



**73% of players change
their lives for the better**

Cape Town 2006 Impact Report



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A message from Mel Young, President Homeless World Cup

For the 4th year running the research into the impact of the Homeless World Cup on the players shows consistent, significant results. Following the Cape Town 2006 tournament 73% of players have changed their life for the better and 92% have a new motivation for life.

Cape Town 2006 was the first time we held a Homeless World Cup in Africa, bringing 13 African nations to the tournament. We doubled in size to include 48 nations, involving an estimated 17,000 people in pre-tournament training and trials around the world.

With this phenomenal growth we are extremely pleased to see that the impact remains consistent, positive and significant. Once again sport demonstrates the tremendous power it has to change lives. It is this impact that drives us to do more.

It is the players, their dignity and their courage to take the opportunity to represent their country and go on a life-changing journey that makes the Homeless World Cup such an incredible sporting event. The thrill of the game, the camaraderie of the teams, friendships formed, the joy of winning, the agony of losing, hope, glory and determination to overcome, to score your own personal triumph, is uniting a community of thousands around the world, a community embracing the Homeless World Cup, and the players that stand proud.

We look forward to Copenhagen 2007, Melbourne 2008 and onwards into the future bringing the opportunity to meet more of you.



Summary

6 months after the Cape Town 2006 Homeless World Cup players report:

- **92% have a new motivation for life (342 players)**
- 72% play football after the Homeless World Cup on regular basis (268 players)
- 89% have improved social relations (331 players)
- 73% have changed their lives for the better (272 players)
- 35% have secured regular employment (130 players)
- 44% have improved their housing situation (164 players)
- 39% chose to pursue education (145 players)
- 25% addressed a drug dependency (93 players)

Other key statistics:

- The number of African nations participating leapt to 13
- 16 female players represented their country
- All 48 nations held national qualifications or selections
- 31 nations run or plan to develop a national street league for social inclusion projects after the Cape Town 2006 Homeless World Cup
- An estimated 17,000 players were involved in pre-tournament training and trials



Facts

Positive impact:

The 4th annual Homeless World Cup held in Cape Town from 24 – 30 September 2006 continued to build upon the legacy of positive impact achieved at the previous three international football tournaments. The first Homeless World Cup in Austria 2003 hosted 18 nations and in 2006 this number had grown to 48 nations, increasing the number of registered players from 141 to 372. Preparations for the upcoming Copenhagen 2007 Homeless World Cup indicate further growth to 64 nations in 2008.

For the vast majority of players (more than 90%) the Cape Town 2006 Homeless World Cup had a strong, positive impact on their lifestyles. The most important personal effects continue to be higher self-esteem and motivation for life with positive outcomes ranging from improved job and housing situations, better social relations, stronger engagements with street papers to better health. A very high percentage of players (72%) continued playing football after the Homeless World Cup when only 41% played on a regular basis before.

Changing lives:

Changing the players' living situation has a plethora of diverse meanings in each of the participating countries. Improvements in quality of life for a person homeless in Switzerland, Namibia or the Ukraine look very different. In wealthy industrialized nations the emphasis lies on integration, education and drug and alcohol treatment. By contrast, in Namibia or South Africa getting a job or education means a significant improvement to a player's living situation, he or she may be sleeping rough.

Overall the percentage of players who improved their housing situation after taking part in the tournament has risen from 40% to 44%. Similarly, the percentage of players moving on to education after their participation has jumped from 28% to 39%. This indicates projects have gained more experience and developed more effective structures for the long-term support of their players.

Sponsor benefits:

All projects that organised teams for the Homeless World Cup have reported an increase in profile, media coverage and sponsor relations. The "Big Issue in the North" (England) continues its training partnership with Manchester United. The Spanish project "Rais" is partnering with Real Madrid, the "CAIS" street paper from Portugal is supported by SL Benfica.

Overall, the teams have experienced a rise in the number and quality of sponsorship offers between 2004 and 2006. This indicates a growing culture of sponsorship focused on the Homeless World Cup, but also an improved approach on the part of the teams with regards their funding.



Grassroots development:

All participating street papers and social organisations have formed football programs operating on a regular basis as a part of their social inclusion activities.

All 48 nations held national qualifications or selections up from 3 in 2003 to 13 in 2006, a clear sign that the Homeless World Cup message has reached the grassroots level.

31 countries run or plan to develop a national street league for social inclusion projects after the Homeless World Cup 2006: Australia, Austria, Brazil, Burundi, Cameroon, Canada, Czech Republic, Denmark, England, Finland, France, Germany, Ghana, Ireland, Italy, Kazakhstan, Kenya, Liberia, Mexico, Namibia, Netherlands, Nigeria, Poland, Portugal, Russia, Scotland, South Africa, Spain, Switzerland, Uganda, USA. This is compared to 5 after 2003, 12 after 2004, 16 after 2005.

The number of African nations participating leapt 3 in 2003 to 13 2006.



Figures

Participating teams: 48

Afghanistan, Argentina, Australia, Austria, Brazil, Burundi, Cameroon, Canada, Chile, Czech Republic, Denmark, England, Estonia, Finland, France, Germany, Ghana, Hong Kong, Hungary, Ireland, Italy, Kazakhstan, Kenya, Liberia, Lithuania, Malawi, Mexico, Namibia, Netherlands, Nigeria, Norway, Paraguay, Poland, Portugal, Russia, Scotland, Serbia, Slovakia, South Africa, Spain, Sweden, Switzerland, Uganda, Ukraine, USA, Zambia, Zimbabwe.

Registered players: 372

356 male players, 16 female players (1 Brazil, 1 Italy, 4 Paraguay, 4 Rwanda, 1 Switzerland, 2 Scotland, 1 Slovakia, 2 Uganda)
4% female participation. 100% more than 2005.

Average age: 28

Oldest player: 63, Jesús Baeza Campo, Spain

Youngest player: 16, Nilsa Elisabeth Ramirez Barrios, Paraguay

Tournament experience:

The Homeless World Cup rules allow players to participate in a maximum of two Homeless World Cup tournaments.

- 88 % played in the Homeless World Cup for the 1st time (327 players)
- 12% played in the Homeless World Cup for the 2nd time (45 players)

Commitment to football and playing sport:

- 41% played football before the Homeless World Cup on a regular basis (153 players)
- 72% play football after the Homeless World Cup on regular basis (268 players)



Player Quotes

"It was such a beautiful and moving experience to participate in the Homeless World Cup. If it were not for the pictures, I still could not believe that I have been in Cape Town."

Samuel Lee, 24, Austria

"After Homeless World Cup and the TV coverage I've been feeling better. I sell the street-paper easily and get invited to read my poems. People recognise me and my 3 children on the street. I guess they are kind of proud of me as player and mother."

Tula Pilar Ferreira, 36, Brazil

"The Homeless World Cup is a possibility for young players to change their lives."

Hussein Ntahoturi, 21, Burundi

"The Homeless World Cup has really helped me to have a life time opportunity of travelling in an airplane, visiting another country and owning a passport. I am now more organized and a girl has agreed to be my fiancé."

Christian Bernard Lima, 27, Cameroon

"The Homeless World Cup has helped me to regain confidence in myself. I have renewed my priorities in life."

Adam Vernon, 24, Canada

"It was a wonderful twelve days. I will never forget them!"

Petr Karel, 33, Czech Republic

"If you get the opportunity, take it as it can change your life."

Kevin Garrigan, 24, England. Now signed by Ryhope CW, semi pro club

"Brilliant experience. Best thing in my life. Thousand thanks!"

Ari Hulden, 46, Finland

"The Homeless World Cup was a fabulous event and I'm proud and happy, that I had the chance to make this experience. I really appreciated the team spirit of all the different teams and that there was no envy between the teams and players."

Jens Grospitz, 26, Germany

"The Homeless World Cup needs to be continued and people need to support it because it has brought a lot of hope to me."

Eugene Boye Lomotey, 30, Ghana

"The Homeless World Cup was the biggest thing in my life and I have never seen red sausage before. I want to go to SA again."

Attila Amler, 29, Hungary

"It was great to meet people, interact and have fun without the use of drink or drugs. It was good for my self esteem."

Dave McPhillips, 30, Ireland

"It's a wonderful occasion to develop the hope in people who didn't think to could have anymore."

Veronica Rissicato, 18, Italy

"The Homeless World Cup has given me a lot of opportunities I never would have had- young girls want to be like me and get on in their lives too."

Cherie Kpenneh Sayon, 19, Liberia



"The Homeless World Cup was a great event. All of us remember every day and moment of our being in Cape Town. Being there we felt that not all people are interested in the own business and income. We saw a lot of people from other countries are in similar situation but they also do not want to give it up. We felt support and now we exactly know that there are people who ready to help people like us."

Ergaly Kalikov, 40, Kazakhstan

"The participation in the training program for the Homeless World Cup has helped me to return to a normal life."

Jonas Sapkauskas, 50, Lithuania

"The Homeless World Cup has been fantastic for all of us. Please keep it up!"

Jan Smits, 48, Netherlands

"The participation in the Homeless World Cup has turned around my whole life."

Joseph Olamiju, 25, Nigeria

"It was an eye opening experience for a life time to meet so many players from other countries. First we had doubts if girls could play football with boys, but then we realized that we are as good as them, sometimes even faster."

Daisy Recalde Duarte, 17, Paraguay

"Street soccer improve inclusion mechanisms and my personal motivation. This was chance to run away from the day-by-day. I am unemployed and I haven't even a small camp to play football in my quarter. Street soccer it's a great idea!"

Eduardo Antunes, 20, Portugal

"For the first time in my life I have realised a big dream."

Viatcheslav Shelaevskiy, 27, Russia

"The Homeless World Cup is good and should be continued because it has the power to change your life. I especially encourage girls to participate, because it can change their living styles as it did to me."

Claire Uwimana, 18, Rwanda

"Participating in the Homeless World Cup was pure brilliant for me."

Laura Graham, 18, Scotland

"Thank you for giving me this opportunity!"

Xolani Ndamase, 23, South Africa

"¡Viva el fútbol!"

Jesús Baeza Campo, 63, Spain

"The Homeless World Cup is a big event. My mindset has been changed."

Dag Wigert, 34, Sweden

"I have learnt that I must go my own way and trust more in myself."

Tina Maire, 26, Switzerland

"I always wanted to see Africa, to speak with the local people, to swim in the ocean. I saw and I spoke with Eusebio, it was fantastic. I'll never forget it. The Homeless World Cup gave me the confidence that all what you aspire in strength, you just need to believe."

Yurij Buchakov, 23, Ukraine

"For me the Homeless World Cup is an outlet that is needed to fight social exclusion. Keep the fire burning. Thank you so much guys!"

Simbarashe Nyakabawu, 20, Zimbabwe



International Supporters

The Homeless World Cup has a strong supporter base of well-known people around the world. And they invite you, urge you, to get on the team with them now!

Desmond Tutu, speaking at Cape Town 2006:

"All over the world, I want to say, we've got to end homelessness. Everyone should have a home. It is a right, not a privilege. People treat the homeless as if they're sub-human. In order to overcome this discrimination, we have to unite against homelessness as we did when we fought apartheid."

Ringo Starr

"The Homeless World Cup brings thousands of players a phenomenal once in a lifetime opportunity. The determination and tremendous human spirit they express is true inspiration for us all. Get into the Homeless World Cup. This is sport changing lives."

Didier Drogba, Chelsea FC

"The Homeless World Cup can change the life of anyone, not simply to help them become a professional footballer, but so that they can become a man. So that they can develop values, human values, which I think are very important. Become a fan of the Homeless World Cup. I am."

Luis Figo, Inter Milan

"One of the ways to show my gratitude is to extend and to share my luck, with those who need it. I believe that this way we will be able to create a happier more just society. It is with much honour that I associate the power of soccer to this noble, social cause."

Rio Ferdinand, Manchester United FC

"Football is for everyone. Get into the Homeless World Cup. I do."

Sir Alex Ferguson, Manchester United FC

"The previous years' Homeless World Cup's have shown that football is a powerful tool in changing people's lives, and it's great that we can play a part in that."

Get into the Homeless World Cup!



About the Homeless World Cup

The Homeless World Cup is an annual, international football tournament changing lives, whilst supporting grass roots football projects working with homeless and excluded people throughout the year.

The first tournament took place in Graz 2003, involving 17 nations. When the 5th annual tournament takes place in Copenhagen from 29 July – 4 August 2007, 48 nations will be united. They will be cheered as soccer heroes by 100,000 spectators and a further 60,000 people online. It is then passed to Melbourne for 2008.

As a result, 48 nations now have national selections or qualifications and 31 nations have set up or are in the process of setting up street soccer leagues benefiting an estimated 25,000 homeless people throughout the year.

73% of players change their lives for the better after being involved, coming off drugs and alcohol, getting into homes, jobs, education, training and repairing relationships and even becoming players or coaches with semi or professional football teams. Each player is a star with a courageous story to tell.

Nike and UEFA are founding partners and individual nations are supported by premiere league football clubs, e.g. England by Manchester United, Spain by Real Madrid and Portugal by SL Benfica. World figures Desmond Tutu, President Mbeki, Eusebio and the Kaizer Chiefs attended the Cape Town 2006 tournament while international footballers such as Didier Drogba, Rio Ferdinand, Lee Sharpe and Lukas Radebe also support.

Cape Town 2006 attracted 450 accredited journalists, including 27 international TV crews. It generated global coverage worth an estimated £2.5million addressing the issues of homelessness and changing the public perception of homeless people.

The Homeless World Cup works. Co-founded by world-leading social entrepreneur, Mel Young, co-founder Big Issue Scotland and the International Network of Street Papers, and Harald Schmeid of Austria it is enterprising, inspired and growing fast.

True grit, spirit and glory.

Vive el football!

www.homelessworldcup.org



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