



2020

ANNUAL REVIEW

COACHES ACROSS CONTINENTS



REIMAGINE: PURPOSEFUL PLAY



1 ORGANIZATION



Coaches Across Continents is the global leader in using Education Outside the Classroom and Purposeful Play to address the UN SDGs and the UN Convention on the Rights of the Child.

Our two brands work at all levels, from advising governments and creating corporate social purpose to advancing community organizations, developing coaches, and educating young people.

2 BRANDS

CREATING LEGACIES 17

#CreatingLegacies

Creating Legacies 17 is our unique consultancy brand dedicated to engaging corporations and other key decision makers to address the UN SDGs.

CAC

#PartoftheSolution

CAC is our delivery brand that works with a collaboration of communities, organizations, and coaches to educate young people on 6 continents to address the UN SDGs and Convention on the Rights of the Child.

4 DIVISIONS

CL17 INFLUENCE

CL17 Influence advises governments, confederations, global NGOs, policy makers, and key donors to create their global legacies, design policies, and address the UN SDGs.

CL17 INNOVATE

CL17 Innovate creates Corporate Social Purpose and Cause Marketing legacies for corporations and foundations to address the UN SDGs.

CAC IMPACT

CAC Impact advances organizations by delivering year-round strategic resources to improve their locally-owned and sustainable programming.

CAC INSTRUCT

CAC Instruct develops coaches and educates young people. We create Purposeful Play and Education Outside the Classroom that includes On-Field training, child safeguarding, and curriculum.

CL17 INFLUENCE: ADVISING GOVERNMENTS

Creating Legacies 17 Influence advises governments, confederations, global NGOs, policy makers, and key donors to create their global legacies, design policies, and address the UN SDGs and Convention on the Rights of the Child.



CL17 Influence worked with
22 global partners in 2020.

CL17 Influence worked with key strategic partners in 2020 including the Asian Football Confederation (CAC SAFE Campaign addressing the Convention on the Rights of the Child), the Commonwealth Secretary (UN SDG 3), CONCACAF (UN SDG 5), US State Department (UN SDGs 16 & 17), and the Zanzibar Ministry of Information, Culture, Tourism and Sports (UN SDGs 3, 4, & 5).



Interesting Fact:

CL17 Influence signed an official MOU with the Ministry of Education in Sonora, Mexico to help them address UN SDGs 3, 4, & 5 throughout their schools.

There are two dozen CL17 Influence Resources Including:

- Develop pathways for national and international social purpose initiatives
- Facilitate collaborative partnerships
- Global Legacy Creation

2021 Spotlight:

CL17 Influence will implement a program to address UN SDG 4.7 by creating Global Citizens and Civic Engagement. These leaders will become #PartoftheSolution in their communities.



CL17 INNOVATE: CREATING CORPORATE SOCIAL PURPOSE

Creating Legacies 17 Innovate creates Corporate Social Purpose and Cause Marketing legacies for corporations and foundations to address the UN SDGs.



Corporate Social Purpose is how a business aligns its strategic vision to make a positive impact on the world. It is how an organization devotes meaningful effort, time, and experience toward public well-being.

In 2020, CL17 Innovate worked with **31 corporations and foundations** to create Corporate Social Purpose.

CL17 Innovate Partners 2020 included the Beyond Sport Foundation (*UN SDG 3*), Catalyst Foundation (*UN SDGs 3, 4, & 5*), Crescent Bay Advisors (*UN SDGs 8 & 10*), ESPN / Disney (*UN SDGs 3, 4, 10, & 11*), Nike (*UN SDGs 3, 8, 10, & 16*), Pathfinder International (*UN SDGs 3, 4, & 5*), and the United Way (*UN SDGs 3, 4, & 10*).



Interesting Fact:
Nike's Global Community Impact Program was designed in partnership with CL17 Innovate and was a finalist for the ESPN 2020 Sports Humanitarian Awards.

There are 26 CL17 Innovate Resources Including:

- Activate Corporate Social Purpose
- Consumer engagement
- Embed corporate core values
- Identify key stakeholders, markets, and UN SDGs

2021 Spotlight:

Our Give Us A Game initiative is the simplest way for corporations to engage directly with their consumers to choose a project that aligns with the UN SDGs and reflects both the consumer and companies core values.



CAC IMPACT: ADVANCING ORGANIZATIONS

CAC Impact advances organizations by delivering year-round strategic resources to improve their locally-owned and sustainable programming.



96.2% of CAC Impact partners agree they have seen community-wide events supported by CAC inspire participants to work for social inclusion of all.

CAC Accredited Organizations:

CAC Impact is the only entity in the world accrediting organizations in using Purposeful Play and Education Outside the Classroom. In 2020, CAC Impact used online technology to advance organizations towards their accreditation status. Current CAC accredited partners include ACER Brasil, GOALS Armenia, GOALS Haiti, Reclaim Childhood (Jordan), Slum Soccer (India), training4changeS (South Africa), and United Kids Soccer Development (United States).



Interesting Fact:

47 partners have designed their ASK for Choice Women's and Girls' Rights Policies with the guidance of CAC Impact.

There are 24 CAC Impact Resources Including:

- Creating a Theory of Change
- Designing a Women's Rights Policy
- Monitoring & Evaluation Process Consultancy
- CAC SAFE: Child Protection Training and Safeguarding

2021 Spotlight:

CAC impact will launch Project-Based Learning. Building from #CACTogether, our partner organizations will come together to share, learn, and deliver youth-led projects that impact a specific UN SDG.



CAC INSTRUCT: DEVELOPING COACHES AND EDUCATING YOUNG PEOPLE

CAC Instruct develops coaches and educates young people. We create Purposeful Play and Education Outside the Classroom that includes On-Field training, child safeguarding, and curriculum.



CAC Instruct supports **UN SDG Target 4.7**: Ensure all CAC learners acquire knowledge and skills needed to promote sustainable development, education for sustainable lifestyles, human rights, gender equality, promotion of a culture of peace, global citizenship, and appreciation of cultural diversity.

There are 32 CAC Instruct Resources Including:

- 400+ curriculum games addressing all 17 UN SDGs
- 50+ unique games on the UN Convention on the Rights of the Child
- On-Field and Online Coaching Education
- Self-Directed Learning Methodology



Interesting Fact:

100% of coaches have become more confident in utilizing CAC curriculum to address UN SDG 3: Good Health and Well-Being with youth.

CAC Accredited Coaches:

CAC Instruct has the honor of working with tens of thousands of coaches, teachers and community leaders across the world. Our accreditation pathway further develops and recognizes the most engaging and passionate coaches delivering social impact through sport. CAC Instruct was proud to announce in 2020 the world's first accredited coaches in Purposeful Play: Nico Achimpota (Chamwino, Tanzania), Daniela Gutierrez (Juego en tu Barrio, Peru), Jaspreet Kaur (Rurka Kalan YFC, India), Elvis Nshimba (Malaika, Democratic Republic of Congo), Saraswati Negi (Naz Foundation, India), and David Mulo (Green Kenya, Kenya).

2021 Spotlight:

CAC Instruct will launch I Choose. Communities around the world will have a safe space to address the traditions and stereotypes associated with masculinity in order to reimagine an equal future.



WORKING THROUGH A PANDEMIC

2020 was our busiest year as we adapted to the global pandemic. Coaches Across Continents recognized the serious challenges for individuals, organizations, communities, and countries.



2020 HIGHLIGHTS

CL17 INFLUENCE: ADVISING GOVERNMENTS

- Partnered with the Commonwealth Secretariat UK to create a Purposeful Play initiative for 54 countries that safely educated young people on social and emotional learning (SEL) around COVID-19
- “While so many Palestinian leadership programs had to be canceled in 2020 because of COVID-19, we are extremely happy to successfully complete this Accreditation program with Coaches Across Continents, Palestine Sports for Life, and The Catalyst Foundation. This was the first successful online capacity-building program we have held.” – Palestine Ministry of Education, Department of Student Activities

CL17 INNOVATE: CREATING CORPORATE SOCIAL PURPOSE

- A global sports brand designed their Pandemic Response with CL17 Innovate to provide emergency relief funding and programming directly to our organizations in 8 countries on 4 continents.
- Alongside Bloomberg, our CL17 Innovate team adapted their Square Mile Relay CSR to be successful and safely implemented in 2020 and 2021.

CAC IMPACT: ADVANCING ORGANIZATIONS

- CAC Impact provided direct emergency relief funds that allowed organizations in 23 countries to provide soap, masks, and food directly to their community.
- Our new #CACTogether provided organizational support by bringing 110 of our organizations onto our technology platforms to share pandemic experiences and learnings.

CAC INSTRUCT: DEVELOPING COACHES & EDUCATING YOUNG PEOPLE

- CAC Instruct created two Purposeful Play curricula to educate 2.7+mil kids about the physical spread of covid-19 and the social-emotional issues caused by the pandemic
- CAC Instruct developed coaches in 132 countries to educate and support young people through the difficulties of covid-19 in a safe and friendly manner.

2020 FACTS AND FIGURES: ADDRESSING 15 OF THE 17 UN SDGS



SCOPE OF IMPACT

CREATING LEGACIES 17



53 partners addressed UN SDG 3: Good Health and Well-Being and UN SDG17: Partnership for the Goals



34 of our 53 partners have expressed interest in UN SDG 12: Responsible Consumption and Production



Our CL17 Partnerships addressed 15 of the 17 UN SDGs and the Convention on the Rights of the Child

OUR SOLUTION TO ADDRESS THE UNSDGS



Coaches Across Continents offers resources that address the UN SDGs and the UN Convention on the Rights of the Child. Our two brands work at all levels, from advising governments and creating corporate social purpose to advancing community organizations, developing coaches, and educating young people.

14 Years Creating Legacies of Social Change. Recognized with 29 major global awards.

CAC



2,717,749
Children/Youth Educated
on UN SDG 3



9,745
Coaches Developed
Towards UN SDG 4



477
Organizations Advanced
Focusing on UN SDG 17



132
Countries Impacted
on UN SDG 16

2020 FACTS AND FIGURES: ADDRESSING 52 UNIQUE UN SDG TARGETS



Coaches Across Continents strives to “Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status” - UN SDG 10.2

98.5%

of CAC Impact partners have integrated CAC SAFE and child's rights policies into their daily practices (UN SDG 16.2 and the Convention on the Rights of the Child).

91.3%

of CAC Impact partners agree they have benefitted from engaging in CAC's Accreditation process (UN SDG 17.17).

98.7%

of coaches agree their confidence has increased in their skills as facilitators and educators because of working with CAC Instruct (UN SDG 4.7).

UN SDG TARGET IMPACTS

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

100%

address **UN SDG Target 3.4:**
promote mental health and well-being.

99%

address **UN SDG Target 5.1:**
end discrimination against women and girls.

100%

address **UN SDG Target 8.6:**
substantially reduce the proportion of youth not in employment, education or training.

100%

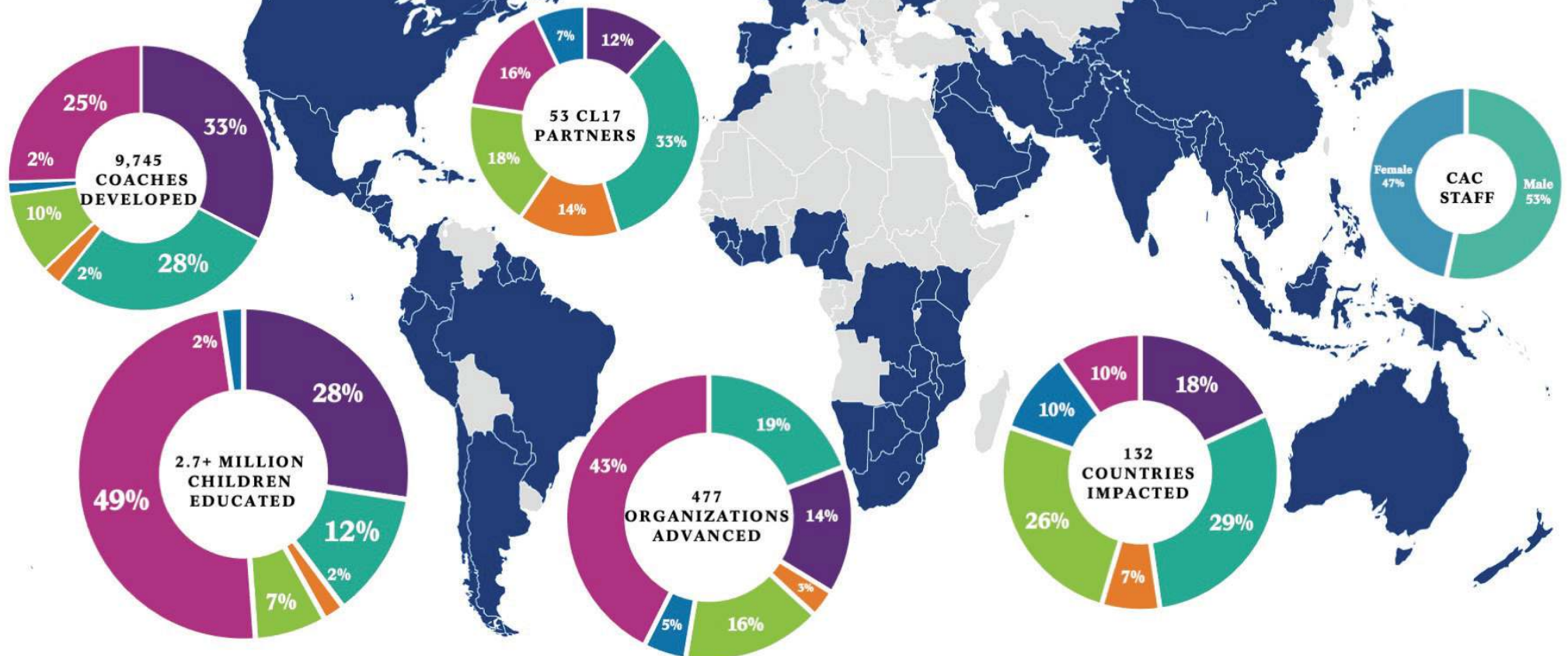
of CL17s partnerships include **UN SDG Target 17.3:**
enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

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

COACHES ACROSS CONTINENTS VOICES

Our Theory of Change ensures that every voice is heard to create sustainable positive change.

- Africa
- Asia
- Europe
- N. America
- Ocean
- S. America

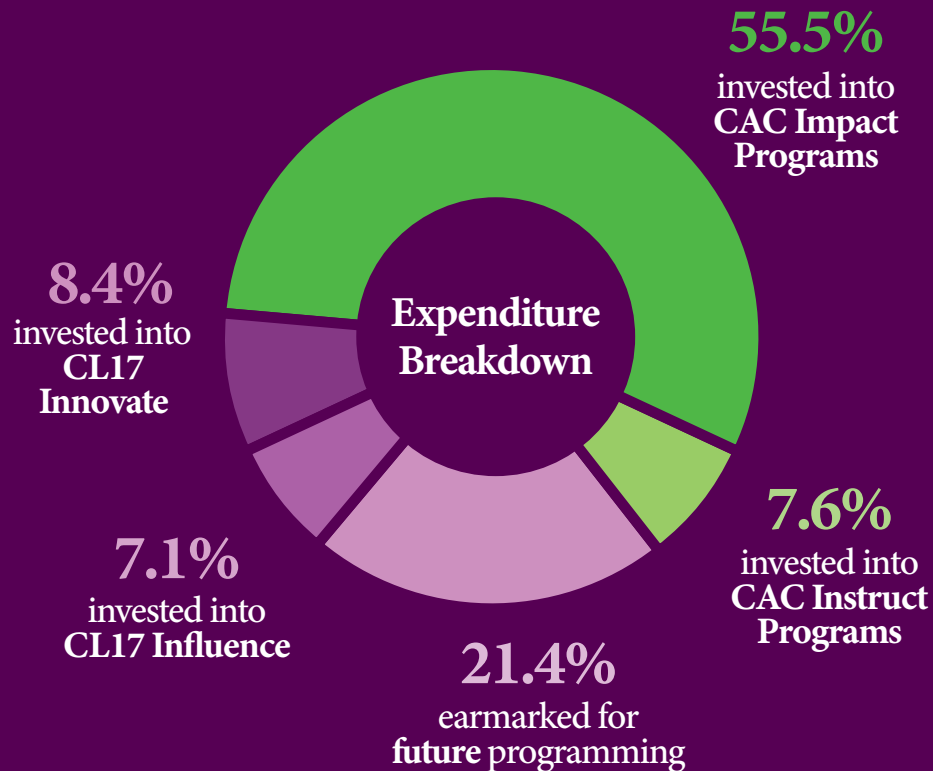


2020 FINANCIAL PICTURE

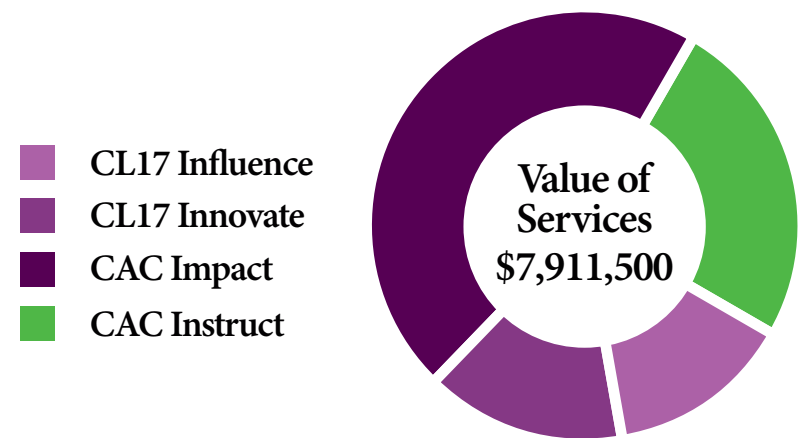
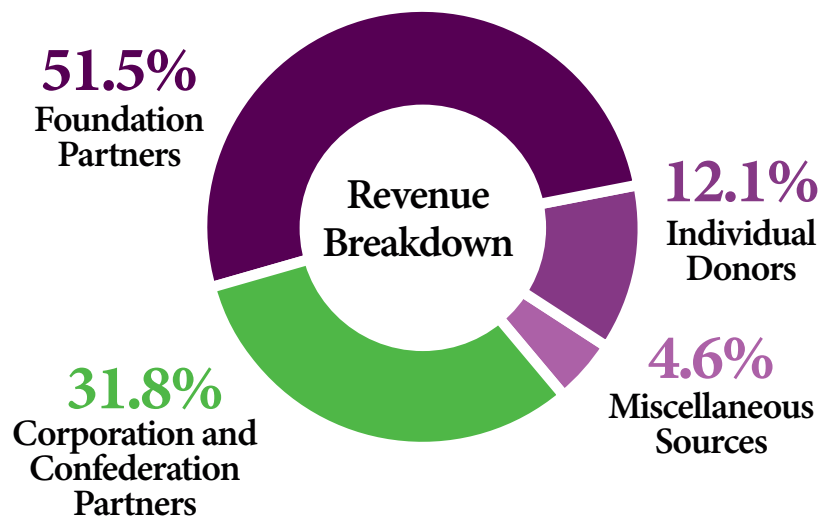
In 2020, our financial board adapted our strategy to provide emergency relief to our programs during the global pandemic.

EXPENDITURES

Coaches Across Continents successfully adapted to the unique challenges posed in 2020 and provided additional emergency funding to organizations in 23 countries.



REVENUE





GET INVOLVED

The first interactive Donor Legacy Ambassador program that directly connects you with the project that you support.

YOUR ROLE AS THE AMBASSADOR

1. Select a CAC project based on the UNSDG you want to address from our global network.
2. Choose how you want to interact with your project.
3. Decide the amount of your Donor Legacy.
4. If available, travel with us to see your project in action.

OUR ROLE AS AN AWARD-WINNING NGO

1. Design Purposeful Play and Education Outside the Classroom programs to address UN SDGs
2. Provide our partners with strategic consultation across 60+ resources.
3. Deliver on-field training, coaching education, SAFE and curriculum development using our Self-Directed Learning methodology.
4. Gather evidence-based impact and change lives.

TOGETHER WE IMPACT

1. In 2020, we impacted over 2.7 million children across 6 continents through our programming
2. Our programs address 15 of the 17 UN SDGs and 52 of the UN SDG targets

Contact CL17 today to become an ambassador and create your legacy:
influence@coachesacrosscontinents.org





THANK YOU TO OUR 2020 PARTNERS

Aflatoun
 Alive and Kicking
 Asian Football Confederation
 BeStrong
 Beyond Sport Foundation
 Bloomberg
 The Catalyst Foundation for Universal Education
 Coerver Coaching
 Columbia Business School
 The Commonwealth Secretariat UK
 CONCACAF: *The Confederation of North, Central America, and Caribbean Association Football*
 Crescent Bay Advisors
 The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
 English Football Association
 ESPN Inc.
 The Football Business Academy
 Harvard Soccer
 Homeless World Cup
 KP Simpson
 Laureus Sport for Good
 love.fútbol
 Michael Johnson Foundation
 Ministry of Education: Sonora, Mexico
 Nike
 Pathfinder International
 Peace One Day
 Saeta
 SoccerEx
 SportandDev.org
 Sport Session Planner
 streetfootballworld
 Think Beyond
 Totum Sports
 The Trotula Fund
 UEFA Foundation for Children
 UNHCR
 United Way
 U.S. Department of State:
Bureau of Educational and Cultural Affairs, Sports Diplomacy Division
 Walt Disney Company
 Women Win
 XL Sports
 Zanzibar Ministry of Information, Culture, Tourism and Sports

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