



2019

ANNUAL REVIEW

COACHES ACROSS CONTINENTS

INFLUENCE. INNOVATE. IMPACT. INSTRUCT.



A MESSAGE FROM OUR FOUNDER: COVID-19 PANDEMIC

As we began our Annual Review in January, our staff was extremely proud of the impact and scale of our work educating on the United Nations Sustainable Development Goals in 70 countries.

And then on January 30th, the WHO declared a new virus to be a Public Health Emergency of International Concern, and the world changed. On February 11th, the virus was named COVID-19.

I am so proud of how Coaches Across Continents and our collaboration of programs and educators responded. We designed, developed, and implemented an educational resource and distributed it to our programs in early March 2020. Our in-country teams became leaders in their communities and took action to educate children about the virus and provide immediate community aid.

In May 2020, we began work on a longer term project to address the rising social problems associated with the virus, including mental health, increased violence against children and women, alcohol and drug abuse, and the financial costs of the pandemic. This is the biggest global emergency that we will see in our lifetimes.

If you would like to support Coaches Across Continents, please email me or our teams directly and we can discuss our projects and plans. It is a difficult time for everyone in the world. We all need to join together so that we do not go 'back to normal' in 2021 but rather, we move towards a 'new normal'.

Please stay safe and let's all become #PartoftheSolution.

Nicholas Gates

Nick Gates
Founder and Global Strategist
Coaches Across Continents



CAC 2008-2018: A BRIEF HISTORY

PURPOSEFUL PLAY AND EDUCATION OUTSIDE THE CLASSROOM

2009

Winner of Beyond Sport Awards Best New Project for our Hat-Trick Initiative.

2011

Recognized by Prince Albert of Monaco as an NGO for Peace of the Year Award for our work with child soldiers in Uganda.

2013

We launched our Community Impact Coach program to empower young leaders to work with vulnerable children in 19 countries.

2015

Following the devastating earthquake in Nepal, CAC immediately supported our partners and focused on ending child trafficking.

2017

Our ASK for Choice program in Colombia impacted 103,000 women and children in Sport, Peace, and Reconciliation following its decades-long armed conflict.

2008

Coaches Across Continents was founded by Nick Gates and ran its first initiative in Kigoma, Tanzania.

2010

Following the World Cup in South Africa, CAC partnered with 12 of the FIFA Football For Hope Centers across Africa including the Special Olympics in Namibia.

2012

CAC named a pioneering organization for UNICEF's International Safeguards for Children in Sport.

2014

CAC won our 2nd Beyond Sport Corporate of the Year Award with Chevrolet to create 'safe spaces' and address key social issues in 8 countries.

2016

CAC partnered with Nike Community Impact to engage 5,700 Nike employees globally and impact 16.2 million children.

2018

We began a 3-year initiative educating Rohingya leaders in the world's largest refugee camp in Bangladesh.

CAC: 2019

OUR MOST IMPACTFUL YEAR TO DATE

To cope with the ever-increasing demand for our services, CAC employs four strategic divisions: **Influence**, **Innovate**, **Impact**, and **Instruct**.

2019 HIGHLIGHTS

CAC INFLUENCE

- Was established in 2019 with the purpose of engaging governments, international NGOs, and key donors to influence policies and deliver programming to create sustainable change.
- Launched our global leading CAC SAFE Campaign that creates Child SAFE, Coach SAFE, Organization SAFE and Community SAFE practices.



CAC INNOVATE

- Developed CSR initiatives with Bloomberg, ESPN, Nike, Pathfinder, Soccerex, United Way and others to create brand value and sustainable change based on the UN SDGs.

CAC IMPACT

- Became the first global organization to accredit other entities to deliver Education Outside the Classroom and Purposeful Play programming in their communities and address the UN SDGs.
- Used our 28 strategic resources to work with **87 programs** and impact **934,681 young people**.

CAC INSTRUCT

- Provided On-Field education to **67 local programs** and impacted **1.5+ million children** while supporting 5 global event days where our curriculum was used in **114 countries**.

Through our divisions, CAC provided **\$4.2 million** of services in 2019 to support our programs on **6 continents**.

Through the efforts of our four divisions, CAC impacts four different levels through our various Purposeful Play partnerships:



Young People



Organizations



Educators and Coaches



Communities

WE INFLUENCE

CAC Influence advises governments, confederations, NGOs, policy makers, and key donors to build their global legacies, create policies, and address the UN SDGs.



Founded in 2019, CAC Influence has worked with **11 global partners**.

In 2019, CAC Influence worked with UNICEF and Laureus Sport for Good on Child Safeguarding in Sport, the Asian Football Confederation in the world's largest refugee camp in Bangladesh, Nike Japan to implement their Olympic Legacy Jump Jam, and Pathfinder International using play to educate on Sexual and Reproductive Health and Rights in Tanzania.



Interesting Fact:

CAC Influence traveled to countries including Barbados, China, Portugal, Qatar, Saudi Arabia, Scotland, and South Korea to discuss key new initiatives for 2020 and 2021.

The next three years:

CAC Influence will be working with governments, confederations, NGOs, policy makers, and key donors to find new ways to use Purposeful Play and Education Outside the Classroom. For example, at the start of 2020, Coaches Across Continents was the first organization to create a COVID-19 resource for our programs.

#PartoftheSolution:

“ Using sport for Pathfinder International is both new and innovative. This kind of education is more universal, it's more accessible, it's more affordable, and it's more global. In no other setting can we have anyone playing and having those conversations.

— Ben Kahrl, Pathfinder International



WE INNOVATE

CAC Innovate works with corporations and foundations to develop innovative Corporate Social Responsibility (CSR) and Cause Marketing solutions to the challenge of education on the UN SDGs.



In 2012 and 2014, CAC received the **Beyond Sport Corporate of the Year Award** for our partnerships with Standard Chartered Bank and Chevrolet.



Founded in 2011, CAC Innovate has Designed, Developed, and Implemented CSR programs that have engaged **123 million consumers** in **29 countries**.

In 2019, CAC Innovate worked with groups including Bloomberg, ESPN, Michael Johnson, Saeta, SoccerEx, SportSessionPlanner, Think Beyond and more to design CSR projects in countries including Australia, China, Haiti, Japan, the USA and Vietnam that impacted **16.27 million consumers**.



Interesting Fact:
100% of our corporate partners said their relationship with CAC Innovate has benefited their brand value, engaged employees, and helped them reach key markets.

The next three years:

CAC Innovate will be working with proactive corporations and foundations to launch new projects to maximize the role of CSR and Cause Marketing. Currently, we are looking for partners for 16 new Innovate projects.

#PartoftheSolution:

“ We believe the act of play is a fundamental human need that transcends cultures and impacts all ages... We are harnessing the passion for play to bring everyone closer.

— John Gasloli, Senior Manager
Global Chevrolet Marketing



WE IMPACT

CAC Impact works year-round to deliver our Purposeful Play and Education Outside the Classroom programs to impact the UN SDGs. CAC Impact delivers strategic consultation year-round across 28 resources, including CAC SAFE, global citizenship, ASK for Choice female empowerment, monitoring and evaluation, Theory of Change, and organizational sustainability.



In 2019, CAC Impact worked with community programs in 37 countries who impacted 934,681 children. Five programs received Coaches Across Continents Accreditation for the highest level of Purposeful Play programming for young people. They were ACER (Brazil), Goals Armenia, Goals Haiti, Slum Soccer (India), and training4changeS (South Africa).



Interesting Facts:

100% of the Coaches Across Continents programs address UN SDG 3: Good Health and Well-Being, UN SDG 4: Quality Education, and UN SDG 5: Gender Equality.

Our programs impact 16 of the 17 UN SDGs.

The next three years:

As the world relies more on Digital Education, the demand for our Impact division will continue to grow. Organizations from over 50 additional countries are requesting to partner with CAC.

#PartoftheSolution:

“ Working with CAC has had a profound impact on the way we engage communities. Through our partnership we have discovered new tools to help us address social issues such as violence and discrimination, our coaches have been empowered to use their voices for change, and our kids absolutely enjoy CAC’s fun approach to learning through play.

— Daniel Thomae, Founder and CEO
training4changeS (South Africa)



WE INSTRUCT

CAC Instruct works with local nonprofits in favelas, slums, villages, refugee camps, communities, and cities to provide on-field training, coaching education, and curriculum development using our Self-Directed Learning methodology. We work face to face to certify local leaders to deliver our Purposeful Play curriculum.



Founded in 2008, CAC Instruct has run programs for **592 partners in 70 countries**, educating and certifying **29,662 teachers and coaches**.

In 2019, our Instruct division ran programs in **67 communities in 31 countries**, certifying **4,764 educators** and impacting **1.57 million young people**.



Interesting Fact:

Following CAC trainings **97.7%** of coaches, educators and leaders responded that they are better prepared to protect children and respect their rights.

The next three years:

In January 2020, CAC launched the world's first Accredited Coach program. And in March 2020, the Instruct division created a COVID-19 resource and curriculum that was immediately used in over 60 countries. Our focus in the next three years will be to empower more local coaches and educators to run local Purposeful Play programming.

#PartoftheSolution:

“ For all of the years we have worked with CAC, it has helped to develop strong community leaders. CAC helps people learn through sport, and do a little bit of unlearning as well. Our leaders and coaches return from the CAC program energized and willing to tackle community problems head-on.

— Abhijeet Barse, Founder and CEO
Slum Soccer (India)



2019 FACTS AND FIGURES



GLOBAL IMPACT AT A GLANCE

5 GLOBAL EVENTS:



Raised awareness for 23,774,466 people in 114 countries on 5 Global Days including International Women's Day through our freely distributed Purposeful Play curricula.

365 DAYS:



35
CAC SAFE
Policies

100% of our programming is CAC SAFE: Child SAFE, Coach SAFE, Organizational SAFE, and Community SAFE.

2019 CAC SCOPE OF IMPACT

INFLUENCE



6
Continents

CAC Influence is working with key stakeholders on 6 continents to influence policy.

INNOVATE



16,275,933
Consumers Influenced

Our Innovate Division influenced 16,275,933 consumers through our 2019 CSR and Cause Marketing initiatives.

IMPACT



87
Partners Working
Towards Accreditation



3,658
Coaches Certified



934,681
Children Impacted

Our Impact Division worked with 87 partners towards accreditation who impacted a further 934,681 children.

INSTRUCT



67
On-Field
Partner Programs



4,764
Coaches Certified



1,568,364
Children Impacted

Our Instruct Division certified 4,764 coaches and impacted 1,568,364 children through our On-Field work with 67 partners.

2019 FACTS AND FIGURES



CAC curriculum is our most requested resource.

98.9%

of coaches, educators and leaders feel confident using Purposeful Play to address UN SDG 4: Quality Education, following CAC training.

97.4%

of organizations better understand how to address the UN SDGs in their community because of their partnership with CAC.

80.0%

of CAC Accredited Organizations were recognized by Beyond Sport Awards in 2019.

2019 CAC IMPACT ON UN SDGS

100% of our partnerships address seven different UN SDGs:

- | | |
|---|---|
| 3: Good Health & Well-Being | 10: Reduced Inequalities |
| 4: Quality Education | 16: Peace, Justice & Strong Institutions |
| 5: Gender Equality | |
| 8: Decent Work & Economic Growth | 17: Partnership for the Goals |

Our various partnerships are engaged in **specific targets of the UN SDGs** that are key to their communities.



address **UN SDG Target 4.5:**
eliminate all discrimination in education.



address **UN SDG Target 3.5:**
prevent and treat substance abuse.



address **UN SDG Target 5.3:**
eliminate child, early, and forced marriage and female genital mutilations.



work on **UN SDG Target 8.7:**
end modern slavery, human trafficking, child labour, and child soldiers.

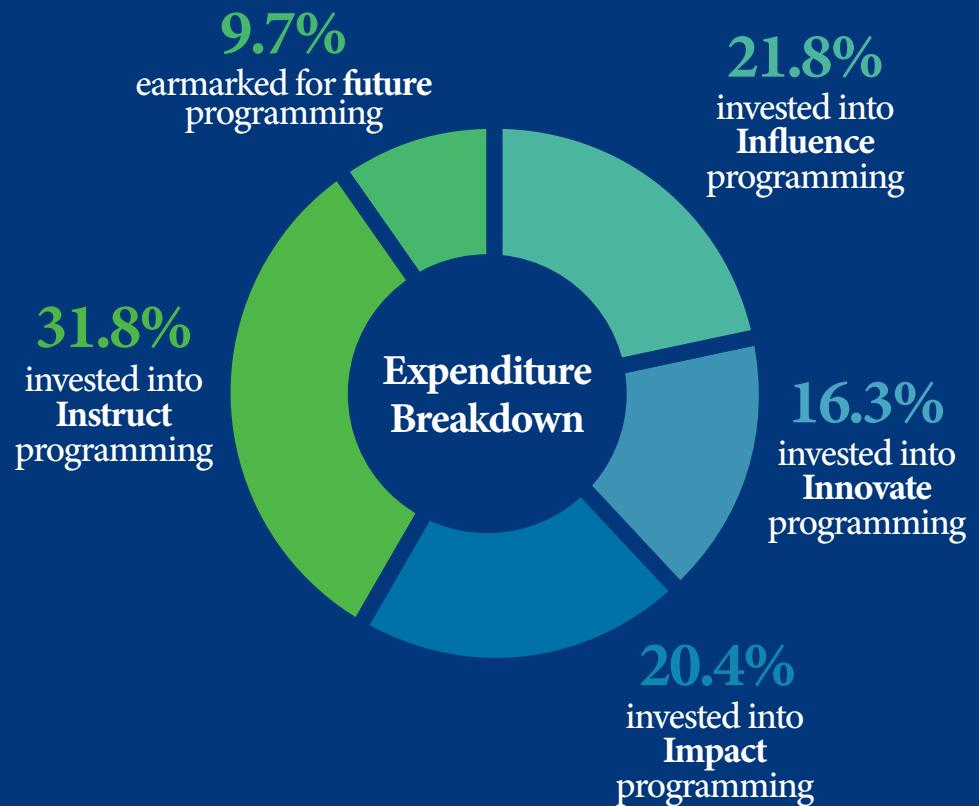
Since 2020, **100%** of our partnerships are addressing **UN SDG Target 3.3** on communicable diseases like COVID-19.

2019 FINANCIAL PICTURE

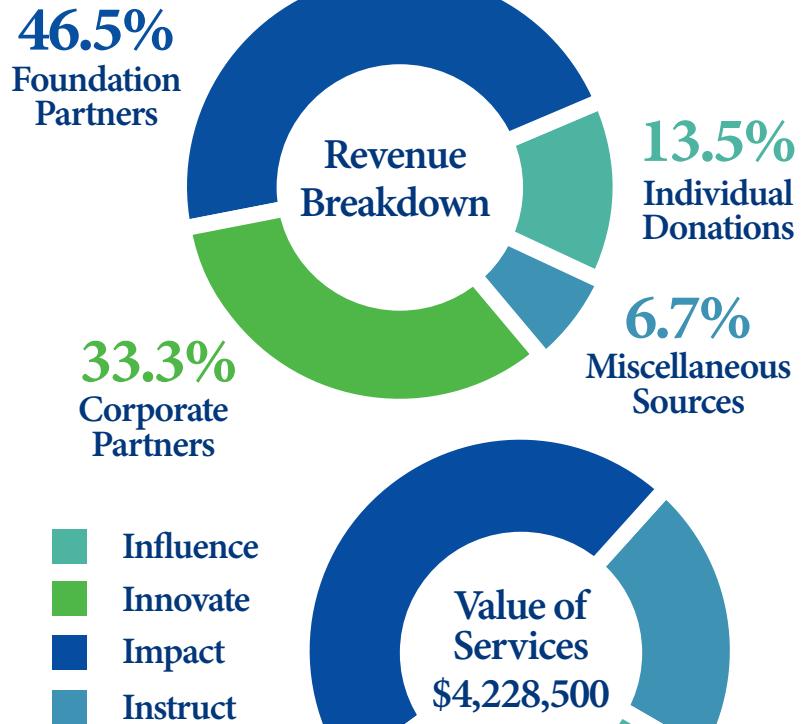
CAC's board and management team work diligently to ensure that money invested into CAC goes directly into creating legacies of social change based on the UN SDGs.

EXPENDITURES

CAC invested **90.3%** of money received back into programming through our four divisions.



REVENUE



Influence
Innovate
Impact
Instruct



Through our four divisions, CAC provided **\$4,228,500** value of services in 2019 to support our programs on **6 continents**.



KEY CAC PARTNERS

Asian Football Confederation
Bloomberg
The Catalyst Foundation for Universal Education
Charities Aid Foundation
City Football Group
Crescent Bay Advisors
Davidson College Women's Soccer
ESPN
FHI360
Harvard Soccer
Homeless World Cup
Inspired Nation
KP Simpson
Laureus Sport for Good
love.fútbol
Michael Johnson Foundation
Nike
NWSL-PA
Pathfinder International
Project Harmony
Saeta
SoccerEx
South Shore Select
Sport Session Planner
Think Beyond
Totum Sports
The Trotula Fund
U.S. Department of State: *Bureau of Educational and Cultural Affairs, Sports Diplomacy Division*
Women Win
XL Sports

GET INVOLVED: WE NEED YOU TO BE #PARTOFTHE SOLUTION

CAC has worked extremely hard over the past 12 years to ensure that people who invest in our programming see tangible results. Now with the impact of COVID-19, we need your support more than ever. We are looking to build mutually beneficial partnerships with corporations, foundations, governments, and individual donors who want to create sustainable community impact based on the UN SDGs. I would love to hear from you and impact the world together. **#WhatsYourLegacy?**

Brian Suskiewicz
Chief Executive Strategist
brian@coachesacrosscontinents.org



EVERY DOLLAR COUNTS

Donate Today: coachesacrosscontinents.org/donate

CAC is a USA registered 501(c)(3) non-profit organization and registered charity in the UK.



CAC INFLUENCE

CAC Influence advises governments, foundations, confederations, NGOs, policy makers, and key donors to build their global legacies, create policies, and address the UN SDGs.

Key Partners: Asian Football Confederation, CONCACAF, UNHCR, UNICEF, national governments, and more.

Partnerships starting at **\$81,000**.

CAC INNOVATE

CAC Innovate works with corporations and foundations to develop innovative Corporate Social Responsibility (CSR) and Cause Marketing solutions to the challenge of education on the UN SDGs.

Key Partners: Bloomberg, Chevrolet, ESPN, Michael Johnson Young Leaders, Nike, SAETA, and more.

Partnerships starting at **\$37,000**.

CAC IMPACT

CAC Impact works year-round to deliver our Purposeful Play and Education Outside the Classroom programs to impact the UN SDGs. CAC Impact delivers strategic consultation year-round across 28 resources.

The past four **FIFA for Diversity** winners are part of CAC Impact.

Sponsorships starting at **\$23,500**.

CAC INSTRUCT

CAC Instruct works with local nonprofits in favelas, slums, villages, refugee camps, communities, and cities to provide on-field training, coaching education, and curriculum development.

We have certified **29,662 leaders** who impact millions of children.

Sponsorships starting at **\$13,500**.

For more information, please contact us directly at WhatsYourLegacy@coachesacrosscontinents.org.

INFLUENCE. INNOVATE. IMPACT. INSTRUCT.

COACHES ACROSS CONTINENTS

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