



football for  Life
tacloban



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PLAYING FOR DREAMS IN COLOUR

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1 Introduction



“On the playground, everyone wears the same uniform and there’s no distinction. No one knows where you come from, no one asks where you come from. There are no limits to what is possible on the field. We are free to dream without fear. We are free to look ahead and not be reminded about what happened. We don’t forget,.. we just find a new and better focus.”

On 8 November 2013, Typhoon Haiyan (Yolanda), one of the most powerful storms ever to strike land, hit the Philippines. It caused appalling destruction, leaving 4 million people homeless and taking more than 6,300 lives.

FundLife International entered Tacloban six months following the super typhoon. After the immediate relief and recovery effort, there was a need to rebuild homes and infrastructure, but moreover, there was a need to restore hope, a sense of identity and belonging to the children who almost lost everything. There was need to restore childhood.

Football for Life (F4L), FundLife International’s flagship programme, is a strategic relief and development project aimed to restore childhood to children through organised and regularly scheduled ‘play’ sessions. F4L reached nine communities across Tacloban, developing the capacity of locally sourced coaches to cultivate an authentic community ownership model that works with civic, private, and public stakeholders.

Originally developed to provide the first line of psychosocial support to children after a post-disaster, the adaptability and popularity of F4L have made it a crucial long-term support system in ensuring public and private agencies can ‘build back better’.



2 Overview



OBJECTIVES

To help **restore normalcy, give hope, build resilience, and increase the morale** and well-being of the children and youth affected by Typhoon Haiyan through the use of sports

To **train and develop children for sport activities** in the community, in the process inculcating positive behaviours that benefit youth, peer educators, and community-at-large in all aspects of social and human development

To provide an **opportunity for gender equality** to stand and grow in every community the programme works with

To **help sustain social and human development activities** working with football in the areas of health promotion, social integration, children's rights, and access to education

To **create and support pathways in and out of sport** that give both tools and opportunities to young people to set higher goals in life

To **encourage youth participation and social cohesion** within the community, especially in good governance and the inclusion of the youth/rural poor in the democratic process

OUTPUTS

Provide regular "play therapy" sessions, and create a positive impact on children from Tacloban

Apply education themed curriculum focused on restoring resilience and stimulate academic appetite

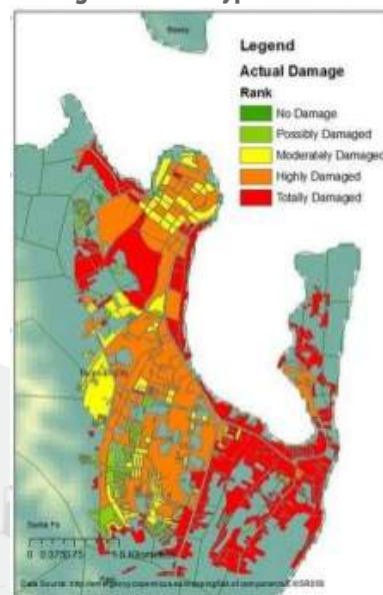
Cooperate with local schools and community in achieving the goals of the programme through knowledge exchange seminars

Develop local infrastructure for local capacity building

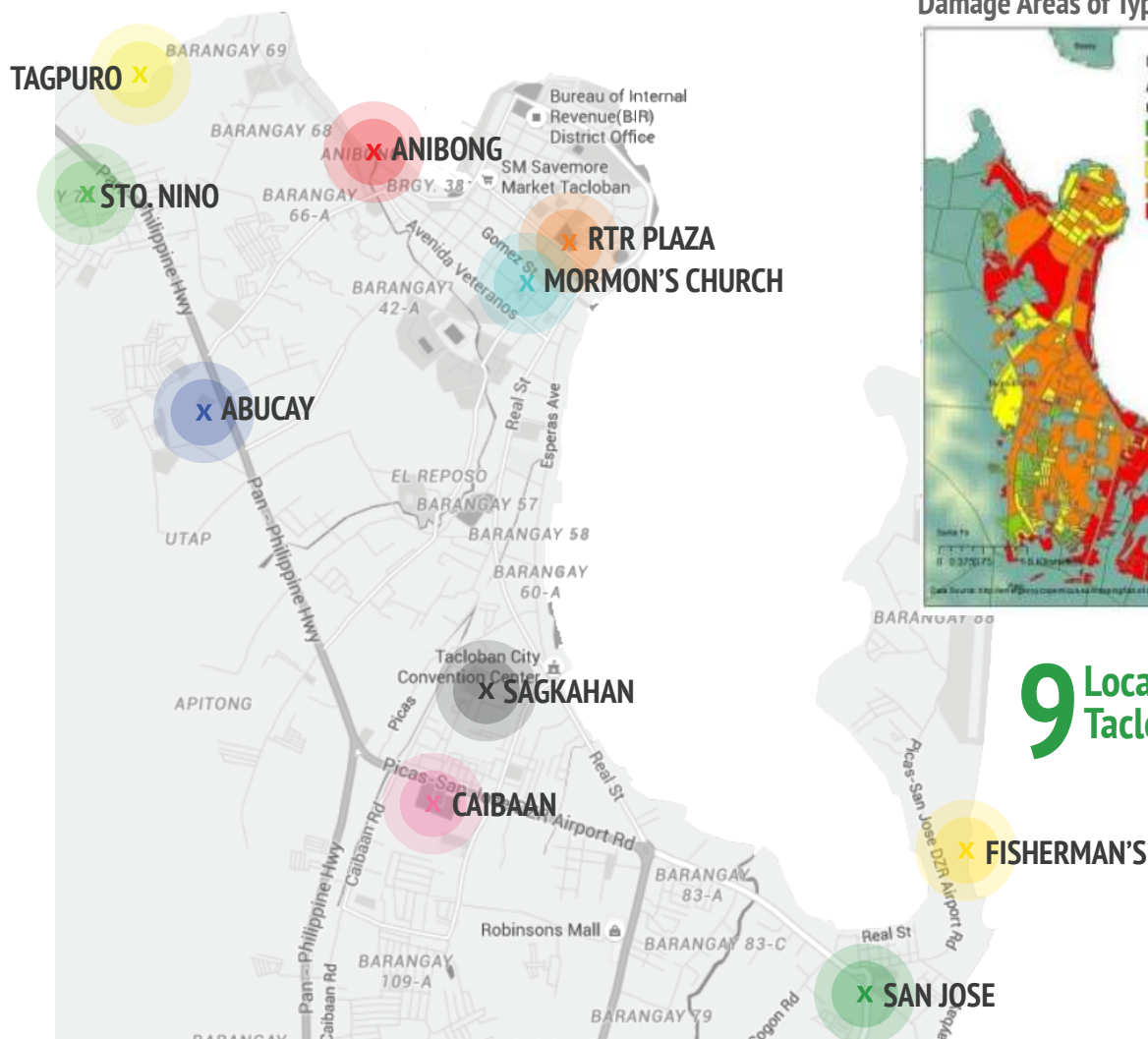
Incorporate Organisational and Operational Capacity across all programmes to ensure their self-sustainability

3 Concentrated Response

Damage Areas of Typhoon Yolanda



9 Locations across Tacloban City



A VISIBLE PRESENCE

F4L's first site was San Jose, the community that saw the highest number of child fatalities from the typhoon.

After establishing itself at San Jose Elementary school, the project expanded to neighboring communities, benefiting children in the most affected areas.

The needs-based expansion took the programme to bunkhouses for displaced families and to remote and underserved communities.

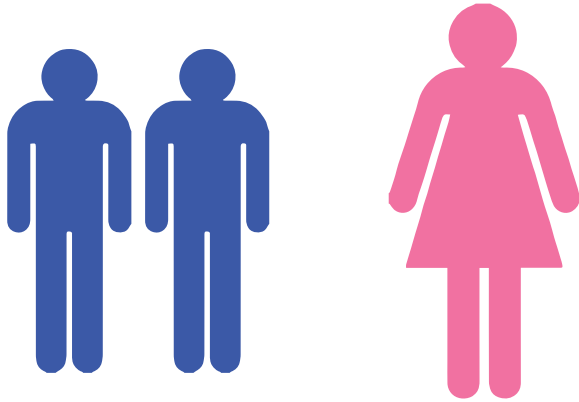
For many of the children in the F4L programme, the sessions were - and still are - their first and only organised play activity.



4

Impact at a Glance

HOPE BY NUMBERS

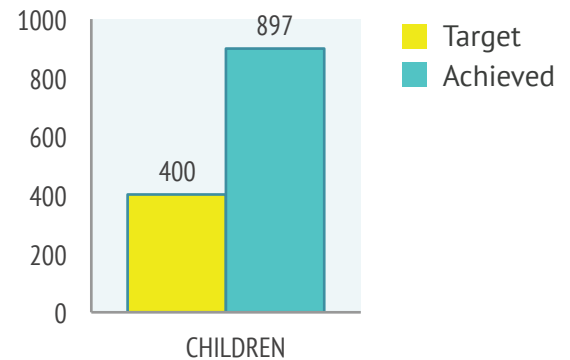


BOY

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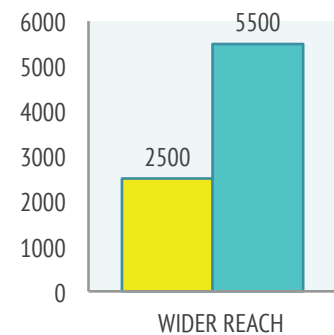
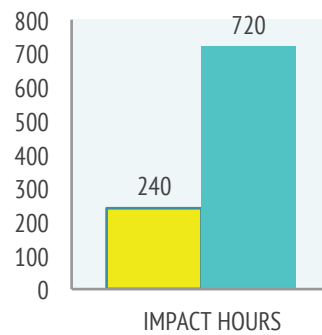
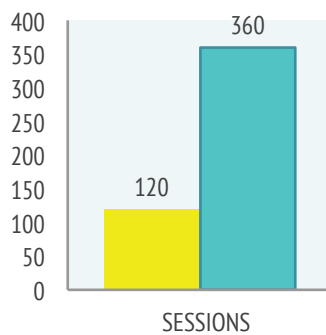
GIRL

Over 30% of all children attending F4L sessions are female.



Directly reached 897 children and positively affected over 2,500 children through F4L program.

ABOVE AND BEYOND



Within six months, F4L has conducted 360 sessions with over 400 children regularly attending every week.

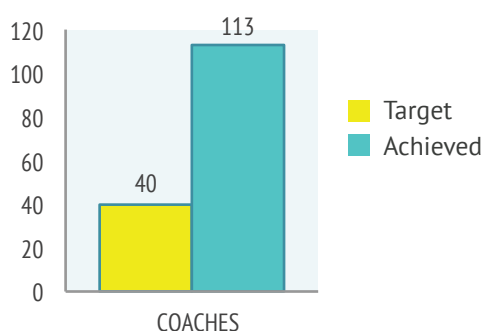


LOCAL CAPACITY BUILDING

Developed local infrastructure for local capacity building through knowledge exchange seminars and to offer organisational and operational support with Coaches Across Continents.

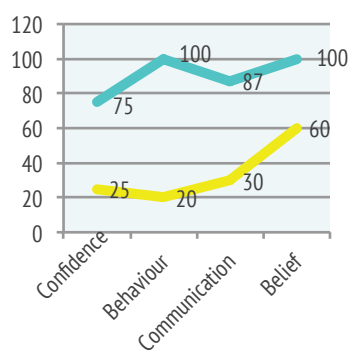
GENDER EQUALITY

75% of all F4L core local coaches are female, ensuring the project actively promotes and delivers opportunities for female empowerment.

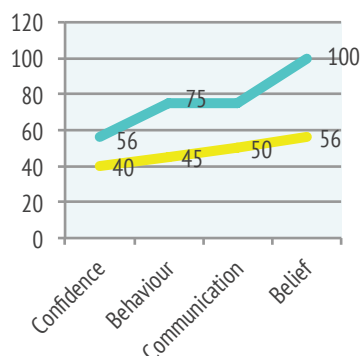


BEHAVIOURAL IMPACT

Beyond play, F4L uses sport for social impact games offering development of personal soft-skills in children. Some of these improvements are highlighted below:



SMALL GROUP
ONE COACH



BIG GROUP
MULTIPLE
COACHES

■ Before
■ After



OTHER ACHIEVEMENTS



Over **750 hours of play** delivered



Rehabilitated **3 safe spaces** for children, including a dilapidated basketball court



Delivered **child rights seminar** to 113 teachers



Promoted **social capital** as a powerful tool for marginalised communities



Fostered **self-directed learning**



Restored to children their **right to play, happiness, and belief that anything is within reach**

5 Highlights

JOURNEY OF CHANGE TO CEBU



20 children earned the chance to see a new world: traveling outside of their province for the very first time to represent their city!

TEAM BUILDING



9 community Football Clubs were created, giving children purpose and identity.

F4L LIGHT UP TACLOBAN



Restored lights damaged by the typhoon, giving children much-needed safe space to play, learn, and just be children.

LOCAL CAPACITY BUILDING



Delivered 20 seminar days on the use of sport as a tool for development to over 100 school teachers and coaches by bringing global experts, Coaches Across Continents, to Tacloban.

BEYOND SPORT AWARD

Beyond Sport is the global leader in Sport for Social Development, bringing together celebrities from business, sports, and politics to celebrate the power of sport.

F4L was the only Asian representative to be shortlisted for the award and was invited to attend the ceremony in London.



Transforming Spaces, Transforming Minds



The coastal community of Anibong was one of the most visibly destroyed and, subsequently, least supported areas following the typhoon after it was declared a 'no-build zone' - an ideal place for F4L to restore hope!



With the support of the Pilipinas Shell Foundation (PSFI), F4L set about rebuilding Anibong's basketball court, giving children a place to run, play and just be happy again!

COURT OF DREAMS



The F4L 'Court of Dreams' now delivers regular Play + Education sessions to children, offering a paradigm shift in what is possible, and passionate mentors dedicated to supporting big dreams!

6

Looking Ahead



A BRIGHTER TOMORROW

The immediate impact of F4L has been to reignite and restore the innocence and wonder that exist within all children. This new found optimism has much to look forward to as F4L prepares for a bigger and even better second year. Some highlights include:

**UNESCO Youth Leadership Forum 2016
in Tokyo**

2017 Satuc Cup in Egypt

2016 Sama Sama Games

WE'RE IN!

**SUSTAINABLE
DEVELOPMENT
GOALS**

1 NO POVERTY



**4 QUALITY
EDUCATION**



**10 REDUCED
INEQUALITIES**



**11 SUSTAINABLE CITIES
AND COMMUNITIES**



**16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS**



A SPORTS LEARNING PROGRAMME THAT HAS NOTHING TO DO WITH SPORTS

Using sport as a foundational platform for opportunity to stand, F4L offers a pathway to children throughout their development cycle.

**YEAR 1
DREAM**

Trust

PLAY

as a tool to engage

Football and
Identity Forming

Ages 11+

**YEAR 2
BELIEVE**

Hope

EDUCATION

as a tool to engage

Football and
Education

**YEAR 3
ACHIEVE**

Purpose

OPPORTUNITY
as a tool to engage

Education
and Mentors

**YEAR 4
SUCCEED**

Identity

DEVELOPMENT
as a tool to engage

Workshops and
Training

**YEAR 5
PLAY IT
FORWARD**

Influence

LEADERSHIP
as a tool to engage

Teachers for the
next generation

Ages 16+

"F4L ACADEMY"

7 Beyond Sport



How to inculcate a personal desire to develop in a child who is 7 years old and whose family lives in the harshest environment?

Through PLAY.

F4L takes this innate affection all children have for play and combines it with an innovative and experiential education model that teaches children the importance of staying committed. The more they play, the more they benefit.

Children who show outstanding commitment, reflected by their attendance and performance, are invited to join the Football Club. They get to earn their own jersey and pair of shoes, and are also invited to join out of town festivals. In the process they see through their own lens that commitment rewards.

They start to BELIEVE.

Children are trained by local coaches - coaches who are real-life role models. They receive training in using play as a tool for development and more importantly, in delivering specific messages and lessons to children.

Through participation in the F4L programme, children first learn the benefits of play and the rewards of commitment. Once understood, they will believe **nothing is impossible to ACHIEVE.**



“Sport has the power to change the world.. it has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers.” - Nelson Mandela

Special thanks to our partner:



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