

Spirit of Soccer Partnership Opportunities



“enriching and saving lives through the beautiful game”



A mutually beneficial partnership with Spirit of Soccer can help you achieve your strategic Corporate Responsibility goals

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What does Spirit of Soccer do?

Spirit of Soccer aims to reduce child casualties caused by landmines and explosive remnants of war (ERW). We do this by delivering Mine Risk Education (MRE) through soccer coaching clinics to children living in densely mined areas of the world.

How

- We work closely with international and national institutions and agencies to identify communities with the highest mine and ERW casualty rates
- We agree on an education plan with the Ministry of Education and schools in those communities
- We build capacity by training local Physical Education teachers and law enforcement officers in first aid and MRE and sponsor them to obtain nationally and internationally accredited soccer coaching licenses
- These coaches then run soccer activities in their communities and at each session pass on life-saving information to the young players and spectators about the dangers of landmines and ERW
- We collect intelligence from local communities regarding the location of suspected mined areas and pass this on to de-mining agencies

Why

Around 20,000 people are killed or maimed every year by ERW. Around 40% of them are innocent children. We believe no child should lose his or her life because of landmines or ERW. No child should ever be denied the right to play sport with their own limbs because of landmines or ERW. Our programs teach the children skills to keep them alive and safe until their village is cleared.

What

- We have completed programs in Kosovo, Bosnia and Moldova, focussing on MRE but also dealing with other relevant social issues such as ethnic tolerance, drug and alcohol abuse and child rights awareness
- We are currently running programs in heavily mined communities in Cambodia (April 2006 – present) and Iraq (March 2009 - present)
- We run quarterly soccer tournaments for young players in heavily mined communities, delivering MRE and facilitating community cohesion
- We provide locally produced soccer balls, kit and school supplies that help to reinforce the MRE message as well as support the local economy

Who

We are endorsed by and work closely with:

- Ministries of Education and Sport
- De-mining Agencies (e.g. CMAC, MAG)
- Worldwide Governments and Peacekeeping Forces
- World renowned soccer players who promote our MRE message
- Sports Foundations (e.g. Laureus, Beyond Sport)
- FIFA Football for Hope
- National Football Federations

Spirit of Soccer delivers Soccer skills and MRE to over 20,000 'at risk' Cambodian children per year



Key Differentiators

Training and Monitoring Coaches

Local coaches are carefully selected and monitored by the Ministries of Education and Sports, mine action bodies and National Football Federations. Quality assurance measures ensure program sustainability and continued benefits realization. We build capacity by leaving coaches with vocational skills and professional coaching licenses.

FIFA Relationship

We have a very close working relationship with FIFA and are one of the leading implementing partners for FIFA's Football for Hope initiative. This initiative supports and promotes organizations using soccer as a tool to enable social change around the world and help to achieve the United Nation's Millennium Development Goals.

Supported by a simple, repeatable methodology with proven long term success and sustainability

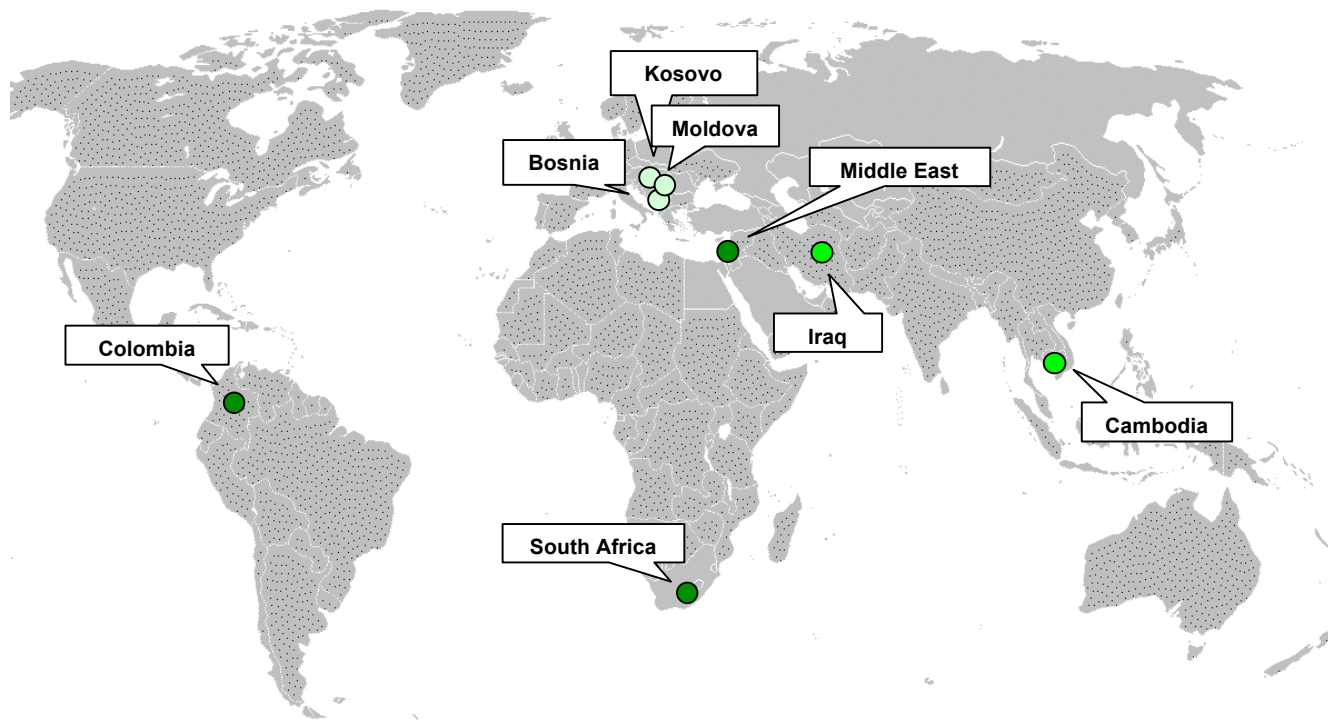
Professional Player Endorsement

We receive endorsement from world renowned soccer players such as Cristiano Ronaldo and Wayne Rooney. Photographs of them holding mine signs are used in our MRE sessions and printed in our schoolbooks. These images help children engage with and listen to our coaches as they recognise the players and consider them role models.

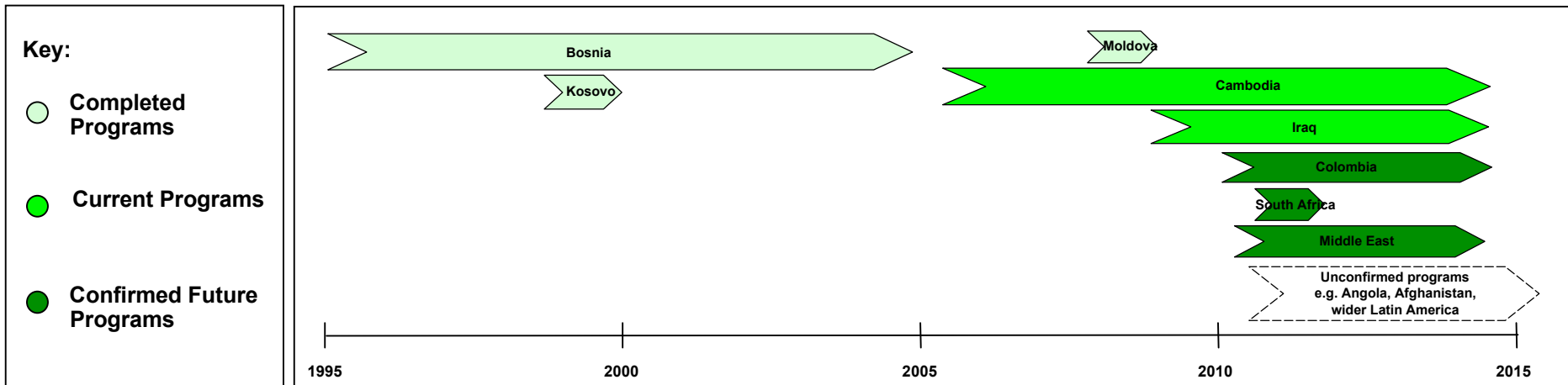
Location

We are prepared to go to places where others often are not. We operate in current and post-conflict regions and often work across ethnic divides to facilitate community cohesion in regions that currently lack it. We operate in these difficult locations because it is these communities that are most in need of help.

Future Plans



- The approach for Spirit of Soccer through to 2014 will deliver greater impact around the world. Content and approach will be diversified yet the core strengths that have made Spirit of Soccer successful will be retained
- This map shows past, present and confirmed future programs. As Spirit of Soccer works closely with de-mining agencies, other initiatives and programs that are not currently confirmed will be implemented within the next five years based on need
- Projected end dates are indicative and will be determined by need, funding and capacity



Approach

Approach

Spirit of Soccer intends to build on the excellent progress it has already achieved by:

Widening geographical reach and impact of MRE:

Implementing the current model to provide MRE to new, previously unsupported heavily mined countries and regions

Diversifying impact and approach: Expanding the current model to address additional social issues e.g. drug and alcohol awareness / anti-discrimination / child rights awareness / sports diplomacy in post and current conflict regions

- Spirit of Soccer will use a partnership and consultancy approach to train partner NGOs and local organisations (e.g. football associations) to implement Spirit of Soccer methodology, using their own existing infrastructure and operations. Spirit of Soccer will provide training and ongoing support in the set-up and roll out of the sports-based MRE and soccer coaching program
- Spirit of Soccer will ensure high standards are in place through a quality assurance process that monitors the program by engaging with relevant country organisations, including Ministries of Education and Sport, National Football Federations and National Mine Action Authorities
- The flexibility of the Spirit of Soccer model enables a rapid response to community need and tailoring to meet regional needs (e.g. flexibility in location, sport used or specific social issues addressed)

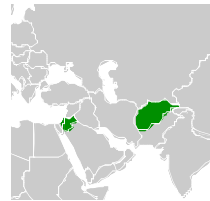
Confirmed Future Programs:

Colombia



- Development of a sports-based MRE program in 2010
- Partnership with local sports for development NGOs, 'Colombianitos' and 'United for Colombia'. Partners currently provide support to victims of landmines
- 'Light Touch' approach: Training and supporting partner NGOs in the use of Spirit of Soccer methodology to provide proactive preventative education to heavily mined communities

Middle East



- Staging of a soccer and MRE workshop and festival to promote and educate about the dangers posed by landmines and ERW in Iraq, Palestine, Lebanon and Jordan
- Training of local coaches from heavily mined areas of the Middle East to promote unified and consistent MRE messages to their local communities through soccer-related activities
- Future individual regional partnerships will be created as a result of initial training of local coaches

South Africa

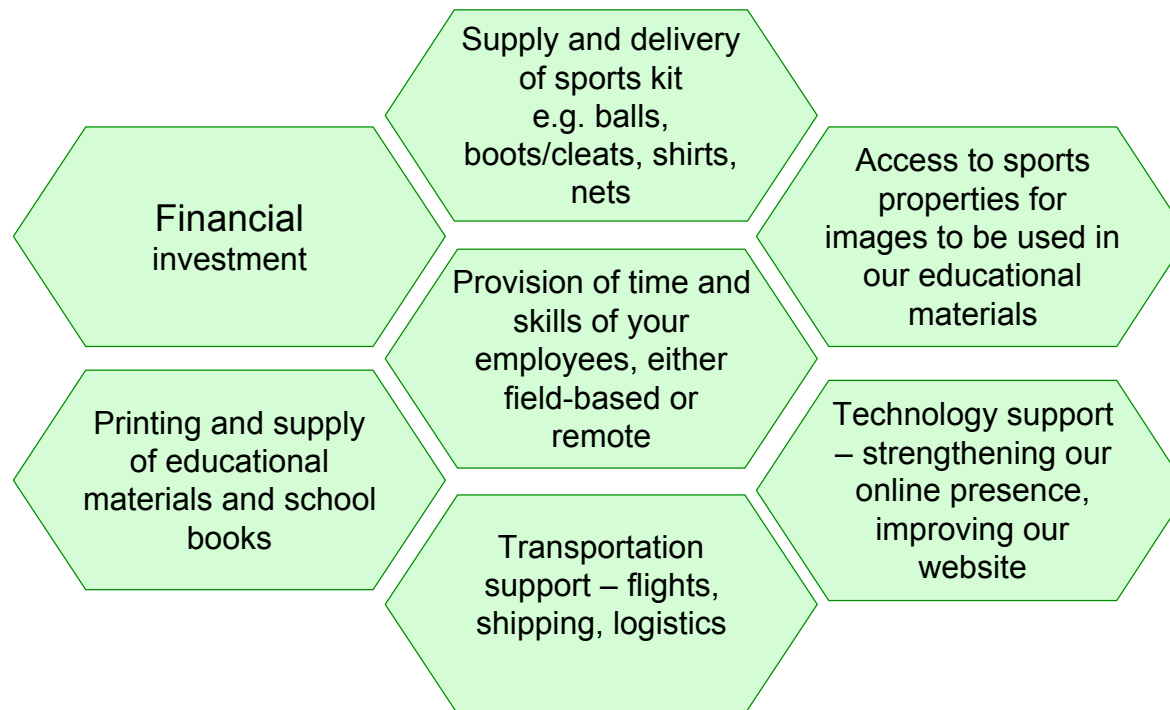


- Participating in the FIFA Football for Hope World Cup 2010 soccer tournament, to increase awareness of the need for and impact of Spirit of Soccer and mine action programs around the world
- Provide a gateway into Africa to further develop partnerships and implement Spirit of Soccer methodology into heavily mined regions of Africa

Partnership Opportunities

Spirit of Soccer is seeking long term partnerships that will deliver sustainable, mutual benefits

Our programs have many different needs and we look forward to a conversation to discuss the various ways that you can help and the many ways you will benefit. There are various ways that you may be able to partner with us, including:



Corporate Benefits

A partnership with Spirit of Soccer can help you to achieve your strategic Corporate Responsibility goals through a mutually beneficial relationship, such as:

Global Footprint

Our flexible approach gives us the capability to launch quickly into new regions. Depending on the social issues that need to be addressed in a specific region, partnerships can be tailored to fit your project location preferences. This enables you to achieve more favourable relations with governments, businesses and customers in your target countries.

Positive Customer Perception

A partnership enhances your corporate image with current and prospective customers. We are able to provide you with external communications material and support to enable you to publicise your organisation's involvement. We can also publicise your commitment to the program through our own media channels, subject to your requirements.

Increased Employee Engagement and Recruitment Appeal

Improved employee pride from working for a socially responsible company while also developing a strong recruitment tool. We are able to provide you with material for internal communications, including feedback direct from the local communities on the impact that your involvement has had.

Building Skills and Leadership Development Opportunities

There may be opportunities for your employees to volunteer their time, know-how and business acumen either remotely or even in one of the communities in which we operate. The availability of this opportunity creates deeper employee engagement, increased employee retention and enhanced recruitment appeal. It also enables employees to build a wide range of transferable skills while working in a challenging environment.

Impacting Communities in the Supply Chain

Many of our projects are based in regions where you manufacture goods. Partnering with us gives you the added benefit of making a positive contribution to the safety and wellbeing of residents in the communities in which you operate.

Measuring Impact

For you to articulate the benefit and impact of our partnership, we recognise that it is critical to rigorously measure and evaluate our projects. Effective measurement enables stories to be told, excitement to be created and gives you the means to communicate the impact of your involvement to your partners, employees, investors and customers.

We are able to provide you with quantitative benefits derived from detailed reports as well as the broader qualitative social impacts that have been realised as a result of our partnership. Here are the results that we have seen in the communities in which we operate to date:

Country	Reason	Program Dates	Numbers	Impact
Kosovo	1999 NATO cluster bomb strikes	1999-2000	2 local coaches, 2,000 children	On program inception there were 30 ERW child casualties per month. The program was completed in 2000 when child casualties were reduced to zero
Bosnia	1992-1995 Civil War	1996-2005	300 local coaches, 17,000 children	We reached across the 3 ethnic divides (Serb, Croat, Muslim) at a time when nobody else could, using soccer as a mechanism to bring the communities together. On program inception there were 25 landmine and ERW child casualties per month. The program was completed in 2005 when child casualties were reduced to zero
Moldova / Transnistria	1992 Cold War	2008	30 local coaches, 1,375 children	The social development need here was ethnic tolerance rather than MRE. We ran 10 soccer camps promoting ethnic tolerance, peacefully bringing together people from both sides of the conflict
Cambodia	Vietnam War; Late 1970s Khmer Rouge battles	2006-present	100 local coaches, 47,000 children so far*. Continue to reach 1,500 children per month	Since program inception there has been a 50% reduction in child casualty rates . The success of de-mining and MRE efforts in high casualty areas have meant more remote, lower casualty areas are now being targeted. We plan to continue to deliver MRE until casualties reach zero
Iraq	Iraq War	2009-present	8 coaches, 7000 children so far*. Continue to reach 1,000 children per month	Casualty reduction data is not yet available. It is unknown when casualties will reach zero as much of the country has not been surveyed by de-mining agencies, but a long term program is expected to be required

*Data correct as of September 2009

Current Partners

Spirit of Soccer has developed multiple fundraising and support partnerships around the world, including Governments, National Football Associations and Global Sport Foundations. These partnerships provide a broad range of support, including funding, technical support and in-kind contributions. Spirit of Soccer is also endorsed by many Laureus, FIFA and Beyond Sport Sporting Ambassadors including Sir Bobby Charlton, Edwin Moses, Tony Hawk, Dame Tanni Grey-Thompson and Michael Johnson

We believe a partnership with your organization will complement our existing partnerships, providing an additional dimension which will further enable Spirit of Soccer to expand its global reach and impact



“enriching and saving lives through the beautiful game”



Sir Bobby Charlton



Tony Hawk

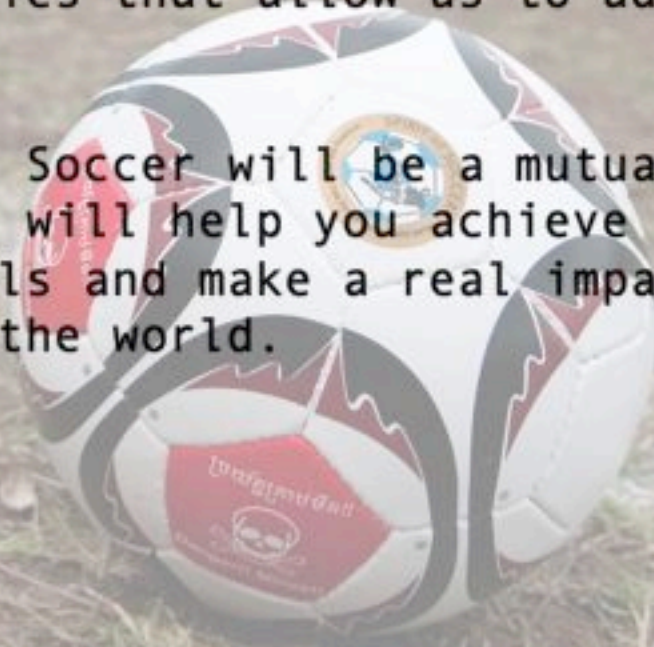
Summary

Spirit of Soccer delivers simple yet innovative grassroots programs using soccer as a vehicle for social change.

We have the flexibility to implement new models, ensuring maximum impact in terms of capacity building, geographic reach and the range of social issues tackled.

We also have close relationships with national and international government bodies that allow us to advocate shifts in public policy.

A partnership with Spirit of Soccer will be a mutually beneficial relationship that will help you achieve your Corporate Responsibility goals and make a real impact in the most at-risk communities in the world.



Contact Us

Thank you for your interest in Spirit of Soccer

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