#CAC10: A DECADE IN REVIEW

2008-2018

2018 GLOBAL IMPACT OF THE YEAR
A MESSAGE FROM CAC FOUNDER NICK GATES

It seems like it was just yesterday that Coaches Across Continents came to life. I was on a local bus from Entebbe, Uganda to Nairobi, Kenya when I had the idea of how to best support local communities.

A lot has changed since our first and only program in 2008. We started as a traditional ‘train the trainer’ model, but we have evolved to provide year-round process consultancy to organizations in more than 55 countries. We have 3 key Legacy pathways and 28 strategic resources for corporations, communities, governments, and foundations to carry out Education Outside the Classroom and create Legacies of social change.

Today, Coaches Across Continents has become the global leader in Education Outside the Classroom. Our partnership programs continue to win global awards and our innovative methodology has seen requests for our work from more than 95 countries. I am proud to say that more than 16 million children will benefit this year.

Our success is based on our incredible local community partners, on our passionate and skilled staff, on CAC representatives in more than 21 countries, and on key corporate and donor legacy partners. Thank you to everyone for our success.

In September 2018, we celebrated our ten-year anniversary under the campaign #CAC10. It’s been a decade of excellence, and we are well into our next decade of Creating Legacies.

#WhatsYourLegacy?

Nicholas Gates
Founder and Global Strategist
Coaches Across Continents
In our first decade we provided year-round partnerships through our 3 Legacy programs to organizations in 55 countries on 6 continents, impacting 16 million children.

CAC’s success has created a unique demand for our programs. Organizations worldwide are seeking our expertise and consultancy that will allow them to impact their communities based on the UN Sustainable Development Goals.

In addition to our existing partnerships in 55+ countries, organizations from a further 50 countries have contacted CAC.

CAC provides 3 Legacy pathways and 28 year-round strategic resources for organizations to choose from.

**GROWTH**

- FROM 1 COMMUNITY TO 463 COMMUNITIES
- FROM 1 COUNTRY TO 55 COUNTRIES
- FROM 1 CONTINENT TO 6 CONTINENTS
- FROM 3,000 CHILDREN IMPACTED TO 16 MILLION CHILDREN IMPACTED

**DEMAND**

**OUR CORPORATE & FOUNDATION LEGACY PROGRAM**

We Design, Develop, and Implement CSR & Cause Marketing Initiatives, Employee Engagement, and Foundation Legacy Programs that provide year-round, sustainable social development programs.

**PROJECTED:**

26 PROGRAMS IN 2018

**OUR COMMUNITY & GOVERNMENT LEGACY PROGRAM**

We Design, Develop, and Implement Education Outside the Classroom programs for governments, municipalities, and community-based organizations to create legacies of social change based on the UN Sustainable Development Goals.

**PROJECTED:**

92 PROGRAMS IN 2018

**OUR CURRICULUM LEGACY PROGRAM**

We Design, Develop, and Implement Educational Curriculum for corporations, governments, community-based organizations, and schools to create social change through play. Curriculum is created and released each month and for key UN Global Days.

**PROJECTED:**

5,044 PROGRAMS IN 2018
We envision the day when all governments, corporations, foundations, schools, and communities have the skills to use Education Outside the Classroom as a social impact tool and make the choice to do so.

We ensure human rights by empowering communities with the knowledge and skills to create their own future.

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What inspires us the most:

- The capacity of communities to change
- The need to question harmful traditional, religious, and cultural practices
- The opportunity for women to be treated as equals in sport and society
- The power of play and education
- The chance for children to laugh
- The ability for individuals, groups, and communities to choose their future
OUR GLOBAL FOOTPRINT:

A DECADE OF IMPACT

FULL HAT-TRICK INITIATIVE PARTNERS (55)

OCEANIA (1)

Australia

AFRICA (17)

Botswana
Cameroon
Cape Verde
Democratic Republic of the Congo
Ghana
Kenya
Liberia
Malawi
Mauritius
Nigeria
Rwanda
Sierra Leone
South Africa
Tanzania
Zambia
Zimbabwe

ASIA (19)

Cambodia
China
India
Indonesia
Israel
Jamaica
Japan
Jordan
Lebanon
Malaysia
Nepal
Pakistan
the Philippines
Singapore
South Korea
Sierra Leone
Thailand
Vietnam

NORTH AMERICA (6)

Canada
Haiti
Jamaica
Mexico
Nicaragua
United States of America

SOUTH AMERICA (6)

Brazil
Chile
Colombia
Ecuador
Paraguay
Peru

EUROPE (6)

Albania
Armenia
Austria
Belgium
Brazil
Burundi

CURRICULUM AND GLOBAL DAY PARTNERS (110)

Albania
Algeria
American Samoa
Argentina
Armenia
Australia
Bahamas
Bahrain
Bangladesh
Bolivia
Botswana
Brazil
Burkina Faso
Burundi
Cambodia
Cameroon
Canada
Cape Verde
Central African Republic
Chile
China
Colombia
Cote d’Ivoire
Cuba
Democratic Republic of the Congo
Dominica
East Timor (Timor-Leste)
Ecuador
Egypt
El Salvador
Equatorial Guinea
Ethiopia
Fiji
Finland
France
Georgia
Germany
Ghana
Greece
Grenada
Guatemala
Haiti
Honduras
Hungary
India
Indonesia
Iran
Ireland
Israel
Jamaica
Japan
Jordan
Kenya
Kosovo
Kuwait
Lebanon
Lesotho
Liberia
Moldova
Monaco
Morocco
Mozambique
Myanmar
Netherlands
Nigeria
Pakistan
Palestine
Papua New Guinea
Paraguay
Philippines
Portugal
Qatar
Republic of the Congo
Russia
Rwanda
Saudi Arabia
Scotland
Senegal
Sierra Leone
Singapore
Spain
Sri Lanka
St. Lucia
Tanzania
Thailand
Coaches Across Continents partners with corporations to Design, Develop, and Implement their Cause Marketing, Corporate Social Responsibility and Employee Engagement initiatives. To date, we have brought to life Corporate Legacy Programs in 23 countries on 6 continents. This includes our work with:

**CHEVROLET FC**
Brought to life Community Safe Spaces in 8 countries. YouTube views of these projects exceed 60 million

**SOCCEREX**
Coaches Across Continents is the Official Charity Partner of Soccerex, the Global Leader for the Business of Soccer

**NIKE**
CAC designed a global curriculum and is the lead organization for Nike, which impacts 16+ million children globally through employee volunteerism and ‘play’ campaigns

**ONE WORLD PLAY PROJECT**
Over 1,000,000 virtually indestructible balls have been distributed worldwide

**POSTOBÓN**
Initiated a nationwide ASK for Choice campaign around Sport, Peace & Reconciliation in Colombia, impacting over 103,000 young people

**STANDARD CHARTERED BANK**
CAC wrote the On-Field curriculum for the SCB Goal Programme in 12 countries and developed employee engagement and volunteerism.

**XL SPORTS**
We are the official social partner for this prestigious sports tour company

**OTHER CORPORATE LEGACY PROJECTS INCLUDE:**
1. World Cup and Olympic Legacy Initiatives in South America, Asia, and Africa
2. Year-Round Programming for 12 FIFA Football For Hope Centres and 2 Connor Sport Courts
3. Employee Engagement on 5 continents
CORPORATE & FOUNDATION LEGACY PROGRAM

MICHAEL JOHNSON YOUNG LEADERS (MJYL)

Young Leaders in 22 Countries Impacted

- Each young leader receives specialized training at Michael’s Performance Center in Dallas. This is followed by a unique year-round ‘Support for Success’ package, which includes mentorship to help them achieve their sport, leadership, and community impact goals.

“SUCCESS HERE MEANS THAT EVERY SINGLE YOUNG PERSON WHO HAS GONE THROUGH THE COURSE WILL HAVE THE SKILLS AND OPPORTUNITY TO ACHIEVE A BETTER FUTURE.”

— MICHAEL JOHNSON Four-time Olympic Champion and former World Record holder

ASIAN FOOTBALL CONFEDERATION (AFC)

The Official Social Responsibility Partner

- We have signed a Memorandum of Understanding with the AFC and their 47 member associations as their official Social Responsibility Partner
- To date we have On-Field partnerships in 17 Asian countries
- Our work with the AFC includes working with Rohingya refugees, rebuilding communities after natural disasters, developing curriculum for their 47 member Football Associations, and more.
Community-based organizations from 55 countries have established partnerships with Coaches Across Continents, enabling them to utilize our year-round strategic resources to Design, Develop, and Implement sustainable Education Outside the Classroom programming.

We mentor our community partner organizations through our Hat-Trick Initiative, which consists of our ASK for Choice or Chance to Choice pathways. Through our Design, Develop, and Implement process, we create Legacies based on the UN Sustainable Development Goals (SDGs).

**2008:** 3,000 CHILDREN IMPACTED
**2018:** 16,000,000+ CHILDREN IMPACTED

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16,000,000+ CHILDREN IMPACTED
24,169 COACHES EDUCATED
495 IMPLEMENTING PARTNERS
6,539 MEMBER PARTNER PROGRAMS
6 CONTINENTS
10 UN SDGS TARGETED
5 UN GLOBAL DAYS SUPPORTED WITH FREE CURRICULUM RESOURCE PACKETS AND TOOLKITS
OVER $19 MILLION DOLLARS OF SERVICES PROVIDED
Coaches Across Continents works with municipal, regional, and national governments on 4 continents to Design, Develop, and Implement Education Outside the Classroom. We engage Ministries of Sport and Education to design curriculum and educate teachers how to use Purposeful Play to address their social needs.
Use of the CAC curriculum and our Self-Directed Learning methodology is the most requested strategic resource from our partner programs. In partnership with Sport Session Planner, we have inputted over 500 of our play-based educational games into their online system, including key CAC modules on:

1. Child Rights and Protection
2. Conflict Prevention
3. Female Empowerment / ASK for Choice
4. Health and Wellness
5. Fun

We continue to create curriculum for corporations, governments, and communities on requested topics such as our modules on the environment, numeracy, addiction, financial literacy, and more.

There are four main components of our Curriculum Legacy program:

1. Online Education Program, with leaders participating from more than 40 countries learning how to develop their own curriculum
2. Support of five UN Global Days with curriculum and resource packets
3. Monthly curriculum on a different UN SDG delivered to organizations in 110 countries
4. Online Child Rights and ASK for Choice Policy development
Central to each of our three Legacy Programs is Education Outside the Classroom.

WHAT IS EOC?
EOC supports traditional education by providing safe spaces for children and communities to discuss harmful traditional, religious and cultural practices. Our intentionally designed EOC methodology and curriculum empowers children to learn problem-solving leadership skills, and empowers communities to design pathways towards social change.

WHY IS IT IMPORTANT?
Education Outside the Classroom is play-based and is designed for an ever-changing world. It empowers young people and communities to analyze their needs and implement strategies to choose their future.

WHERE IS IT IMPLEMENTED?
Organizations in 55 countries on 6 continents implement our Education Outside the Classroom programming, impacting over 16 million children.

2008: 3,000 CHILDREN IMPACTED
2018: 16,000,000+ CHILDREN IMPACTED
COACHES ACROSS CONTINENTS’ work is based on the UN Universal Declaration of Human Rights, the UN Convention on the Rights of the Child, and the UN Convention on the Elimination of All Forms of Discrimination Against Women. These three documents drive our work to create legacies for a better world.

CHANCE TO CHOICE PHILOSOPHY
Dr. Judith Gates first postulated that young people throughout the world go through seven similar stages of development. The principles of moving from circumstances of birth and the conformity of an unquestioned lifestyle, through deepening insight to the recognition of potential choices are summarized as follows:

- Chance of birth
- Conformity of childhood
- Conflict of adolescence
- Certainty of post-adolescence
- Contradictions
- Challenge
- Choice

SELF-DIRECTED LEARNING METHODOLOGY
In our article in Soccer & Society (Volume 18, 2017), we demonstrate how systematic sport for development programming can guide individuals and communities from ‘Chance’ to ‘Choice’ by encouraging them to ‘solve their problem’ and build the skill sets necessary to create sustainable change.

THEORY OF COMMUNITY CHANGE
This is a bottom-up approach based on building community capacity and empowering local partners to question previous certainties and make responsible choices for their future.

“COACHES ACROSS CONTINENTS CAUGHT MY ATTENTION AS A SPORT FOR DEVELOPMENT ORGANIZATION BECAUSE IT IS THE ONLY ONE I’VE SEEN THAT HAS A CLEARLY STATED METHODOLOGY AND THEORY OF CHANGE.”
—DR. JAY COAKLEY, Professor Emeritus, University of Colorado at Colorado Springs
ASK FOR CHOICE: BRINGING GENDER POLICIES TO LIFE

Gender equality is a cornerstone of community development, and our ASK for Choice Programming impacts organizations in 55 countries.

CHILD RIGHTS POLICY DEVELOPMENT THROUGH CURRICULUM

Every CAC partnership program includes Child Rights and Safeguarding learning.

COMMUNITY IMPACT COACH EMPLOYABILITY INITIATIVE

We bring skilled local coaches On-Field with CAC, thereby providing leadership and professional development, cultural exchange, and employment opportunities for coaches in 28 countries.

CURRICULUM DEVELOPMENT

Each month, our free curriculum addresses a specific UN SDG and is available to over 5,000 organizations in over 110 countries.

ONLINE EDUCATION PROGRAM

We use technology to provide a free learning platform in Sport for Development. This program grew 450% in the past year and has been used by nearly 200 partner programs.

Other key strategic resources include monitoring and evaluation development, child and gender rights policy creation, global leadership courses, capital improvements, networking, and joint-funding opportunities.

Our strategic resources are designed to support the implementation of the UN Sustainable Development Goals (SDGs) in a holistic and integrated manner. Based on our needs analysis, every partnership utilizes our strategic resources to design, develop, and implement an Education Outside the Classroom pathway to address the UN SDGs.

We impact 10 of the UN SDGs. The top six are addressed in 100% of our partnerships.

1 NO-poverty
2 zerpoverty
3 good health & well-being
4 quality education
5 gender equality
6 peace, justice, & strong institutions
7 life on our planet
8 decent work & economic growth
9 reduced inequalities
10 sustainable cities & communities
11 peace, justice, & strong institutions
12 life on our planet
13 climate action
14 life on our planet
15 life on our planet
16 peace, justice, & strong institutions
17 partnerships for the goals

Our Year-Round Strategic Resources

Coaches Across Continents is the only organization with 28 year-round strategic resources, including:

SUSTAINABLE DEVELOPMENT GOALS (SDGs)
We take our role and responsibility as a Global Leader in Child Protection seriously. Basing our work on UNICEF’s Convention on the Rights of the Child, CAC has developed a comprehensive approach to ensure that every child is both protected and encouraged.

**SOME INITIATIVES INCLUDE:**

- Working with UNICEF since 2012 as pioneering member of their ‘International Safeguards for Children in Sport’
- Continuing to work with UNICEF on three working groups pertaining to Child Protection
- 100% of CAC partners have had child safeguarding and protection training On-Field
- CAC’s Child Rights & Protection Policy in effect since our inception
- CAC’s Peace and Child Rights written and published

**ASK for Choice was developed in conjunction with our membership in the Clinton Global Initiative:**

**Attitudes towards girls’ education, Skills for female leadership, and Knowledge of women’s rights and gender policies that inform future Choices.**

- ASK for Choice impacts 55 countries
- Created ASK for Choice Gender Equality policies for 45 organizations unique to their communities
- 96% of our partners have women in leadership positions
- International Women’s Day activities impact over 4,000 communities in 110 countries and educate 3+ million youth.

**WHEN YOU EDUCATE A GIRL, YOU EDUCATE A NATION**

“We want our girls and women to know their rights. They have a right to freedom of expression and the right to education. We want our girls and women to know that they have the right to live without their rights being violated - free from sexual and physical abuse - because we are human beings just like our male peers.” - Betty Phiri, Zanimuone Black Stars, Zambia
AWARDS & RECOGNITION

2017-2018

- **BEYOND SPORT** Global Impact of the Year 2018
- Named BEST SPORT & SOCIAL IMPACT ORGANISATION 2017 by Global Health and Pharma
- Chief Executive Brian Suskiewicz named one of the 50 MOST IMPACTFUL SOCIAL INNOVATORS and 100 BEST GLOBAL COACHING LEADERS at the CHRO Asia Awards.
- European Sustainability Strategist Jordan Stephenson was named a NEXTGEN LEADER 2018 by the Sport Industry Group.

A DECADE OF HONORS

- 25 MAJOR AWARDS, including Beyond Sport’s Global Impact of the Year (2018) and Corporate of the Year (2014)
- METHODOLOGY PUBLISHED in Soccer & Society
- KEYNOTE SPEECHES and presentations at global events on six continents
- SUBJECT AND CONTRIBUTOR of numerous rigorous academic studies
- ONGOING WORKING GROUPS with UNICEF on Child Rights
CORPORATE & FOUNDATION LEGACY

Corporations will become leaders in the development world. CAC’s role will be to Design, Develop, and Implement Corporate Social Responsibility, Cause Marketing, and Employee Engagement Initiatives that have year-round sustainable impact and move away from traditional one-day promotional events. We will ensure that corporations’ investments have outstanding return on investment and create Brand Legacy.

Foundations will look to invest in innovative and impactful ideas, and we will work with foundations to encourage long-term grants that reflect the changing needs of community programs and the innovative ideas that will bring about sustainable social change.

COMMUNITY & GOVERNMENT LEGACY

Communities and governments will need a more modern partnership model that reflects the growing sophistication of the development world. CAC will continue to Design, Develop, and Implement year-round Education Outside the Classroom programming with our partners. We will empower them to build their own sustainable pathways of social change addressing the UN SDGs. And, we will help them develop their own Child Rights and ASK For Choice policies.

CURRICULUM LEGACY

Since 2015, CAC has invested in curriculum delivery through technology. We have written curriculum for major global corporations and for local and national governments and municipalities. In 2018, more than 125 young leaders will take our Online Education Program using Sport Session Planner. More than 5,300 programs in 110 countries use our monthly curriculum to educate young people in their communities. We will continue to create curriculum on key social issues and distribute them both online and through our Education Hubs.

#CAC20:
PROJECTING THE NEXT 10 YEARS

CAC has developed to provide what organizations need to impact their communities. We are the only global NGO with 28 strategic resources to create Legacies based on Play, Education, and Development.

#WhatsYourLegacy?
Join the CAC Board of Directors by investing $150,000 OVER THREE YEARS
Create an Education Outside the Classroom Hub = $81,000 PER YEAR
Fund a Year-Round Community Legacy Program = $37,000 PER YEAR
Employ one of our globe-trotting Self–Directed Learning educators = $30,000
Support the in-country Educate the Educator program for $9,000
Employ one Community Impact Coach (CIC) for a full year for $6,000
Create an international professional development program for a CIC for $3,000
Provide an opportunity for a CIC to work with CAC in their community for $1,000
Support Education Outside the Classroom (EOC) for an entire school for $500
Provide Education Outside the Classroom for one classroom for $100
Invest in a child to receive Purposeful Play for $25

NAME YOUR INVESTMENT: Contact CAC to invest in a specific community, country, or social issue

September 2018 marked the tenth anniversary of Coaches Across Continents and the start of our #CAC10 campaign. Support CAC today and create Your Legacy.

CONTACT US TODAY
WhatsYourLegacy@coachesacrosscontinents.org
We would like to thank our Board of Directors, Business Board, Education Outside the Classroom Board, Curriculum/Coaching Board, and ASK for Choice Board. We also want to give special thanks to all our global citizens and supporters, our Community Impact Coaches, all our donors, our videographer Kevin O’Donovan, and Taiji Brand Group for helping us create sustainable Legacies all over the world.
THANK YOU FOR READING

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For more info please contact us at:
www.coachesacrosscontinents.org

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#WHATS YOUR LEGACY?
#CAC10: 2008-2018
A DECADE OF EXCELLENCE