



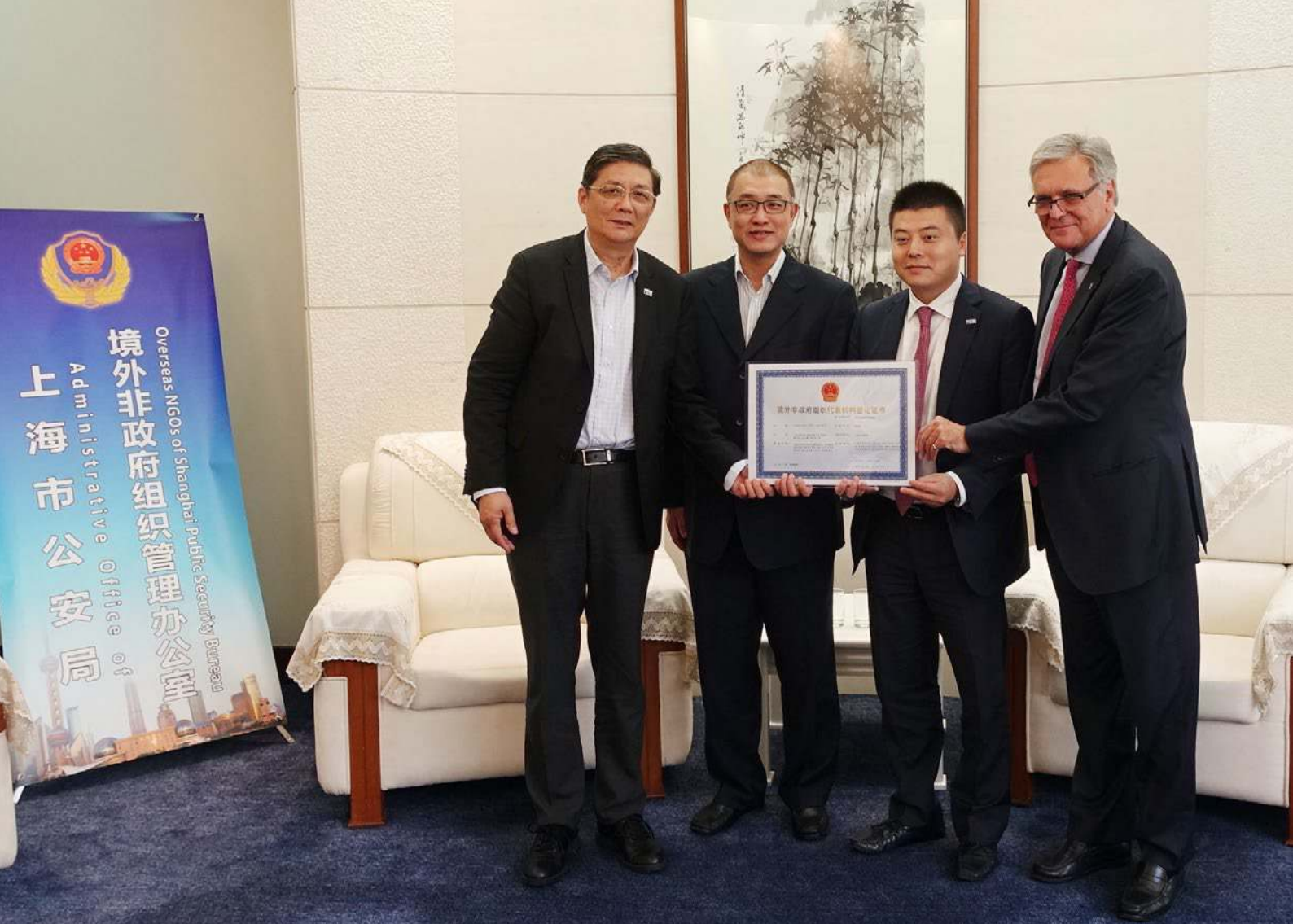
# HAPPY **FOOTBALL**

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Asian Football Confederation and United Way Worldwide  
Helping kids develop healthier minds and bodies in Shanghai

Train-the-Trainer Event : May 27<sup>th</sup> – 30<sup>th</sup> 2019





## UNITED WAY WORLDWIDE AND SHANGHAI CHARITY FOUNDATION

## COLLABORATION ON EARLY CHILD DEVELOPMENT

United Way Worldwide and Shanghai Charity Foundation work together in the areas of education, income, and health to improve the lives of children in the Shanghai region. Through the collaboration, Shanghai Charity Foundation leverages United Way's proven business model of working with governments, NGOs, corporations, and volunteers to create long-term community impact and sustainability. These efforts are made possible through the leadership of companies and their employees.







# MILESTONES WITH AFC AND CFA

**2018.9.12**

**Kuala Lumpur, Malaysia**

UWW met with the China Football Association (CFA) leadership team at the annual AFC Social Responsibility Conference.

**2019.5.16**

**Beijing, China**

AFC's Colin Gibson and UWW team met with CFA's new CSR Director Ms. Nan and shared the recent news that China won the bid to host the 2023 Asian Cup.

**2018.1.18**

**Kuala Lumpur, Malaysia**

The Asian Football Confederation (AFC) and United Way Worldwide (UWW) reached an agreement to further the education and health of children and youths in Asia.

**2018.9.20**

**Beijing, China**

China Ministry of Civil Affairs awarded its 10th China Charity Prize to the UWW and China Charity Federation for their "A Better Tomorrow for Children" program.





On May 24th, 2019, the Chinese Super League and the China Soong Ching Ling Foundation partnered with UWW to jumpstart sports programs with migrant Children. The event was held at the Beijing Dandelion Migrant Children School where players from the China Super League participated in the course and coached the students on practical football skills.

## COOPERATION WITH CHINA SUPER LEAGUE



Mr. Brian Gallagher, Mr. Pan Shiyi (CEO of SOHO China) and Ms. Yang Yang (Vice GM of the Chinese Super League) were invited to the activities.

This strategic partnership between UWW and the China Super League marks just the beginning of our sports project for migrant children. UWW is developing an appropriate sports curriculum to increase the health of migrant children. As one of the most popular professional sports leagues in China, with an average attendance of 24,107 for league matches in the 2018 season, provides their expertise on sports training and logistic support. In the long run, UWW will keep promoting the tailor-made sports curriculum to more migrant children's schools. The program will focus on mass participation of migrant children and social volunteers on a regular basis.





## SHANGHAI PILOT

United Way China is working closely with governments, professional experts, corporations, and volunteers to highlight the importance of sports in early childhood education.

### 2018.9

UWW and China Charity Federation's "A Better Tomorrow for Children" joint program won the 10th China Charity Prize from China Ministry of Civil Affairs.

### 2018.9

A Coaches Across Continents representative and the UWW team visited the Shanghai Ding Ding migrant children kindergarten to explore potential development of a sports program.

### 2018.11- 2019.2

The UWW team interviewed top academic experts, connected with Shanghai district education bureaus, visited over 30 migrant children kindergartens, and explored strategic partnerships with Shanghai Aolin Kindergarten and Shanghai Child Care Association in an effort to advance the Education Outside the Classroom (EOC) project.

### 2019.2.27

Shanghai Child Care Association and Shanghai Aolin Kindergarten jointly hosted a workshop to gather together kindergarten principals and identify local champion change makers.

### 2019.3.11

First pilot sport activity at Shanghai Ding Ding migrant children kindergarten implemented to evaluate corporate volunteer engagement feasibility.

### 2019.5.27 - 30

UWW and CAC jointly hosted a 3-day train the trainer event at Shanghai Aolin Kindergarten for over 40 kindergarten teachers.

**E**ducation Outside the Classroom is a play-based program designed for an ever-changing world. The program empowers young people and communities to analyze their needs and implement strategies to forge their futures. It addresses the issues highlighted by UN Sustainable Goal #4 for inclusive and equitable quality education and promoting lifelong learning opportunities for all.

**Self-Directed Learners possess** attitudes such as independence of mind, confidence in their own judgment, a sense of self-esteem leading to self-actualization, and the ability to cooperate and collaborate with others. They are independent thinkers who can define and solve problems, reason logically, engage in the imaginative projection of their own ideas, and set goals and strategies to achieve them. They reflect upon experience and learn from it.





# MULTI-STAKEHOLDERS APPROACH

There are currently more than **200** kindergartens servicing 100,000+ preschool migrant children in Shanghai, spanning across 8+ suburban districts. To assess the needs of migrant children, UWW visited over 8 district Education authorities and 7 kindergartens in Shanghai. Additionally, UWW enlisted three issue experts to conduct research on the status of the early education of migrant children.



## Shanghai District Education Bureaus

- Shanghai Municipal Education Commission Child Care Office
- Shanghai Child Care Association
- Minhang District Education Bureau Child Care Office
- Baoshan District Education Bureau Child Education Division
- Jiading District Education Bureau Preschool Education Division
- Jinshan District Education Bureau Civilian Administration Center
- Songjiang District Education Bureau Child Care Office
- Qingpu District Education Bureau
- Fengxian District Education Bureau Preschool Education Division
- Chongming District Education Bureau



**Professor Lu Jianfei**, former secretary of the Party Committee of Shanghai Normal University and an expert on education for children and left-behind children, author of the book *Dandelion in the Wind* and "Research Report on the Development of Preschool Education for Migrant Workers in China."



**Tang Xiaojie Ph.D.**, deputy director of the Institute of Private Education of Shanghai Institute of Education, private education research expert who focuses on the education of left-behind children.



**Zhou Jiping**, deputy of Shanghai Municipal People's Congress, director of the Education Committee of Migrant Workers' Children of Shanghai Private Education Association, founded Mengshan Xuezuoheng Primary School.

## Academic Experts



**Hu Yu**  
Quoted the Secretary-General of the Child Care Association

"Shanghai Private 3rd Level Kindergartens mainly serve children who are 3 to 6 years old and consists of those who don't have a residence permit in this city. These kindergartens are privately owned and generally charging monthly tuition, around 1200–1600 yuan, but because of the facility cost and labor expenses, the kindergartens' conditions are limited. The teachers' number is insufficient, turnover rate is high, and they also lack proper training."

# WORKSHOP TO CONVENE LOCAL CHAMPION CHANGE MAKERS

On Feb. 27, 2019, with the sponsorship of the Shanghai Child Care Association, UWW invited Shanghai early childhood education experts to discuss how to better promote the practice of "Migrant Children" sports programs.



## Conclusion

Sports promote mental and physical resiliency, Furthermore, healthy minds and bodies are a fun way to help children achieve the recommended 60 minutes of physical activity each day. Although children's sports require a commitment of time and money, it is an investment in a happy childhood and a healthy future. United Way China believes that all children deserve a strong start in life with a solid foundation for success, which includes healthy bodies and minds.

## SUMMARY OF EXPERTS' OPINIONS IN WORKSHOP

"Children's daily outdoor activities are generally no less than two hours, of which the physical activity time is not less than one hour. At the same time, it is also necessary to pay attention to the children's sports development and exercise habits."

Ministry of Education "Guide to Learning and Development of Children Aged 3-6" 2012 Edition



**Zhang Ying**  
the principle,  
Shanghai  
Aolin Kindergarten

"To design the curriculum, the characteristics of different age groups and the supplementary health care tips should be taken into consideration. In terms of the nature of children during exercise, it is easy to have safety risks. An important part of exercise itself, in health care we must take into account the main points of attention before, during, and after exercise, and indicate the main points of operation. Take Aolin as an example: divide the action into six types in the curriculum design, and then design the activity through the combination of different actions and health care points."

"Due to the nature of private 3rd level kindergartens, including the location, space, equipment, teacher-student ratio, etc., the activity plan should be able to be customized to be compatible with the actual operation of the kindergarten. The overall plan should be detailed: the number of volunteers sent to each kindergarten, the specific duration of volunteer activities, and the class assignment. After the specific practice, the experience is summed up to form a standardized plan, and the corresponding equipment donation list and training program corresponding to each type of kindergarten are provided to form a systematic and stable training system."



**Xiao Yanping**  
Education researcher/  
Special-grade teacher  
Huangpu District  
College of Education



**Fang Hongmei**  
Principal/Special-  
grade teacher, oshan  
District Chen Bochui  
Kindergarten

"One key point of early childhood education is recording and tracking. At the same time the equipment is issued, the school should start to record the daily usage. It is also possible to record the growth of children and usage of equipment at the same time. Through publicity, parents and the society can see this power: the sports could benefit children's growth, stimulate children's interest, and help assess gifted children. Not only can parents support and have social effects, but if they participate as volunteers, they not only serve the groups, but also learn the knowledge and apply it to family life through volunteer experience. These volunteers have won awards from the philanthropic sector, which is an important part of the success of the project."



# COACHES ACROSS CONTINENTS

Coaches Across Continents is the global leader in Purposeful Play. Governments, Corporations, Foundations, and community-based organizations in 60 countries impact 16 million children annually using CAC's 28 year-round strategic resources to create Purposeful Play.



## Background

CAC's Purposeful play is based on four key pillars: Their Core Values; Chance to Choice Educational Philosophy; Self-Directed Learning Methodology; and Theory of Change.

"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." - Jay Coakley, Ph.D., Professor Emeritus, Sociology Department, University

of Colorado at Colorado Springs

Coaches Across Continents knows that many individuals and organizations understand the potential power of sport, however they do not optimize its use as an educational tool or agent of social change. By partnering with CAC, they learn best practices in Purposeful Play and can educate educate children in their communities and create Legacies of social change.

## What is Purposeful Play?

CAC's Purposeful Play creates Education Outside the Classroom and is unique for two key reasons:

1. CAC's Purposeful Play is based on our Self-Directed Learning Methodology that creates an environment for children to be in control. They are able to suggest and implement solutions to problems posed by the educators or the activities themselves. This develops the key skill sets of problem solving and critical thinking.

2. Every activity from CAC's award-winning curriculum is carefully designed to educate students on specific UN Sustainable Development Goals (SDGs) and key social issues. This transforms the sports field into a safe space where individuals can learn and ultimately question harmful traditional, religious, and cultural practices.







# CURRICULUM MODULE

Within this partnership we have been able to develop tailor-made games for field practice. Our intentionally designed module empowers children to learn problem solving leadership skills and schools to design pathways towards social change.

On May 27 and 28, 2019, UWW and CAC held a 2-day training session in Shanghai Aolin Kindergarten. Over 30 teachers in the community attended the training and were very impressed by this program. Many teachers understand the potential power of sport, but do not know how to optimize its use as an educational tool of social change. Through this training, they learned best practices of EOC to transform sports into a safe space where children can learn and ultimately question harmful traditional, religious, and cultural practices.

## Game designed by CAC Circle of Friends Theme: Warming up and finding your voice



United Way China's strategic, philanthropic approach to create long-term change for migrant children is to enhance the capability of educators and volunteers in the communities.

**Theme:** Communicating in a non-violent way

**Organization:** Players jog around and when the coach calls a number

(4 for example), the players have to get into groups of 4. The last group to form has to show a dance or a goal celebration in front of the entire team. For the next round, the coach does not call out the numbers but shows the numbers with his or her fingers. Players are not allowed to talk and cannot grab or push other players. Variation: Add a rule that players can't form a group with the same players they just formed a group with. This makes the game a little harder.







# OUR PLAN

## Partnership with CAC for implementation

### CAC commits to:

- ◆ Working with United Way Worldwide to grow this Shanghai initiative into one that can be replicated and implemented in the ~1,800 and 5 regions globally where UWW operates, once funding is procured and approved by all parties. This includes working alongside UWW to advise regarding potential local implementing parties and assisting United Way worldwide in locating funding partners when necessary.
- ◆ Providing access to our 28 year-round strategic resources in order to build the long-term sustainability of each implementing partner globally. Each implementing program will have its own CAC process consultant to guide each implementing partner through our resources, as well as and the full support of the CAC organization's expertise.

### United Way commits to:

- ◆ Cultivation of local partners in Shanghai who will implement CAC's curriculum and methodology of Purposeful Play; Education Outside the Classroom beginning in September 2019.
- ◆ Organizing the logistics of the On-Field and Classroom education to be delivered in the Shanghai region in September, 2019. This includes mobilization of teachers and schools, written translation of CAC materials, provision for translators for CAC coaches, and all domestic costs associated with the program.
- ◆ Building an ecosystem for future partnerships in UWW markets that include CAC as the delivery partner for methodology and curriculum, a local partner to deliver CAC's curriculum and methodology on a regular basis, and a funding partner to cover costs associated with the programs implementation.

## Opportunity

With China hosting the Asian Cup 2023, it will be a great opportunity for AFC and UWW to promote the soccer program as an important philanthropic project worldwide. AFC and UWW will work closely with governments,

corporations, foundations, and community-based organizations to implement our EOC programming and create lasting social change based on the UN Sustainable Development Goals.



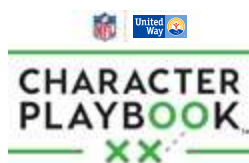




# CULTIVATING CHARACTER DEVELOPMENT IN THE CLASSROOM

• Success in life starts with a strong foundation. That's why United Way is committed to educating today's youth, preparing them for good jobs and keeping them healthy as they build their futures. An integral part of these efforts is our dedication to character development; specifically, social-emotional learning. Research has shown programs that emphasize this important part of a student's development are proven to increase their academic performance, and yet in communities across the nation, this type of programming is difficult to find until now.

• United Way and the National Football League (NFL) teamed up to launch Character Playbook, an interactive program powered by digital-learning innovator, EverFi, that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years. The program's digital curriculum, which offers six modules in graphic novel form, helps students discover conflict resolution strategies, learn coping mechanisms and gain confidence



in the classroom. For students like Donald, Character Playbook has been invaluable. "I never thought a program could help me with my social life, outside and inside my house, but it helped me through a lot of problems," said Donald, who engaged with Character Playbook through United Way of Essex and West Hudson. "I would get mad over little things, and it helped me calm down. It taught me to surround myself with the kind of friends who can build me up, instead of tearing me down."

• Character Playbook is making a significant mark in communities across the nation, engaging 98 United Ways and working with nearly 1,000 schools to set students up for success. Adopted by the hometown communities of all 32 NFL teams, this program— provided free to schools— has helped more than 82,000 students complete nearly 282,000 modules, a testament to our shared goal of elevating character education in the classroom.

To learn more about Character Playbook, visit [www.characterplaybook.com](http://www.characterplaybook.com).



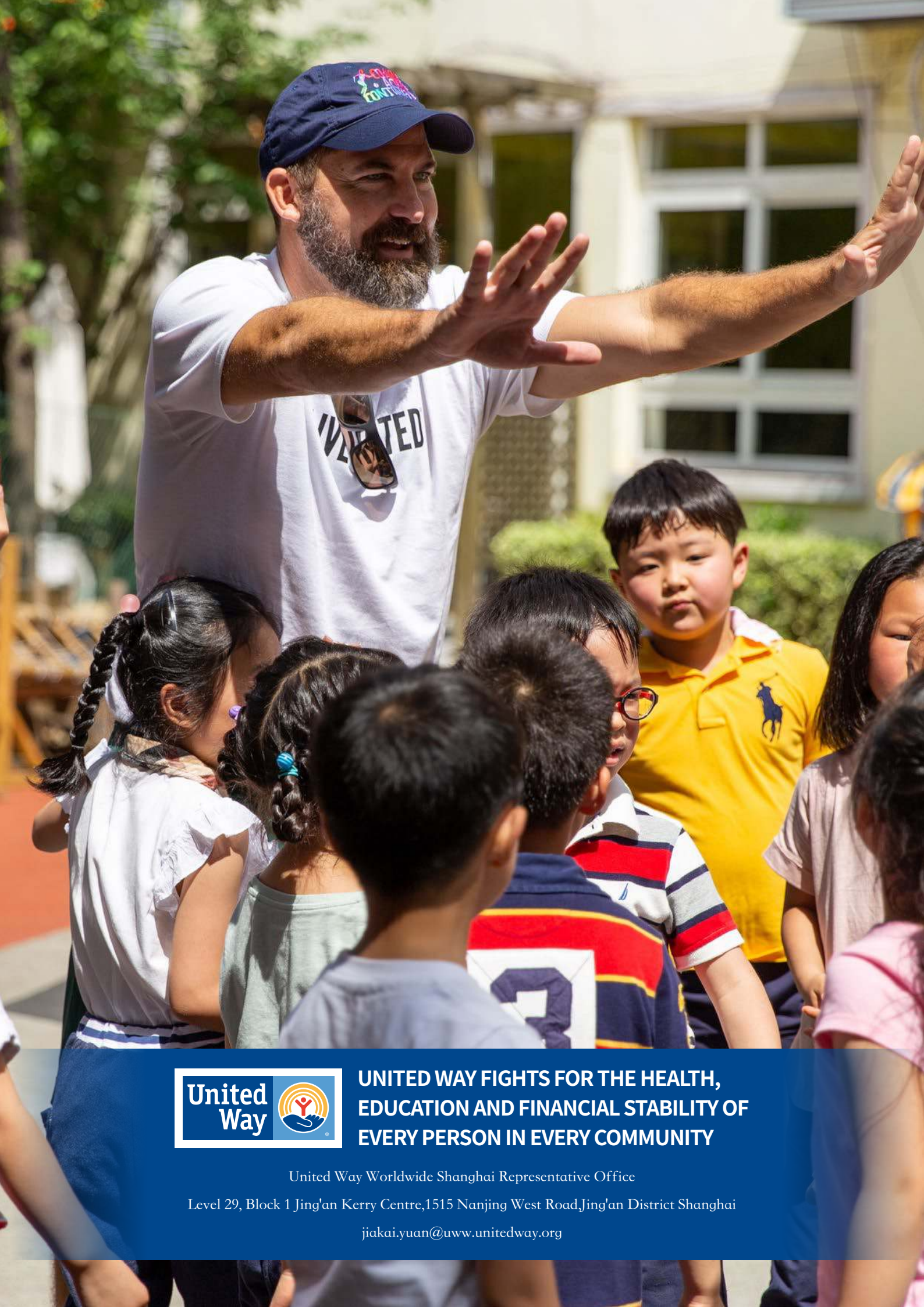
## NOT ALL HEROES WEAR CAPES

The Hero Effect™, a 10-episode docuseries showcasing stories of ordinary individuals who are making extraordinary differences in their communities, premiered on OWN: Oprah Winfrey Network in November. Presented by United Way and created by Dolphin Entertainment, the show seeks to inspire viewers to take action in their communities. The series spotlights real-life stories that build on our mission to fight for the health, education and financial stability of every person in every community.

The Hero Effect covers a broad range of issues, from connecting veterans with housing and jobs in Florida, to building children's reading skills in Iowa. The second episode featured chef Chad Houser, who is empowering youth in Dallas, Texas, through his restaurant, Café Momentum. Created through GroundFloor, a social incubator housed by United Way of Metropolitan Dallas, Chad and Café Momentum are transforming the lives of teens who have been recently released from juvenile detention centers. Employment at Café Momentum also provides these employees with important social, vocational and financial skills. Chad is giving youth the ingredients they need to live healthy and successful lives. To learn more about The Hero Effect, visit [www.HeroEffect.com](http://www.HeroEffect.com).



CO-HOSTS EMILY WILSON AND DONALD DR. IVER, WITH "HERO" CHAD HOUSER (CENTER)



**UNITED WAY FIGHTS FOR THE HEALTH,  
EDUCATION AND FINANCIAL STABILITY OF  
EVERY PERSON IN EVERY COMMUNITY**

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