

# 2024

# HOMELESS WORLD CUP ZIMBABWE

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a reason to dream





## A Reason to Dream

Imagine a world where every young person, regardless of their background, has a reason to dream. The 2024 Homeless World Cup Zimbabwe campaign is turning this imagination into reality, under the theme A Reason to Dream. Participating in the Homeless World Cup tournament is not just about football; it's a transformative journey aimed at identifying, nurturing talent, tackling social challenges, and providing empowerment opportunities for the participants from marginalized and vulnerable communities.

The Zimbabwe Homeless World Cup coordinating partners Young Achievement Sports for Development (YASD) are inviting various stakeholders to partner them in preparing for the 20th edition of the social football movement will be held in Seoul, South Korea from 21-28 September 2024.

YASD will host street soccer tournaments in various vulnerable and marginalized communities with aim of identifying talented young people who will be part of the 2024 team that will represent Zimbabwe at the 20 edition of the Homeless World Cup in Seoul, South Korea



The 2024 HWC Zimbabwe selection process will take a scouting and talent search approach with the aim of

1. creating empowerment opportunities for participants
2. Using football to address social changes affecting young people. (Drugs, gender inequality, early marriage and teen pregnancies)
3. Talent identification and development (mentoring)

## WHY PLAYERS SHOULD JOIN THE SELECTION TOURNAMENTS:



**Showcase Talent and Passion:** The selection tournaments are a golden opportunity for young talents to shine on a national and potentially international stage. It's a chance to prove that circumstances do not define one's potential.

**Professional Development:** Participants will receive coaching and mentorship from experienced professionals, offering a unique chance to develop their football skills and understanding of the game.

**Social Impact:** By participating, players become advocates for change, highlighting critical issues such as drug abuse, gender inequality, and early marriages in their communities.



**Empowerment:** The selection process is designed to empower participants, providing them with life skills and confidence that transcend the football field.

**Global Representation:** The final team will represent Zimbabwe at the Homeless World Cup in Seoul, showcasing Zimbabwean talent and resilience on a global platform.



## BENEFITS OF PARTNERING WITH YASD



**Community Engagement:** Partnering with Young Achievement Sports for Development (YASD) offers a direct channel to engage with and make a tangible difference in communities across Zimbabwe.

**Brand Visibility:** Aligning with this noble cause provides significant brand exposure, associating your organization with values such as resilience, empowerment, and social responsibility.

**Corporate Social Responsibility:** This partnership is an excellent way to fulfill your CSR objectives, demonstrating a commitment to social change and the development of young people.

**Networking Opportunities:** Engage with a diverse network of stakeholders, including government bodies, international organizations, and the local community, fostering relationships that go beyond the campaign.

**Impact Measurement:** YASD's proven track record in coordinating the Homeless World Cup in Zimbabwe ensures that your contribution has measurable impacts, with clear outcomes in talent development, social change, and youth empowerment.

## JOIN US IN MAKING DREAMS A REALITY

The 2024 Homeless World Cup Zimbabwe campaign is more than a football tournament; it's a movement towards a brighter future for many young Zimbabweans. By participating or partnering with YASD, you're not just supporting a team; you're investing in hope, dreams, and the transformative power of sport.

Let's kick off this journey together, inspiring a generation to dream big and aim higher. For more information on how to get involved, partner with us, or support our cause.

Together, we can give every young person in Zimbabwe A Reason to Dream.

**#AReasonToDream #HWCZimbabwe2024 #EmpowermentThroughSport**



# SOCIAL IMPACT OF PARTICIPATING IN THE HOMELESS WORLD CUP

<https://www.thestandard.co.zw/2019/01/20/masiyazi-finds-solace-football>

<https://www.youtube.com/watch?v=iuh6ZGykZd8>

<https://www.bbc.com/news/av/world-africa-49830885>

<https://www.youtube.com/watch?v=wOzW8wfjqLE>



## Zimbabwe

- 72% of the population live below the poverty line
- Individual poverty prevalence is 84.3% in rural areas compared to 46.5% in urban areas
- 62.6% of the households in Zimbabwe are deemed poor
- The unemployment rate was estimated at 11.3% in 2014, this however, is believed to be a huge underestimation

Source: UN, CIA



# GET IN TOUCH

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