



## ***PARTNER PROGRAM GUIDE 2015***

Application Process.....	2
The Hat Trick Initiative .....	3
Annual Coaching Education Training .....	3
Our Staff and Coaches are Selectively Chosen .....	4
Local Support for the Coaches Across Continents Team .....	5
Support of Global Days .....	5
Social Media Platforms and Email Contact .....	5
Implementing the Coaches Across Continents 24-Week Curriculum .....	6
Monitoring & Evaluation Procedures.....	6
Child Safety.....	6
Continuing Online Education .....	7
Community Impact Coach Program.....	7
Equipment Across Continents .....	7
Filling in the Coaches Across Continents Application.....	7
Further Questions .....	8
Contact Information.....	8



## ***Introduction***

Welcome to the Coaches Across Continents Partner Program Guide. Since 2008 Coaches Across Continents (CAC) has been working with groups all over the world to improve their football for social impact curriculums by providing on-site coaching education and off-field support through our award winning Hat Trick Initiative.

This guide will outline the necessary commitment needed to partner with Coaches Across Continents as well as what we will provide to you over the next calendar year.

If your application is approved and the criteria in this guide are followed, CAC will make a three-year commitment to your organization as a full Hat Trick Partner Program. Failure to live up to these expectations could result in CAC terminating our relationship before the end of the Hat Trick Initiative.

## ***Application Process***

Prior to applying, please read this Partner Program Guide in its entirety so that you understand the commitment that is made by CAC as well as our partners around the world in using football for social impact to empower lives in developing communities.

Once an application for partnership is received it is reviewed by our Business Advisory Board. This process may take up to a year. Our Business Advisory Board only meets once every three months - and any applications in hand at that time will be discussed.

The Hat Trick Initiative is a three-year commitment from Coaches Across Continents. With this partnership it is important to stress that **CAC does not provide any direct financial assistance** to any of our partner organizations, including transport, food, etc. for your local coaches while we are on site in your community. What we provide is comprehensive on-field training for your coaches and the local community, as well as off-field support throughout the year. This training and support costs CAC an estimated \$27,000USD per year per program or \$81,000USD for the full 3 years.

Partner Applications are available at our website at: [www.coachesacrosscontinents.org](http://www.coachesacrosscontinents.org).



### ***The Hat Trick Initiative***

The CAC Hat Trick Initiative Program is designed primarily to reach three goals:

1. to put in place a sustainable, long-term educational program for children and youth in collaboration with local coaches, teachers, and community leaders;
2. where possible, to fund highly qualified and carefully selected community teachers and coaches to train alongside CAC coaches in another one of our partner programs through our Community Impact Coach program;
3. when possible, to provide soccer kit and educational supplies and develop sports educational facilities to help each community to sustain the program (sponsors needed).

### ***Annual Coaching Education Training***

The highlight for our partner programs is the annual visit by CAC staff and coaches for our coaching education. We will train your coaches and other invited personnel in our football for social impact curriculum which is now used in over 20 countries across the world. Our curriculum will suit your local needs, but focuses on the topics of gender equity, conflict resolution and social inclusion, health & wellness including HIV/AIDS, and life skills. A normal coaching education program lasts one to two weeks.

We will work with you to set up the best time for both your organization and CAC to come to your community. We encourage you to invite outside groups such as physical education teachers, coaches, and other NGOs to participate in this training in order to enhance your stature in your community. Typically communities have over 50 coaches attend our trainings per week, and we insist that there are male and female participant coaches who work with both boys and girls teams. We strongly encourage return participants every year as the curriculum will be new each and every year and returning participants are the best way to ensure sustainability.



After our On Field program, our CAC team will provide:

1. 24-week curriculum for your organization to follow.
2. E-copies of our games played (PDF versions).
3. Suggestions from our M&E team to improve your sustainability.
4. Year-round exposure on our social media platforms.
5. Ongoing continuing education through Skype and other electronic media.
6. Opportunities for your best coaches such as our Community Impact Coach Program.
7. Potential access to Equipment Across Continents. \*(sponsor needed)

We are also more than willing to promote our partner programs and the great works they do on the field when appropriate for specific awards and grants.

As a partner, we understand that CAC staff, volunteers and third party partners will take photos, video and audio of our staff, volunteers and program participants. In undertaking a partnership with CAC, we convey unto CAC all right, title, and interest in, and the right to use, any and all photographic images and video or audio recordings made by CAC staff, volunteers or its third party partners of our staff, volunteers and program participants.

### ***Our Staff and Coaches are Selectively Chosen***

The staff and coaches who will visit your community are carefully selected through an extensive application process. In many cases they have very impressive credentials as high-level players and/or coaches. Our coaches have won the World Cup, Olympic gold medals, coached professionally, developed professional players or played professionally themselves, and much more. Many of our coaches have also used football (soccer) to gain scholarships (bursaries) to study for free or reduced cost at the University level in either the USA or UK.

**You may be surprised to learn that most of our coaches are also volunteers, giving up their time, money and resources to coach with CAC during their personal vacation time from work or university. They must fundraise for their international flights and cover their own costs such as visas and local transport.** Your support of these coaches is crucial to us continuing to attract the best and brightest to educate in your community.



### ***Local Support for the Coaches Across Continents Team***

CAC receives hundreds of potential partner applications and inquiries each year. The application process is extremely competitive and our resources do not allow us to partner with everyone that we would like to. Our Business Advisory Board takes into account logistics such as number of coaches, number of children impacted, local sustainability, and the cost to CAC.

Some of our Community partners are able to fund international airfare, lodging, meals, and local transport for CAC volunteer coaches. Will your organization be able to assist CAC with any of these costs? Do you have access to grants, foundations, or corporations that can assist with these costs? These are serious questions that will be asked on the application, which can affect the Business Advisory Boards' decision.

### ***Support of Global Days***

Coaches Across Continents is proud to support three extremely important global days; International Women's Day, Peace One Day, and World AIDS Day. As a partner of CAC, you must support them in way that is appropriate for your community. Building up to each day you will receive communication from CAC as to our expectations and/or suggestions in how to support this day.

March 8 <sup>th</sup>	International Women's Day
September 21 <sup>st</sup>	Peace Day
December 1 <sup>st</sup>	World AIDS Day

### ***Social Media Platforms and Email Contact***

Our team communicates extensively through Email, Skype, and social media platforms. We need a point person to reach through email on a consistent (weekly) basis. We are more than happy to promote your good works through our social media outlets such as Facebook and Twitter, but we need you to communicate these things to us! The more you keep us informed, the more we can highlight your organization.

To do this we will need your logo, website address, and any other social media that you



are on. In return we require that you and your coaches follow our blogs (enter their emails on our website) and “like” us on Facebook. We also have a Twitter account for you to follow CAC!

Finally, if you operate a website, we require a CAC logo to be added along with an active link to our CAC website.

**Facebook**      [www.facebook.com/coachesacrosscontinents](http://www.facebook.com/coachesacrosscontinents)

**Twitter**        [@CoachesAcross](https://twitter.com/CoachesAcross)

### ***Implementing the Coaches Across Continents 24-Week Curriculum***

After our On Field coaching education training, our team will develop a 24-week curriculum specifically designed for your community and its needs. For at least one training session per week we ask that you implement our football for social impact lesson. Our programs all over the world are committing to this and are finding tremendous benefit and learning from their players both socially and as footballers.

### ***Monitoring & Evaluation Procedures***

Our CAC Monitoring & Evaluation team will contact you approximately six months after our On Field coaching education to follow up with a brief M&E report that you are required to complete. This monitors our 24-week curriculum (which should be ending) as well as judge the impact of our programs. This will allow CAC to improve our programs with you in future years and continue to develop our programs world-wide.

### ***Child Safety***

Coaches Across Continents does background checks on all our staff, coaches, and volunteers. We also need to know that your organization is complying with your national regulations as well as certain international guidelines to ensure child safety. Beginning in 2014 we will train every CAC Partner Program in child safety during our annual visit. We also require that one staff member (or more) go through a free online child protection course that will be provided by Coaches Across Continents.



### ***Continuing Online Education***

CAC is in the process of implementing continuing education through Skype and other electronic mediums. When ready, we will be able to continue to educate a primary coach of your designation in CAC games. This continuing education will occur at regular intervals throughout the year which will complement our annual coaching education visit.

### ***Community Impact Coach Program***

We invite your best and most committed coaches to apply to our Community Impact Coach program, which was first implemented in April, 2013. This program brings local coaches to other CAC communities where they will help teach CAC games to our other partner programs. More information on this program can be found on our website.

### ***Equipment Across Continents***

CAC is in the process of searching for sponsors for our Equipment Across Continents program. Should we be successful we may be able to ship some quantities of equipment to selected programs and countries. We also have good relationships with other organizations such as One World Futbol who have already contributed tens of thousands of indestructible balls to our programs worldwide. These programs require large sponsorships as well as a financial commitment (at times) from the local partner.

### ***Filling in the Coaches Across Continents Application***

We want to work with local partners who are committed to using football to help young people change the community. We partner with all types of community programs. What is most important is that you take time with your application to get us as much information as possible. Good luck!



### ***Further Questions***

Please check out our website ([www.coachesacrosscontinents.org](http://www.coachesacrosscontinents.org)) for more information, or feel free to contact any of the individuals below.

### ***Contact Information***

For up to date information on our programs and further information go to:

[www.coachesacrosscontinents.org](http://www.coachesacrosscontinents.org)

If you have further questions please contact one of the following:

Brian Suskiewicz  
On Field Global Strategist  
[brian@coachesacrosscontinents.org](mailto:brian@coachesacrosscontinents.org)

Sophie LeGros  
Monitoring & Evaluation Strategist  
[sophie@coachesacrosscontinents.org](mailto:sophie@coachesacrosscontinents.org)