



When Football Changes the World



Sponsorship & Partnership Proposal

Indonesian Team for Homeless World Cup 2011

Champ de Mars, Paris, France
21-28 August 2011



January 2011

NO: 01/HWC-RC/0111

To whom it may concern,

All around the world, football has become a very effective way to change someone's life, particularly those who live in crisis as being homeless, addicted to drugs, or even living with HIV/AIDS.

The Homeless World Cup is a world-class, annual, international football tournament that uses football as a catalyst to encourage homeless people to change their lives; and to change the attitudes of governments, media, public and key influencers to create better solutions to homelessness around the world. The global event unites teams of people who are homeless to take a once-in-a-lifetime opportunity to represent their country in a unique street soccer tournament. However, since the first tournament, due to lack of support and recognition, Indonesia has never participated, despite that Indonesia had the chance to enter its debut in 2010.

Rumah Cemara - a community based organisation for people who use drugs and people living with HIV in West Java, Indonesia – has remarked a history for Indonesia. On February 2010, Rumah Cemara was officially appointed as a National Organiser of Indonesian Team for Homeless World Cup. In 2011, the tournament will be held in Champ de Mars, Paris, France on August 21-28, involving 64 countries.

Therefore, in order to ensure Indonesia's existence in this international unique tournament, we humbly ask for your financial support. Further details on partnership terms and condition are attached in this proposal.

Discipline, team work, focus and strength are essentials for every match and when someone achieves those, confidence can transform one's life to become better, changing from self-destructive into self-less behavior and having willingness to help each other.

We really hope that you can help us to mark a history in football in Indonesia, not only to help changing the lives of the people involved, but also to unite Indonesia through an international competition which by all means to make changes.

Sincerely yours,


Rumah Cemara
Di bawah naungan
Yayasan Insan Mandiri

Deradjat Ginandjar Koesmayadi
Captain & Local Manager; Team Indonesia
Co-Director; Rumah Cemara
+62-81-2233-5553



Kate Otto
Manager; Team Indonesia
+14-016929327



"Football Helps Us Change"

Homeless World Cup



The Homeless World Cup is a world-class, annual, international football tournament that uses football as a catalyst to encourage homeless people to change their lives; and to change the attitudes of governments, media, public and key influencers to create better solutions to homelessness around the world.

The global event unites teams of people who are homeless to take a once-in-a-lifetime opportunity to represent their country in a unique street soccer tournament. It has triggered and supports grass-roots football programs in over 70 nations and involved 50,000 people.

The Paris 2011 Homeless World Cup takes place in August followed by the Mexico 2012 Homeless

World Cup. The inaugural Homeless World Cup kicked off in Graz, Austria, uniting 18 nations. Since then it has gained great momentum in Gothenburg, Sweden (2004), Edinburgh, Scotland (2005), Cape Town, South Africa (2006) and Copenhagen, Denmark (2007) and it united 56 nations in Melbourne (2008) which included the first Women's Cup before going to Milan (2009). The 2010 Homeless World Cup took place in Rio de Janeiro last September.

Research consistently demonstrates that over 70 per cent of players experience a significant life change. They come off drugs and alcohol, move into homes, jobs, education and training, repair relationships and even become coaches and players.

Founded by world-leading social entrepreneur Mel Young, the Homeless World Cup is supported by UEFA, Nike, Global Ambassador Eric Cantona and international footballers Didier Drogba and Rio Ferdinand.

For more details and information, visit the HWC website at www.homelessworldcup.org.

Football as a Social Change



"We use football not only to increase the quality of life of PLHIV and people who use drugs, but also to eliminate stigma and discrimination against them."

West Java has the highest numbers of HIV/AIDS cases in Indonesia, with more than 5,000 reported cases and an estimation of 130,000 people living with HIV, most of whom unaware of their HIV status.

Living with HIV/AIDS is not only seen as a medical problem. Its' complexity involves largely beyond physical, psychological, social and spiritual aspects. Many of People Living with HIV (PLHIV) have lost their jobs due to the high level of discrimination - they are seen as unproductive and unwanted members of the society. PLHIV have very limited, if not impossible, access to services, in fact, many have been isolated by their own family. PLHIV are vulnerable to become homeless.

Similarly, this country faces a very complicated problem with 5% of the total population is estimated to have problems with drugs, where in average; those who are using drugs are in the range of productive ages (20-40 years). If the country fails to respond to this problem, drug use will eventually become drug addiction which homelessness is one of definite possible outcomes of drug addiction.

Football is a universal language which unites many differences around the world. It is also one of Rumah Cemara's creative interventions to tackle HIV/AIDS and drugs problems.

Rumah Cemara



Rumah Cemara is a community based organisation founded in 2003. It is a place to share experience, strength and hope, as well as information for people who use drugs and PLHIV to increase their quality of life. Rumah Cemara constitutes the largest network of PLHIV in West Java. It has supported more than 6,000 PLHIV from different background, drug users; partners and wives, children, commercial sex workers, transgenders, and Men who have Sex with Men.

Rumah Cemara has a football team of PLHIV and people who use drugs and

those who are vulnerable to homelessness. Initially, football in Rumah Cemara was only a matter of recreational activity to maintain good physical condition and strengthen the bond between each other. With regular practice, soon enough, the ability of our members increase and we are now looking ahead to a more structured vision of using football as a social change tool.

Football Achievements



Rumah Cemara won the tournament among drug rehabilitation centres in Indonesia held by the National Narcotics Board Cup in two consecutive years, 2009 and 2010. Furthermore, Rumah

Cemara also won the Nike-Ashoka Changemakers "Changing Lives through Football" competition, defeating almost 300 other applications from 60 countries around the world.

Going Global



"On 5 February 2010, Rumah Cemara was officially appointed as the National Organiser for Indonesia. However, due to lack of financial support, we were not able to participate in the 2010 tournament."

On February 5, 2010, Rumah Cemara received an official letter from Mel Young, the founder and Director of Homeless World Cup, inviting Rumah Cemara as a National Organiser for Indonesia to participate in Homeless World Cup 2010 in September 2010 in Rio de Janeiro, Brazil. **Despite our effort in fund raising and distributing proposals for sponsorship, we were only able to raise less than one tenth of the total amount needed.**

This year, Rumah Cemara has been re-assigned and entrusted as the National Organiser for Indonesia. Since February 2010, we have been selecting eight players to participate in Homeless

World Cup 2011. These players come from marginalised communities, based on the criteria of eligible participants of Homeless World Cup, those who are vulnerable to homelessness

Our dream is to dream globally. Representing Indonesia is beyond our wildest dreams and it appears too good to be true. We have failed to achieve our dream once, and we do not want to waste this opportunity again.

Without your support, participating in Homeless World Cup 2011 in Paris, France, will only be a dream. Other than that, this competition also gives a good opportunity to promote your

company/institution/organisation and brings the pride and dignity of Republic of Indonesia at international level.

Programme Planning and Estimated Costs 2010-2011

Programme Planning

<i>Activity</i>	<u>Oct-Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>
Players Selection								
Training								
Fund Raising								
Indonesia Team Launch Meeting								
Indonesia Team Departure								

Estimated Costs

No	Item	Cost	No. of People	Total	Cost In USD
1	Return Flights Jakarta-Paris (8 PLAYERS, 1 COACH, 1 MANAGER)	15.000.000	10	150.000.000	\$16,667
2	Jersey	250.000	10	2.500.000	\$278
3	Visa	1.300.000	10	13.000.000	\$1,445
4	Training Kit (shoes, bags, jackets,etc.)	1.500.000	10	15.000.000	\$1,667
	Total Cost			180.500.000	\$20,057
	Miscellaneous Costs (10% from Total Cost)			18,050,000	\$2,006
	Grand Total			198,550,000	\$22,063
	Available Funds			30,000,000	\$3,334
	Funds Needed			168,550,000	\$18,729

*Total estimated cost needed is **Eighteen Thousands Seven Hundreds Twenty Nine US Dollars**

Current Rate \$1 = 9.000 IDR

PARTNERSHIP TERMS AND CONDITIONS

As the National Organiser for Indonesia, Rumah Cemara offers you partnership terms and conditions as follow:

Platinum Sponsor: IDR 180.500.000



- Recognition of logo on front part of match and practice jerseys.
- Recognition of logo on banner during match play.
- Recognition as the host of the National Launch Event in July 2011 and is given five booths during the event. Large size logo will be recognized on the main stage.
- Recognition of the name of the company/organisation for both spoken and written forms in all local, national and international media coverage.
- Recognition of logo in Rumah Cemara's website (www.rumahcemara.org).

Gold Sponsor: IDR 100.000.000



- Recognition of logo on both sleeves of match and practice jerseys.
- Recognition of logo on banner during match play.
- Recognition to participate in the National Launch Event in July 2011 and is given three booths during the event. Medium size logo will be recognized on the main stage.
- Recognition of the name of the company/organisation for both spoken and written forms in all local, national and international media coverage.
- Recognition of logo in Rumah Cemara's website (www.rumahcemara.org).

Silver Sponsor: IDR 20.000.000



- Recognition of logo on the bottom part of the back of match and practice jerseys.
- Recognition to participate in the National Launch Event in July 2011 and is given two booths during the event.
- Recognition of the name of the company/organisation for both spoken and written forms in all local and national media coverage.
- Recognition of logo in Rumah Cemara's website (www.rumahcemara.org).

Bronze Sponsor: IDR 15.000.000

- Recognition to participate in the National Launch Event in July 2011 and is given one booths during the event.
- Recognition of the name of the company/organisation for both spoken and written forms in all local media coverage.
- Recognition of logo in Rumah Cemara's website (www.rumahcemara.org).

Individual Sponsor: Recognition of your name on our website (www.rumahcemara.org) and we will always keep you deep in our heart.

Donation can be transferred to :

Paypal : adym@rumahcemara.org

Or Wire Information:

Beneficiary Bank :OCBC NISP

Beneficiary Bank Address :Jl. Sawunggaling No.2 Bandung 40116, West Java, Indonesia,

Bank City & Country:Bandung , West Java, Indonesia,

SWIFT Code :NISPIDJA

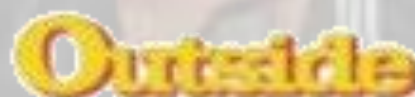
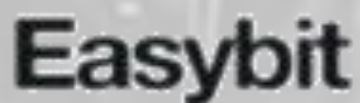
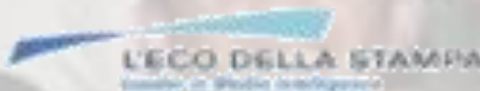
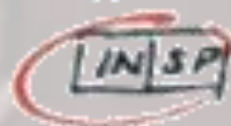
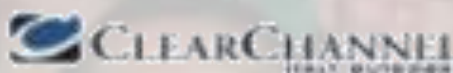
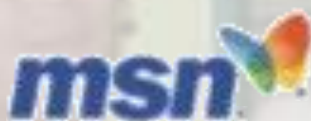
Beneficiary Account Number:01801082111-3

Beneficiary Name :Yayasan Insan Hamdani

Beneficiary Address :Jl.Bogo No 29 Bandung 40262, West Java, Indonesia

Official Media for Homeless World Cup

Media Partner



Players and Officials for Indonesian Team for Homeless World Cup 2011



Manager:
Coach:
Players:

Katherine Otto
Leonardus Ady M.
Aditia Taslim (GK)
Deradjat Ginandjar (C)
Gimgim Sofyan
Sandy Gempur Permana
Tri Eklas
Sonny Mulyadinata
Ciko
Riks Fian

Conclusion and Our Hope



Just recently, football has again proved its powerful magic. Indonesia's great achievement in the AFF Cup 2010 has united people across the nation. It brings hope and joy. It is also believed as a momentum of change – a change to people's lives and our beloved country.

It is an empowerment action in an international event to change the lives of marginalised group,

an opportunity for international promotion for your company, and to strengthen Indonesia's existence and dignity at the international level.

Our hope is to realise this change into our lives. Together, united, we can make this change real and we would not achieve our goal without your support.



Deradjat Ginandjar Koesmayadi
Kapten; Tim Indonesia

Co-Director; Rumah Cemara

Rumah Cemara on Voice of America Related Football Program:

<http://www1.voanews.com/english/news/Former-Drug-User-Turns-to-Soccer-to-Combat-Stigma-Teach-About-HIV--89677132.html>

GREENCHANGERS
Sustainable Living Through Football

Winners announced!

Ashoka's Changemakers and Nike celebrate the winners of the Changing Lives Through Football global competition. Congratulations to these 3 winners, elected by the GreenChangers global online community.

1 st PLACE	2 nd PLACE	3 rd PLACE
Ranuh Cemara Football Program Indonesia	Iron Futbol Guatemala	On Out, For One Sonrisa Bolivia

The winners receive prizes totaling US\$ 800,000.

The expert panel of judges also selected 3 regional winners. Congratulations to the regional winners:

1. Greenrocks Soccer - Skills Street, South Africa
2. Team Insa, UK (drag)
3. Soccer Tournament for Ending GBV, Brazil

The regional winners receive prizes totaling US\$ 330,000.

Twitter finalists were selected by public voting by our expert panel of judges from 2011 recipient schools' nominated by 40 countries. Thank you to our judges:

Andrew Spohle
Global Marketplace Director
Sustainable Business + Innovation Team, Nike Inc.

Clay Salata
Director and Head Professional Skills Dept.

Jayshika Ganesa
President of INSA/INTE/INLA/IFA INSA/INTE was Technical Assistant of Ecuador's National Football Team. Built Pro Football.

Mal Rosing
President and Co-founder
Worldwide World Cup

Natasha Walker
CEO Football & Co. Brazil
www.walkerfootball.co.za

www.Changemakers.com/football





KOMPAS, SENIN, 15 MARET 2010

HOMELESS WORLD CUP

Buktikan Kualitas Diri dengan Sepak Bola

Ketika tim nasional Indonesia masih bermimpi tampil di pentas sepak bola dunia, Rumah Cemara Interminal Football Club berkesempatan menjajal kekuatan tim dari 64 negara, September 2010. Bukan Piala Dunia di Afrika Selatan, melainkan Homeless World Cup (HWC) 2010 di Pantai Copacabana, Rio de Janeiro, Brasil.

Homeless World Cup adalah kompetisi sepak bola internasional bagi orang yang tidak punya rumah dan termarginalkan. Mantan pencandu narkoba dan penyandang HIV/AIDS termasuk di dalamnya. Turnamen yang diselenggarakan sejak 2003 ini memiliki duta internasional pemain top, seperti Didier Drogba dan Rio Ferdinand.

Pengatur serangan Interminal, Bogim (30), mengatakan, kesempatan tampil di HWC datang dari pihak panitia. Presiden HWC Mel Young menganggap Interminal menjadi wakil terbaik Indonesia setelah menang dalam Piala Badan Narkoba Nasional Antar Rehabilitasi 2009. Interminal beranggotakan delapan pemain dan

dua ofisial mantan pencandu narkoba dan pengidap HIV/AIDS.

"Bila jadi pergi, Interminal akan menjadi tim Indonesia pertama yang menjadi peserta HWC," kata Bogim.

Namun, bendera Merah Putih di ajang sepak bola dunia ini pun terancam gagal berkibar. Uang menjadi momok utama yang bisa menjegalnya. Hingga saat ini, perkiraan dana Rp 260 juta sulit dipenuhi. Bogim menjelaskan dana itu akan digunakan untuk tiket pesawat Jakarta-Rio de Janeiro-Jakarta Rp 250 juta. Sisanya untuk biaya kostum, sepatu, dan peralatan latihan.

Mencari dana

Tesa (26), pemain belakang Interminal, mengatakan, saat ini mereka terus mencari dana dari berbagai pihak guna membiayai kepergian Interminal. Sejauh ini usaha itu belum membuahkan hasil. Namun, bila dana tidak juga didapat, anggota tim sepakat melakukan segala cara hahal untuk bisa pergi ke Brasil.

"Kami harapkan menerima semua bantuan, bahkan kaus latihan

an bekas pun kami terima. Namun, kalau uang tetap tidak terkumpul, saya pasti jual motor," kata Tesa.

Juru Bicara Rumah Cemara Dicky Sulaiman menyebutkan, kepergian ke Brasil lebih dari sekadar pertandingan sepak bola. Ada dua hal utama yang hendak dicapai Interminal: meningkatkan kualitas hidup anggota dan membuktikan kepada dunia soal penanganan masalah sosial di Indonesia.

Ia mengatakan, hingga kini masyarakat memandang pengidap HIV/AIDS dan mantan pencandu narkoba sebagai kalangan tidak berguna. Padahal, banyak hal yang telah dilakukan dan mencerminkan peningkatan kualitas hidup.

Dicky menjelaskan, warga Rumah Cemara terbukti mampu hidup lebih baik dari sebelumnya. Selain berprestasi di sepak bola, beberapa sudah membuka usaha pencucian kendaraan atau usaha lain. "Yang paling penting sebenarnya pengakuan positif dunia kepada Indonesia tentang perlakuan masalah sosial bila tim ini mampu berbicara banyak," kata Dicky. (CORNELIUS HELMY)



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info@homelessworldcup.org
www.homelessworldcup.org

Deradjat Ginandjar Koesmayadi,
Director
Aditia Taslim, Assistant director
Rumah Cemara (RC)
Jalan Gegerkalong Girang No. 52;
Bandung 40154
Indonesia

3 February 2010

Dear Mr. Deradjat Ginandjar Koesmayadi, dear Ms. Aditia Taslim,

The Homeless World Cup is delighted to inform that Rumah Cemara is confirmed as the official organiser of the Indonesian National Street Soccer Team and all surrounding selection activities for the Rio 2010 Homeless World Cup. This will be held at the Copacabana Beach, Rio, Brazil from 19-26 September 2010.

The Homeless World Cup has seen seven world-class, football tournaments take place across the world: Graz 2003, Gothenburg 2004, Edinburgh 2005, Cape Town 2006, Copenhagen 2007, Melbourne 2008 and Milan 2009. National representation has grown from 18 nations in 2003 to 64 nations in 2010, spanning all five continents of the world.

There are one billion homeless people in our world today. The Homeless World Cup exists to end this so that everyone has a home. We promote social integration through football and create fresh, inventive solutions to end homelessness and poverty worldwide. To date approximately 100,000 homeless people have benefited since the Graz 2003 Homeless World Cup and there are now grass roots football programmes working with homeless people all year round in over 70 nations. Over 70% of players experience a significant life change - they come off drugs, alcohol, get jobs, homes, education, training, become football players, coaches and social entrepreneurs. This radical and significant change happens through collaboration with you, our partners based all over the world.

We wish you the greatest success on your journey to Rio.

With best wishes from us all,

Mel Young
President, Homeless World Cup



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Ms. Kate Otto
Mr. Aditi Taslim
Rumah Cemara (RC)
Jalan Gegerkalong Girang No. 52;
Bandung 40154
Indonesia

29 November 2010

Dear Ms. Otto, dear Mr. Taslim,

The Homeless World Cup is delighted to inform that Rumah Cemara is confirmed as the official organiser of the Indonesian National Street Soccer Team and all surrounding selection activities for the Paris 2011 Homeless World Cup. This will be held at the Champs de Mars, Paris, France from 21 - 28 August 2011.

The Homeless World Cup has seen seven world-class, football tournaments take place across the world: Graz 2003, Gothenburg 2004, Edinburgh 2005, Cape Town 2006, Copenhagen 2007, Melbourne 2008, Milan 2009 and Rio de Janeiro 2010. National representation has grown from 18 nations in 2003 to 52 nations in 2011, spanning all five continents of the world.

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We wish you the greatest success on your journey to Paris.

With best wishes from us all,

Mel Young
President, Homeless World Cup



"Rumah Cemara is a community based organisation. A place to share experience, strength, hope and information for people who use drugs and people living with HIV/AIDS."

Football for Change