



## ***Introduction***

Thank you very much for considering a partnership with Coaches Across Continents. Over the past ten years CAC has been a leader in the sport for social impact movement, earning 17 major global awards and admission into the Clinton Global Initiative. This guide will outline the necessary commitment needed to partner with Coaches Across Continents as well as what we will provide during the length of our partnership. Since 2008 Coaches Across Continents (CAC) has been working with governments, corporations, communities, and Non-Government Organizations (NGOs) all over the world to create pathways for community change through sport.

Our partnerships are year-round. Direct communication and year-round initiatives with our partners are expected to be year-round. Over our ten years of experience working in hundreds of communities, tens of thousands of coaches, and millions of children, we know that this is the best possible chance to create social change through sport.

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 Initiative Partnership Program.

## ***Coaches Across Continents Mission Statement***

Coaches Across Continents is the global leader in providing year-round educational consultancy and mentorship to create social impact through sport. We design, develop, and implement 'Education Outside the Classroom' programs and partnerships with national and local governments, corporations, communities, and NGOs; empowering them to question harmful traditional, religious, and cultural practices; choose their own futures; and create pathways for change.

## ***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 sport for social impact to empower lives in their 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. As mentioned before, our work with our partners is year-round, so communication is key. 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 mentorship and educational consultancy through our year-round strategic resources. This consultancy and mentorship by CAC is valued at 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. Together with your community, CAC will design, develop, and implement a partnership that helps you to achieve social impact through sport. We partner with great local organizations like yours to implement our award-winning 'Hat-Trick Initiative' through either our Chance to Choice or ASK for Choice Pathways.

### ***Chance to Choice***

Coaches Across Continents uses a unique Self-Directed Learning model that educates people to identify, address, and solve problems specific to their communities. We mentor community partner organizations by providing year-round organizational development and sport for social impact education, which empowers communities to: question harmful traditional, and cultural practices; responsibly choose their own futures; and create sustainable change.

We believe that young people throughout the world go through similar stages of development. 'Chance to Choice' focuses upon the principles of moving from the



chance and conformity of an unquestioned lifestyle through deepening insight to the recognition of potential choices. Personal life skills are required to make and act upon these choices. Coaches Across Continents works to give youth the life skills they need to move beyond “Chance” and reach “Choice.”

Over the course of the three-year partnership, we use annual benchmarks to monitor progress. In the first year, we Educate on how to best use sport for social impact. In the second year, communities Adapt our curriculum to best suit their local needs. And in the third year, they Create a sport for social impact curriculum specific to their own community. Throughout the three years of the ‘Chance to Choice’ pathway, our curriculum educates through six primary modules that encourage progression towards Self-Directed Learning.

Chance to Choice Modules:

- 1) Female Empowerment, including gender equity;
- 2) Conflict Resolution, including social inclusion;
- 3) Health and Wellness, including HIV behavior change
- 4) Life Skills;
- 5) Child Rights; and
- 6) Fun

### ***ASK for Choice: Bringing Gender Policies to Life***

ASK for Choice will create an environment for the progression of **A**ttitudes towards education and gender roles; the development of **S**kills for female leadership and problem solving; and the increase in **K**nowledge of gender policies. This will lead to educational, employment, entrepreneurial, financial, girls’ and women’s rights, and health Choices.

ASK for Choice enhances personal and community responsibility and produces locally owned and relevant gender equity initiatives.

CAC’s strategic year-round mentorship on curriculum and policy development will bring gender policies to life throughout communities by generating pathways to advance women’s participation, leadership and rights in and through sport.

**A**ttitudes Towards:

Girls Education Inside and Outside the Classroom  
Mothers and Daughters  
Informal Work and Employment  
Gender Roles and Stereotypes



Skills for:

Problem-Solving  
Leadership  
A Confident Voice  
Self-Directed Learning  
Employability  
Community Responsibility

Knowledge of:

Health and Wellness  
Education Inside and Outside the Classroom  
Gender Policies (Community and National)  
Financial Skills

Choices:

Health  
Girls' and Women's Rights  
Education  
Financial  
Employment  
Entrepreneurial

The goal of our ASK for Choice programs is to develop and create local policies to bring gender equity to life.

***Six Types of Partnerships***

Because every organization is different (government, corporations, communities, and NGOs), and every country and community has varying social issues of importance, CAC has developed six different types of partnerships. On your application you will need to signify which application is most applicable for your organization and community.

Chance to Choice  
Chance to Choice (Online only for communities we are unable to visit in person)  
ASK for Choice  
ASK for Choice (Online only for communities we are unable to visit in person)  
Corporate Partnerships  
Government and Deep Partnerships



## ***Year-Round Strategic Resources***

Coaches Across Continents provides year-round strategic resources, which are available for all of our partners. From our experience, we have found that the partnerships that work best to create sustainable social change through sport are the partnerships that engage in specific areas of our strategic resources. Our strategic resources are divided into four categories. Each partner must agree to the starred strategic resources, and work with us on other resources as desired:

### **In-Country Services**

- Needs Analysis \*\*
- Strategic Consultancy \*\*
- On-Field Training \*\*
- Social Media Promotion \*\*
- CAC Staff In-Country \*\*

### **Technology (Virtual Learning Community)**

- 9-12 Webinars \*\*
- 1-5 Sport Session Planner Leaders \*\*
- Monthly Curriculum Delivered and Implemented \*\*
- Country Networks / Strategic Focus Webinars \*\*
- Programming Online Element

### **Organizational Development and Sustainable Transformation**

- Joint Funding Opportunities
- Global Networking
- Award Recognition
- Monitoring & Evaluation \*\*
- Impact / Change Case Studies \*\*
- Brand Development
- References
- Leadership Courses
- Child Rights Policy Development \*\*
- Women's Rights Policy \*\*
- Social Media Promotion \*\*
- Organizational Development Partnership Manager



## Program Development

Community Impact Coach Career Pathway \*\*  
Self-Directed Learning Education Style \*\*  
Educate – Adapt – Create for locally-owned sustainability \*\*  
3 Global Days with CAC Resources \*\*  
Curriculum Development  
Equipment Across Continents  
Capital Improvement Opportunities  
Program Development Partnership Manager

## Expectations

From our experience, the partnerships that create the best community impact and social change are those that involve year-round engagement with CAC. Coaches Across Continents wish to help you develop as an organization. To facilitate this we strongly encourage communities to engage in as many strategic resources as possible, especially those listed below:

1. **Monthly Communication.** CAC will have several more people “Off-Field” starting in 2017 and will be available for monthly communication. We want to work as a resource for your community, which will require strong communication skills via email, Skype, and other methods. We will request various impact stories from your community for our Monitoring & Evaluation, which will help us improve our partnerships.
2. **Community-based point person.** This person must have strong communication skills and respond to CAC emails within 72 hours. This person is vital to have a strong understanding of the impacts happening in each community.
3. **Live Webinar Participation.** Involvement with every webinar in our Virtual Learning Community.
4. **Community Impact Coach Candidates.** We want to identify the best local coaches within your organization. We will try as much as possible to bring them along with CAC into other communities either domestically or internationally



- during the year. CAC will forward the application that will be due at the start of January each year.
5. **Online Education Program Participant(s).** Each community is required to have 1-5 persons involved in our Online Education Program which runs for nine-months each year. This is to aid in your curriculum-development abilities.
  6. **Implementation of monthly curriculum.** Each month CAC will provide curriculum to be implemented consisting of activities specifically selected and designed for your community. Your implementation and feedback will assist the partnership to create the social changes desired. The methodology of Educate – Adapt – Create and our Self-Directed Learning style should be adopted as you implement these games.
  7. **Support of 3 Global Days.** CAC will continue to support International Women’s Day (March 8), Peace Day (September 21), and World AIDS Day (December 1) and will provide games to implement in the build up to these important global days. Your photos and videos will be shared on our social media platforms.
  8. **Child Rights and Women’s Rights’ Policies.** CAC will assist you in designing your own Child Rights and Women’s Rights’ policies. You may also choose to adopt our existing policies as you develop your own policies that are sustainable in your community.
  9. **Support for our In-Country Training:** CAC invests a tremendous amount into each partnership. Each community is expected to assist with costs associated with one or more of the following: meals, lodging, transport, and visa costs while our team of coaches is within your community. Specific details will be agreed upon before visiting your community.
    - a. **Online only partnerships.** CAC will work with some partnerships where we will not be able to physically conduct In-Country trainings. We will still make all of our strategic resources available, plus extra online training in order to provide educational consultancy and mentorship to create social impact through sport.



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

We want to work with local partners who are committed to using sport 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 and Contact Information:***

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

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

Coaches Across Continents  
[info@coachesacrosscontinents.org](mailto:info@coachesacrosscontinents.org)

Adam Burgess  
Sustainability Strategist  
[adam@coachesacrosscontinents.org](mailto:adam@coachesacrosscontinents.org)