growth and quality and help communities around the world.**

Yours sincerely,  
Nick

# Agenda

- Page 4. What does Coaches across Continents do?
- Page 5. From Chance to Choice
- Page 6. Corporate Benefits by partnering
- Pages 7-9. Partnership Opportunities
- Pages 10-13. WISER M&E
- Pages 14-15. Success
- Page 16. A look at 2011
- Page 17. Remembering Sir Bobby
- Page 18. Corporate Partners
- Page 19. Beyond Sport Awards



# What does Coaches across Continents do?

**Coaches across Continents educate communities around the world how to use soccer as a tool for social development.**

## How

### By implementing the Hat Trick Initiative

Coaches across Continents initiates a three year program designed to enhance relevant social development for individuals and communities worldwide by using fun, educational games from the 'Chance to Choice' curriculum. The key to its ongoing success is creating and locally owned and sustainable program for future generations.

## What

### Hat Trick Initiative: 3 Goals in 3 Years

**Year 1, Goal 1:** We send coaches to communities to work with local teachers, volunteers and children for up to 12 weeks/year over 3 consecutive years. Online mentoring is established and ensures continuous improvement.

**Year 2, Goal 2:** We fund selected community teachers and coaches to train in the UK or US to gain valuable educational and social experiences for up to 12 weeks/year for 2 consecutive years.

**Year 3, Goal 3:** We provide soccer kit and educational supplies and develop sports educational facilities to help the community to sustain the program.

## Why

**Development through sport isn't simply having a game of soccer and then talking to the children, it's about using sport for real social development. A unique and innovative approach is needed**

The key to success is sustainability - the program must be able to continue after Coaches across Continents has completed the 3 year commitment. Sustainability is ensured by using a hands-on approach with deep community involvement. By training local teachers and volunteers, they can continue to use soccer to change the lives in the community over many years by delivering consistent messages on important social issues like HIV, gender issues and tribal roles.

## When

**Controlled business growth and social development through to 2014: a business strategy to create sustainability of the Hat Trick Initiative**

2008	1 community in Tanzania
2009	3 communities in Tanzania, Zambia, Malawi
2010	18 communities in Tanzania, Zambia, Malawi, Uganda, Kenya and South Africa
2011	Programs to run in 13 countries on 4 continents including USA, India, Ghana, Botswana and Namibia
2012	40 communities in 12 African countries and 6 communities in 3 South American countries

# 'Chance to Choice' Curriculum

*“We do more than coach soccer. We use soccer all around the world to educate local teachers, volunteers and coaches so that they can change the lives of children and communities”*

Seamus Malin, US Soccer Hall of Fame and Harvard 1961  
Coaches across Continents Boards of Directors

One of our core strategies is to use a **cascade teaching model** where **Coaches coach Coaches teach local teachers and volunteers** who then teach the maximum possible number of children.

We call our online curriculum 'Chance to Choice' as it focuses on giving children deeper insight that enables them to move from the conformity of an unquestioned lifestyle to the recognition of potential choice.

We achieve excellent levels of engagement with the children as the educational games we have created are fun to play. Examples include:



# Corporate Benefits

**Partnering with Coaches across Continents can help you to achieve your strategic Corporate Responsibility objectives, such as:**

## **Positive Customer Perception**

A partnership enhances your corporate image with current and prospective customers. We provide you with external communications material and support to enable you to publicise your organisation's involvement. We can also publicise your commitment to the program through our own media channels, subject to your requirements.

## **Increased Employee Engagement and Recruitment Appeal**

Improved employee pride from working for a socially responsible company while also developing a strong recruitment tool. We provide you with material for internal communications, including feedback direct from the local coaches on how your involvement has impacted the community.

## **Building Skills and Leadership Development Opportunities**

There may be opportunities for your employees to volunteer their time, either remotely or even in one of the communities in which we operate. The availability of this opportunity creates deeper employee engagement, increased employee retention and enhanced recruitment appeal. It also enables employees to build a variety of transferable skills such as public speaking, facilitation, working under pressure in challenging environments, dealing with diversity, flexible working and leadership skills.

## **Global Footprint**

Our flexible business model and global reach and network gives us the capability to launch quickly into new regions. Partnerships can be tailored to fit preferences in terms of future project locations to enable more favourable relations with the governments, businesses and customers in the countries that you want to target.

# Partnership Opportunities for Corporations and Teams

There are various levels of partnership opportunities ranging from financial investment to the provision of services, skills or time.

With the unique and flexible nature of our organisation, we are able to offer tailor-made support packages. Our programs have many different needs and **we look forward to a conversation** to discuss the various ways that you can help and the many ways you will benefit.

In terms of financial partnership opportunities, the following 3 year commitments may be considered:

- **\$3,000 per year** Soccer equipment provision
- **\$9,000 per year** Hands-on coaching provision
- **\$27,000 per year** Support a complete Hat-Trick initiative
- **\$81,000 per year** Strategic Partner: responsible for launching a program in a new country/region; part of location / strategic decision making process. Can be aligned to your Corporate Responsibility strategy / global footprint.

***“In 2008, 2009 and 2010, 95% of all money raised was used “on the fields” in Africa.”***

***Please see next slide for more details of what each of these investments would provide.***

# Financial Partnership Opportunities

**\$3,000 per year**

## Soccer equipment provision

- 50 pairs of boots/cleats and 1 set of uniforms per year, or
- 120 One World Futbols that are indestructible.

*“At our Coaches across Continents program in Malawi there were 28 soccer balls for 1400 children; most without shoes”*

Christian Aviza, Coach

**\$9,000 per year**

## Coaching provision

- 1 international coach traveling to the community for up to 12 weeks per year
- 1 local community-based coach/leader travelling to US/UK for training and development
- Ongoing online mentoring of community based leaders and coaches

*1 International Coach = 30 local teachers/volunteers trained = 3000 children reached. 1 community leader with international training reaches a further 30 local teachers/volunteers*

**What are we asking for?  
A 3 year commitment of...**

**\$27,000 per year**

## Support a Hat Trick Initiative in its entirety

- Equipment provision as per \$3,000 per year partnership
- Coaching and mentoring provision as per \$9,000 per year partnership, with double the number of international coaches (2 instead of 1)
- Soccer for Social Development facility
- School supplies including notebooks and stationery

*2 International Coaches = 80 local teachers/volunteers trained = 8,000 children reached. 1 community leader with international training reaches a further 30 local teachers/volunteers*

**\$81,000 per year**

## Strategic Partner

- Expansion into new geographic region
- Completion of multiple Hat Trick Initiatives

in their entirety, each one as per \$27,000 per year partnership

- With this level of investment, economies of scale allow us to operate in up to 8 communities within a country, sending 8 international coaches and developing 8 local coaches/leaders

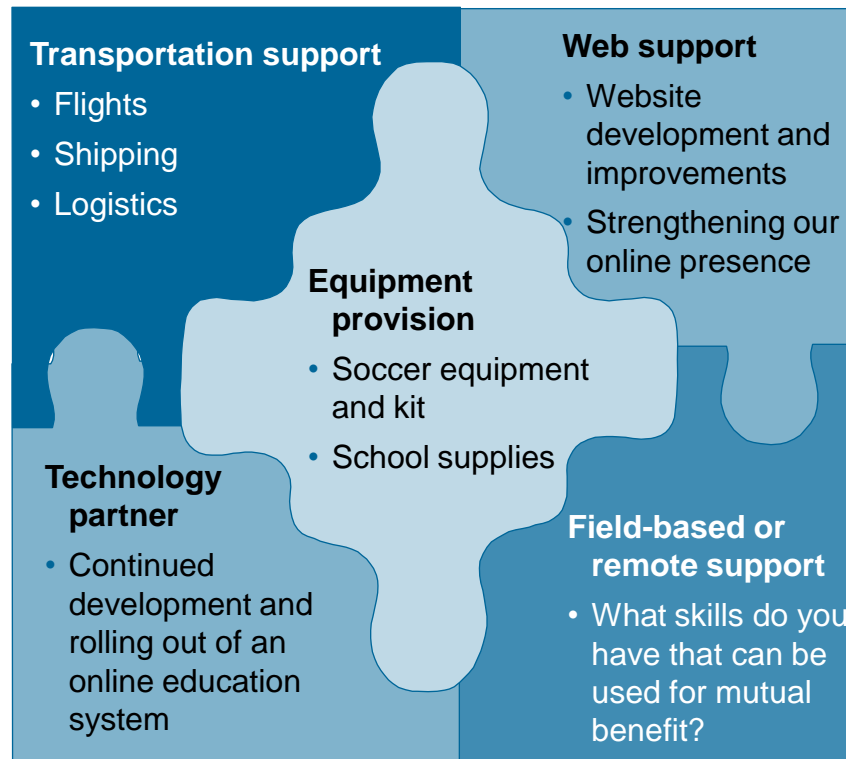
*8 International Coaches = 320 local teachers/volunteers trained = 32,000 children reached across 8 communities. 8 community leaders with international training reach 240 local teachers/volunteers*

With this level of investment, you can choose to be the sole partner from your industry and can be part of our strategic decision making process, including the determination of which country to implement the initiative in, ensuring that it closely fits with your corporate responsibility strategy.

# Non-Financial Partnership Opportunities

A key challenge we face is managing the expansion of our initiative into new communities. While a financial commitment helps, there are many alternative ways that you can help by donating services or the time and skills of your employees.

This support may be provided remotely or it may involve sending employees out to devote their time and skills in one of the communities in which we operate. We are happy to discuss ideas you have with how you may be able to help, including any of the following:



# WISER: A new perspective for effective monitoring and evaluation

## WISER: Beyond Training and Towards Education.

**W:** Is the programme **WORKABLE**?

How does it meet the specific local reality?

**I:** Is the curriculum used **INTELLIGENTLY**? Is thought given to alternatives?

**S:** Are the programme and curriculum **SITUATED** within local networks?

**E:** Were coaches willing to **EXPERIMENT** to meet local needs?

**R:** What **RESULTS** were achieved?

**Achieving Wiser Outcomes:**

‘Plan – do - review – plan’ model

Supports coaches and partners to plan, deliver, monitor and evaluate all CaC programmes based on **WISER** criteria.

Uses findings to evaluate effectiveness and inform future planning and curriculum development.

**WISER:** Acknowledges complexity.  
Honours uniqueness.  
Optimises relevance of curriculum.  
Builds on emerging strengths.  
Enhances locally owned sustainability.  
Empowers coaches/teachers/young leaders to think and judge.

# Monitoring and Evaluation: Our WISER model.

For you to articulate the benefit and impact of our partnership, we recognise that it is critical to rigorously measure and evaluate our projects. Effective measurement enables stories to be told, excitement to be created and gives you the means to communicate the impact of your involvement to your partners, employees, investors and customers.

We are able to provide you with quantitative benefits derived from detailed reports from our online system as well as the broader qualitative social impacts that have been realised as a result of our partnership. Examples of some of the quantitative measures include:

<p><b>Number of local teachers/volunteers trained</b></p> <p>2008: 30                      2009: 270          2010: 900                    2011 (forecast): 1400</p>	<p><b>Number of children reached</b></p> <p>2008: 3,000                      2009: 27,000          2010: 90,000                    2011 (forecast): 140,000</p>
<p><b>HIV awareness figures</b></p> <p>For example, in 2010, 45,000 children attended World Aids Day which featured our educational games in 4 African countries</p>	<p><b>Curriculum delivery statistics</b></p> <p>Every educational session is recorded by our online system. Data includes number of teaching hours delivered, upcoming teaching hours planned, etc. This information allows us to measure impact and success of each training hour</p>

While these quantitative measures are useful, it is critical to measure the **impact** of reaching so many children and delivering so many hours of training. This data is also available. For example, in one community, the added impact of the Coaches across Continents program in schools is:

- **50% increase in school attendance leading to improved prospects for a greater number of children**
- **90% decrease in school crime leading to a safer and more secure environment for children to learn in**
- **25% increase in female participation leading to increased female confidence and empowerment**

# Success Stories: WISER Community Impact

## On the Field Impact with Community Partner Programs 2010:

- **Botswana:** Coaching for Conservation
- **Kenya:** VAP, SEP, The Kickabout and KYFA
- **Malawi:** Play Soccer and Funwefarm
- **South Africa:** Whizzkids
- **Tanzania:** Kigoma and Geita
- **Uganda:** Buwate, FRO and Straight Talk, Busia
- **USA:** PLAY SOCCER and USC
- **Zambia:** BSI and Play Soccer



## Off the Field Impact speaking at Sport and Development Events :

- Coaches across Continents was a key speaker at Beyond Sport, Chicago; Aspire4Sport, Qatar; USC Washington DC; Peace and Sport, Monte Carlo

# Success Stories: WISER Community Impact

The first 27 Soccer for Female Empowerment Junior Coaches in Oyugis, Kenya

51 Soccer for Leadership Coaches in Kisumu, Kenya

80 former child soldiers start Soccer for Conflict Resolution in Pader, Uganda

7000 children receive HIV education in Durban, South Africa

The first Sportcourt built in Kigoma, Tanzania

A local fundraising initiative started in Blantyre, Malawi

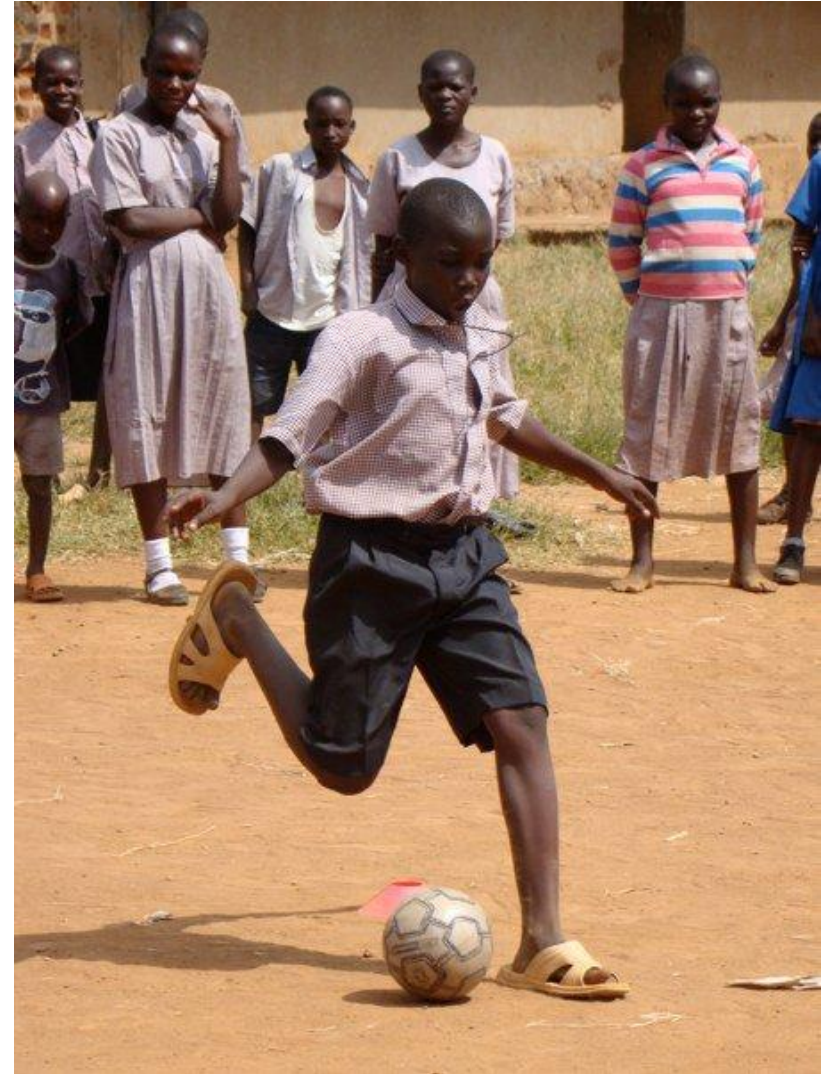
Soccer for Female Empowerment begins in Lusaka, Zambia

4 Soccer for Health and Wellness tournaments in Monze, Zambia

75 coaches and 2500 children receive Soccer for Health and Wellness HIV education in Nairobi, Kenya

16 schools receive 8 week education course in Busia, Uganda

18 community partners in 6 countries receive education to create locally owned, sustainable soccer for social development programs



# Success Stories: Individual Impact

**Andy spent a month in Kenya working with 2 partner programs.**

“In Oyugis we started the first Football for Female Empowerment program. At the start of the program we couldn’t get the young women to talk.....but by the end we couldn’t get them to be quiet!! Now we have 27 Junior Female Coaches working in the community teaching Female Empowerment and HIV prevention. “



**Sam spent 3 months in Monze, Zambia educating local volunteer, international volunteers and local children.**

“Our Football for Health and Wellness was one of the most eye opening experiences of my life. We were able to educate many of the local boys and girls to get tested at the free clinic and to use football to teach them some things about HIV. We started the process towards Behaviour Change rather than just reiterating facts. I’m looking forward to working again at a new community”

**Coaches across Continents is working with partner groups throughout the world to create safe environments for girls to join our Soccer for Female Empowerment programs.**

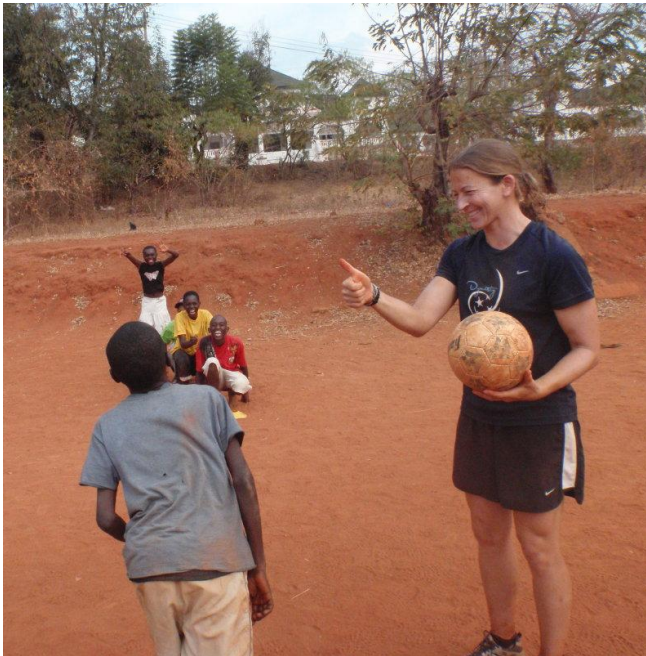
# Success Stories: Teacher/Coach Development

## Voluntour Coaches – An Experience that changes lives.

My experience working with Coaches Across Continents in Busia, Uganda was extremely rewarding and life changing. My experience consisted of coaching five units of educational football sessions at 16 local primary and secondary schools. The units were health and wellness, conflict resolution, female empowerment, HIV prevention, and fun. By working with local leaders and teachers within the community, we created locally owned and sustainable partnerships that will produce long-term positive change in Busia. I felt as though I was truly reaching out to a large group of youth and educating them about healthy lifestyles and choices and making a difference in the community. One of the most memorable moments was the routine end of session dance-offs at two of the all girls schools. I think I learned just as much about Ugandan culture and life as I taught about female empowerment and HIV (the two most important units for Busia) and this experience has shaped how I am and how I live. After spending a few weeks in Busia, it was impossible to walk around the town without a few kids shouting out your name and saying hi because they remembered you from running a session at their school.



# 2011: A Professional response to the growing demand for Coaches across Continents.



In the last months of 2010, Coaches across Continents received 47 new partner requests from communities in 21 countries.

Our Boards met and discussed each partner request.

It was decided that 2011 was to see growth both on and off the field. Partner communities were selected in 13 countries on 4 continents.

And off the field, the Business Board put into operation our own sustainable business plan to raise awareness and funds for the growing demand for our services.

Our aim is to help communities to develop through sport and continue to expand and change the lives of hundreds of thousands of people in these developing communities.

## Remembering Sir Bobby Robson: 18 February 1933 – 31 July 2009



**Young coaches in Oyugis, Kenya wearing soccer shirts donated by the Sir Bobby Robson Foundation.**

It was with great sadness when we learned of the death of one of our great supporters and spokesman, Sir Bobby Robson. Sir Bobby, the former England Manager, was a true supporter of “The Power of Football” and his kind words and advice were important in the growth and success of our programs . When we spoke about children in our communities around the world, his eyes would light up at stories about our Walcott and children with no shoes playing on fields with no grass and he would smile and shake his head. I’m sure that if his health had permitted, that he would have been first on a plane to Tanzania or Malawi or India and, with his tracksuit on, he would have passed on his unmatched enthusiasm for football to the children in our communities. The world of football will miss this great man and all of us at Coaches across Continents will miss sharing our successes with him. With thanks, we say goodbye to one of the truly great football heroes.

# Social Responsibility Supporters 2010/2011



# Winner of the 2009 Beyond Sport Global Award

“We awarded Coaches across Continents the Best New Project Award due to its innovative model and curriculum, the extensive impact it has on the communities in which it works, its already-proven sustainable nature and the potential to replicate it across many communities worldwide.”



Nick Keller, Founder of Beyond Sport

**BEYOND  
SPORT**

# For more information 2011

**We are excited about talking to you in more detail regarding specific opportunities that may exist in order for you to partner with us and for us to help you meet your strategic Social Responsibility goals.**



**For more information, please visit:**

**[www.coachesacrosscontinents.com](http://www.coachesacrosscontinents.com)**

**Contact: [nickgates@coachesacrosscontinents.com](mailto:nickgates@coachesacrosscontinents.com)**

# Thank You

