

# final Stories

"The Homeless World Cup is an extraordinary example of the application of sport as a tool for community development. Its impact has been consistently significant with a large majority of players changing their lives for the better."

Mr. Wilfried Lemke, Special Adviser to the United Nations



**UGANDA** - Gender inequality is rampant in East Africa, and girls were disproportionately affected by the 21 year long Ugandan Civil War.

Jennifer Achan was abducted by the Lord's Resistance Army and spent several years as a guerrilla "wife" in the bush. She says: "100 of us were told to carry heavy loads to Sudan, more than 80 people died on the way, we just left them. I got involved in Girls' Kick It! because I wanted to get involved in society again. Football has changed my life."

Girls' Kick It has impacted the lives of more than 600 girls just like Jennifer in Internally Displaced Peoples Camps since 2006 - it is now providing opportunities for the young women to build on their football and coaching skills and move on to engage in social enterprise.

**Result** = A new enterprise has been created. The girls are raising and selling chickens to local hotels, businesses and nearby food markets - gaining experience in decision making, entrepreneurship and developing their business skills.

**INDIA** - Four years ago Homkant was forced to leave his remote village where many farmers were committing suicide to escape dreadful poverty. He participated in a football tournament organised by 'Slum Soccer', the India Homeless World Cup team and Homkant discovered he had a natural talent for goalkeeping. He was selected for the India team that played at the Melbourne 2008 Homeless World Cup.

He began to help out with the Slum Soccer tournaments he himself had played in, and became a full-time employee of 'Slum soccer Nagpur' and trained as a coach through #FootballFirst. He now works with groups of street children and slum and shelter dwellers, organising coaching sessions, regional teams and tournaments.

**RESULT**= In 2011 Homkant was part of the coaching team that brought a male and female team to the Paris 2011 Homeless World Cup, to finish in their highest ever position and winning the Community Cup, inspiring others to re-live his remarkable journey.



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# HOMELESS WORLD CUP

"Sport can awaken hope when there was previously only despair".

Nelson Mandela



a springboard for self development through football

# #FootballFirst



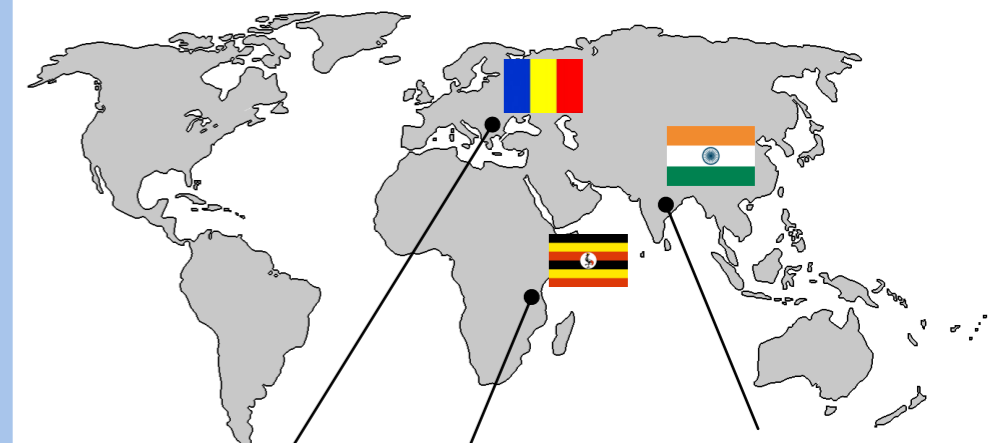
## #FootballFirst?

This football coaching programme has been developed as a response to the request from our national partners for Programme development. The Homeless World Cup is an International network of 70+ partner organisations whose work is united through their goal to improve the lives of the people they work with, using football as the catalyst. All aspects of the #FootballFirst programme are based on proven modules already developed and delivering positive outcomes.

The Homeless World Cup is a unique, pioneering social organisation which exists to end homelessness.

We use football to energise homeless people to change their own lives while developing innovative, effective solutions to homelessness worldwide. We operate through a network of over 70 national partners to support grass roots football programmes and social enterprise development.

We celebrate our year-round work in an annual, international football tournament that unites teams of homeless people from countries around the globe.



Vasily,  
Romania

"It was good because we didn't do that before. It helped me because I didn't have any idea on how to run a training, I learned some good principles that I will apply and I will be a good trainer"



Kevan,  
Uganda

"Football brought me out of isolation and back to life. I now coach a whole team in my camp ... everyone respects me"



Disha,  
India

"Playing for Slum Soccer has given me a mission in life. It has made me realize that I can make a difference in other children's lives. I want to become a coach and teach other girls to play football"

# #FootballFirst Programme

## Effects of Homelessness

Homelessness can force people into isolation, which affects their ability to share, communicate their thoughts and work with others. Day-to-day survival needs take priority over longer term planning – often resulting in a chaotic lifestyle.



## Why Football?

Everyone knows football – all you need is a round shaped object to practice on your own or with any number of others. Taking part in regular football sessions provides a simple framework for homeless people to develop a new way of life, with structures and goals - a platform for a better future.

When a homeless person gets involved in football they communicate and build relationships with others; they become teammates, learning to trust and share; they have a responsibility to attend training sessions and games, to be on time and prepared to participate. They feel part of something.

Based on their current capacity our National Partners can offer the opportunity to only a tiny fraction of those who may wish to play football. We have addressed this issue by piloting the creation of national networks of service providers to the homeless who use, or wish to use, football to engage with their target group.

Our modular programme has flexible entry points to best suit the needs of our global network, it builds their capacity to grow their programmes and gives players a step up into the world of organised football and onto the pathway out of homelessness.

“Everybody needs to wake up in the morning with a goal. The Homeless World Cup brings this opportunity – to go into training, to change your life”

**Eric Cantona , Homeless World Cup**



## Transferrable skills

As their confidence and competence increases homeless players can move into coaching, refereeing and football administration through #FootballFirst - where the skills gained in planning, organisation, budgeting, monitoring and evaluation are ultimately transferable to other areas of life, such as home and job acquisition or development of locally determined social enterprise activities. This stage has been reached in Uganda, where the young women have recently embarked upon a poultry project, which is generating incomes and ensuring sustainability for the future.



## Each Course Contains

- Management tools and guidance
- Basic 8 week coaching programme
- Player evaluation tools
- PR basics
- Creating a network
- 1 year seed funding
- Team work
- Planning and evaluation
- Tournament organisation
- Referee Basics
- Mentoring
- Training delivery skills
- On-going online support and materials
- All courses delivered by qualified International trainers
- Part of the UK Sport ICES Project - benchmarking international coach standards



**Romania** - Gaby was abandoned in a hospital when he was just a few hours old and taken directly to an orphanage – his birth was never documented properly and he has no official papers, meaning he does not exist in the eyes of the authorities. He is therefore excluded from any state benefits or services.



Gaby spent the first nine years of his life in a variety of orphanages, finally running away and living in the sewer complex underneath the streets of Timisoara.

The #FootballFirst course was the first piece of training that Gaby had ever completed; his transformation from a belligerent bystander, intoxicated on glue, on day one to a confident and smiling football coach on day five was remarkable

**Result** = He continues to play regular football and delivers weekly coaching sessions in a young offenders' prison just outside Timisoara. With the help of our National Partner "FotbalDeStrada Metanoia"

Gaby is working to complete his official papers and take his place as a full citizen of Romania

## Step 1 - Basic Programme

Enabling National Partners to deliver a high quality programme to the maximum number of homeless people possible, this course provides:

- Start up ideas
- Management templates
- Coaching drills and practices
- Impact assessment tools
- Life Skills training.
- Networking support



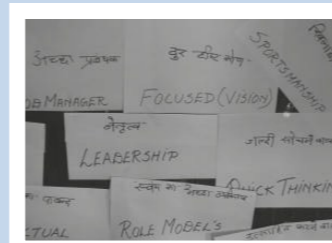
## Impact!

- ◆ Established programme - fully equipped monitoring and evaluation systems
  - ◆ 4 coaches up skilled
  - ◆ 3x weekly sessions for 300 homeless players
  - ◆ Network of local service providers created
  - ◆ Local league established
  - ◆ Annual tournament
- Model established for national replication

## Step 2 - Coach Education

This provides a pathway to maintain players' interest and encourage skills acquisition and is unique as the novice coaches use their own life experiences alongside the core coaching skills to deliver a strong social message to vulnerable and peer groups on how to avoid or deal with the difficulties they face. This can be promoted as a service to external agencies, giving the new coach the opportunity to be seen as a leader and use their skills to earn rewards.

As more coaches are trained and are running their own programmes the National Partner's programme reach expands significantly.



## Impact!

- ◆ 25 coaches trained and equipped, providing regular football for 1250 homeless players
- ◆ Project staff trained as mentors
- ◆ League structure expanded

## Step 3 - Coach Educator

To "close the circle" Homeless World Cup has created a train the trainer course, which allows National Partners to expand its pool of coaches locally and nationally - and supports the development of basic programmes across the whole country.

## Impact!

- ◆ All impact of Step 2
- ◆ Future training can be delivered in country by local coach educators

