

FIGHTING FOR GIRLS EQUALITY THROUGH FOOTBALL

ISF Cambodia (ISF) works with poor communities in Cambodia, where most children have grown up in extreme poverty, lacking nutrition, sanitation, healthcare, and education. For these disadvantaged youths, the opportunity to engage in organised sporting activities is extremely limited. Sadly, girls have less access than boys and poverty levels, domestic expectations, cultural traditions, and stereotypes often result in them facing discrimination – both on and off the pitch.

As one of the biggest organisers of women's football across Cambodia, ISF works hard to challenge these barriers to sport and society. Our award-winning Football Programme provides grassroots footballing opportunities to over 770 women and girls to educate, motivate, and empower them to build brighter futures.



THE TEAM

You will be supporting **Puon Phnom U14's Girls Team** which is made up of 20 aspiring female players from Puon Phnom Primary School. Like the majority of the children ISF supports, most of these girls come from disadvantaged families, with their parents working in unskilled and low paid jobs making it a challenge for them to provide the necessary basic needs.

The team train hard Monday to Friday at their school campus, located 16km from the capital in Prek Por Peal Village. They also participate in organised matches and tournaments, alongside life and social impact training. **Without the opportunity to play football through ISF's Football Programme, many of these girls would not have the chance to get involved in the sport that they love.**

TACKLING FOR CHANGE

Our Football Programme goes beyond providing players with the chance to play sport, develop skills, and improve their health. In line with SDG 4: Quality Education, we teach players the importance of education. All players must be enrolled in school to be eligible to join the football team and this incentive of belonging to a team is encouraging youth to stay in school.



774
female
players



35
girls
teams



3,000
players taught
gender equality



100%
enrolled in
education

Through playing football and engaging with relevant social issues in fun and safe environments, players also develop confidence and soft-skills such as leadership, teamwork and communication, whilst building core values such as respect, punctuality and discipline. **In this way, our Football Programme harnesses the power of football to equip young people with transferable skills in and outside of the classroom.**

CHALLENGING DISCRIMINATION AND INEQUALITY





Using football as an engaging tool, we also educate youths on important social issues to empower them to create behaviour change which can be directly transferred to life off the pitch. Players taking part in our weekly football training **learn about women’s rights, gender-based violence, and gender equality to reinforce the idea that men and women should have equal rights and opportunities, in all areas of life, work, and home.**

Our coaches use culturally and contextually- appropriate activities and group discussions to encourage players to rethink false stereotypes about women and challenge traditional gender roles that they may have grown up learning. **We empower girls to aim high and achieve their ambitions in the face of equality and discrimination.** To reinforce this, topics are taught to both girls and boys teams within our programme and we ensure that girls and boys work together during group games and activities to learn from each other’s skills and ideas.



YOUR SPONSORSHIP

To provide this opportunity to disadvantaged young women and girls, it costs \$4,000 per team per year. By sponsoring the Puon Phnom U14’s Girls Team, your donation will help to provide:

-  Footballs, cones, bibs and more, used during the weekly training and matches.
-  A football kit for each team member including a shirt, shorts, socks.
-  Weekly training from qualified coaches covering technical skills and our football for social impact curriculum.
-  The rental of training grounds as well as the provision of transport to and from the grounds.

We believe in a future where all people have access to the same opportunities, no matter their gender. **With your help, we can provide female players the opportunity to play the game they love, promote education and skills development, and celebrate progression towards gender equality to create a more equal future for women and girls in Cambodia.**



For any queries please contact Meg at md@isfcambodia.org

www.isfcambodia.org | tel: +855 23 424 236



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