

## ***Partner Program Guide 2016***

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## ***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. Through 2015 we have worked in 37 different countries with 295 community partners.

Coaches Across Continents mentors community partner organizations by providing year-round organizational development and sport for social impact education, which empowers communities to: question harmful traditional, religious, and cultural practices; responsibly choose their own futures; and create sustainable change.

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 nine months. Our Business Advisory Board 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 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 a three-year partnership that provides year-round organizational development and sport for social impact education. The goals are:

1. To put in place a sustainable, long-term On-Field sport for social impact curriculum for children and youth in collaboration with local coaches, teachers, and community leaders;
2. To provide year-round organizational capacity building through our strategic resources such as our Community Impact Coach Program, Online Education Program, Virtual Learning Program, and more;
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 36 countries across the globe. Our curriculum will suit your local needs, but focuses on the topics of female empowerment and gender equity, conflict prevention 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 status in your community. Typically communities have over 50 coaches attend our trainings per week, and we insist that there are male and female participants who work with both boys and girls teams. We strongly encourage return participants every year as the curriculum will be new each year and returning participants are the best way to ensure sustainability and long-term impact.



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

1. Year-round curriculum for your organization to follow
2. Copies of our games played (PDF versions)
3. On request - hard copy of the Child Rights Policy that we implemented On-Field
4. Suggestions from our M&E team to improve your M&E systems
5. Year-round exposure on our social media platforms
6. Ongoing education through Skype and other electronic media
7. Opportunities for your coaches to take part in our Community Impact Coach and Online Education programs
8. Potential access to Equipment Across Continents. \*(sponsor needed)

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

As a partner, you 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, you 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 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 Board's 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 a 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

### ***Implementing the Coaches Across Continents Year-Round Curriculum***

After our On-Field coaching education training, our team will develop a Year-Round 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 plan. Our programs all over the world are committing to this and are finding tremendous benefits for 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 Year-round curriculum as well as evaluates the impact of our programs. This will allow CAC to improve our programs with you in future years and continue to develop our programs worldwide.

### ***Child Safety and Protection***

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.



Since the start of 2014 we have been training 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.

### ***Online Education Program***

CAC has launched the first ever sport for social impact Online Education Program. Depending on the partner program and the ability for coaches to access the internet, we will be able to continue to educate a primary coach from your organization in CAC games. This continuing education will occur at regular intervals throughout the year, which will complement our annual coaching education visit.

### ***Virtual Learning Center***

The Virtual Learning Community (VLC) is a series of monthly webinars that focus on key topics and issues that will specifically benefit sport for social impact organizations and individuals all over the world. Participants will have access to past webinars to overview the lessons and will have the opportunity to pose questions directly to the host as material is presented.

### ***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 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 Play Project (formerly, 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 significant 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 provide us with as much information as possible. Good luck!

### ***Further Questions***

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

### ***Contact Information***

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

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