



Progress Report 2011

Program Highlights

- Completed three projects in Guatemala since January 2010; over 5,000 children now play on eight LF fields
- Average community contribution rose to 55 percent of total project costs (land, labor, materials, and financial)
- Planning two additional projects in Guatemala by the end of 2011
- Expanding to Brazil with operations beginning in September 2011 and breaking ground in late 2011
- Initiated Monitoring and Evaluation program to collect data on previous projects, foster ongoing engagement

San Antonio Palopó, Sololá – March 2011

Language/Culture: Kaqchikel/Maya

Setting: Urban

Population: 12,604

Beneficiaries: 1,071



Juil, Quiché – October 2010

Language/Culture: Ixil/Maya

Setting: Rural

Population: 146 families

Beneficiaries: 517

Xejuyú, La Cuchilla, Sololá –

January 2010

Language/Culture: Kaqchikel/Maya

Setting: Rural

Population: 55 families

Beneficiaries: 173



Institutional Growth

- Moved into new office space in June in partnership with the Greater Washington Sports Alliance
- Elected Andreas Roell, CEO of The Geary Group, as Board Chair. Evaluating additional board candidates
- Added two full-time staff including a Development Director and Chief Operating Officer
- Featured in several media outlets including Canada's *11 Players* magazine, the NSCAA weekly podcast and the IDB's *Connexio*. Added ESPN sportswriter Brent Latham as editor and contributor to the LF blog
- Inaugurated love.fútbol chapters at George Washington University and Churchill High School

Strategic Partnerships and Awards

- Signed MLS Rookie of the Year Andy Najar as the first love.fútbol Pro Ambassador
- Won second place and \$20,000 prize in Nike and Ashoka Changemakers' *Changing Lives through Football* competition, out of 293 organizations worldwide
- Won \$25,000 grant from FIFA and the IDB to finance program expansion into Brazil
- Received over \$500,000 in pro bono consulting and services: selected by top branding firm Landor for brand and website overhaul, received web design services from the Discovery Channel and won \$120,000 annual AdWords grant from the Google Foundation
- Launched revenue-generating partnerships with apparel companies Bucketfeet and OneLoveFC
- Only American NGO of 40 finalists in the YABT Talent and Innovation Competition, out of 1200 applicants
- Official invitee to Clinton Global Initiative Sport for Development side meeting