# 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?

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.

**OUR GROWTH & DEMAND**

**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:**
5,844 PROGRAMS IN 2018

**WHAT WE DO**

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

VISION
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.

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

BELIEFS

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
A DECADE OF IMPACT

OUR GLOBAL FOOTPRINT:

OCEANIA (1)
- Australia

AFRICA (17)
- Botswana
- Cameroon
- Cape Verde
- Democratic Republic of the Congo
- Ghana
- Kenya
- Liberia
- Malawi
- Namibia
- Nigeria
- Rwanda
- Sierra Leone
- Somalia
- Zimbabwe

ASIA (19)
- Cambodia
- China
- India
- Indonesia
- Israel
- Japan
- Jordan
- Laos
- Lebanon
- Myanmar
- Nepal
- Pakistan
- the Philippines
- Qatar
- Singapore
- South Korea
- Sri Lanka
- Thailand
- Vietnam

SOUTH AMERICA (6)
- Brazil
- Chile
- Colombia
- Ecuador
- Paraguay
- Peru

NORTH AMERICA (6)
- Canada
- Haiti
- Jamaica
- Mexico
- Nicaragua
- United States of America

EUROPE (6)
- Albania
- Armenia
- Austria
- Bulgaria
- Czech Republic
- Greece

FULL HAT-TRICK INITIATIVE PARTNERS (55)

CURRICULUM AND GLOBAL DAY PARTNERS (110)

- Albania
- Algeria
- American Samoa
- Argentina
- Armenia
- Australia
- Bahamas
- Bahrain
- Bangladash
- 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
- Haiti
- Honduras
- Hungary
- India
- Indonesia
- Iran
- Ireland
- Israel
- Jamaica
- Japan
- Jordan
- Kenya
- Kosovo
- Kuwait
- Lebanon
- Lesotho
- Liberia
- Moldova
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nepal
- Nicaragua
- Nigeria
- Pakistan
- Palestine
- Papua New Guinea
- Peru
- the Philippines
- Portugal
- Qatar
- Republic of the Congo
- Russia
- Rwanda
- Saudi Arabia
- Scotland
- Senegal
- Sierra Leone
- Singapore
- Somalia
- South Africa
- South Korea
- South Sudan
- Spain
- Sri Lanka
- St Lucia
- Tanzania
- Zambia
- Zimbabwe

The Gambia
Togo
Trinidad and Tobago
Tunisia
Turkey
Uganda
Ukraine
United Kingdom
United States of America
Uraguay
Venezuela
Vietnam
Zambia
Zimbabwe

7
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

**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

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

**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
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
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).

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

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

**Government partnerships on 4 Continents**

**Signed Agreements** with national Ministries of Sport and Education to implement Education Outside the Classroom

**Teacher Training and Mentorship** through CAC methodology and curriculum
2008: 0 CHILDREN IMPACTED
2018: 3,000,000+ CHILDREN IMPACTED MONTHLY

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

Our curriculum and resource packet are available to anyone worldwide and are actively distributed to organizations in 110 countries on the following UN Global Days:

- INTERNATIONAL WOMEN’S DAY (MARCH 8)
- INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE (APRIL 6)
- PEACE DAY (SEPTEMBER 21)
- UNIVERSAL CHILDREN’S DAY (NOVEMBER 20)
- WORLD AIDS DAY (DECEMBER 1)
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**
CORE VALUES
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.

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.

Our Year-Round Strategic Resources
Coaches Across Continents is the only organization with 28 year-round strategic resources, including:

1. NO POVERTY
2. GOOD HEALTH & WELL-BEING
3. QUALITY EDUCATION
4. GENDER EQUALITY
5. DECENT WORK & ECONOMIC GROWTH
6. REDUCED INEQUALITIES
7. SUSTAINABLE CITIES & COMMUNITIES
8. PEACE, JUSTICE, & STRONG INSTITUTIONS
9. PARTNERSHIPS FOR THE GOALS
POLICY CREATION & IMPLEMENTATION

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: BRINGING GENDER POLICIES TO LIFE

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
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.

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.

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.

#CAC20: #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 $1000

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.

BOARD OF DIRECTORS
Our Board of Directors works with the Founder and the Chief Executive to implement the Coaches Across Continents overall development strategy. The Board of Directors works to create successful pathways for CAC to achieve our #CAC10 strategic goals of 10 million children directly impacted through our Education Outside the Classroom projects across 7 continents.

BUSINESS BOARD
The Business Board works to develop corporate partnerships that include Corporate Social Responsibility, cause marketing, employee engagement, events, and long-term sustainable community development.

EDUCATION OUTSIDE THE CLASSROOM BOARD
Our Education Outside the Classroom Board oversees CAC’s approach to community partnerships and government Legacies based on our 28 resources, Self-Directed Learning methodology, and the UN Sustainable Development Goals.

CURRICULUM/COACHING BOARD
Our Curriculum/Coaching Board advises CAC on best On-Field practices through our curriculum, coach/educator training, and Self-Directed Learning. They work to build upon our published methodology of Education Outside the Classroom and Purposeful Play.

ASK FOR CHOICE BOARD
Our ASK for Choice Board oversees our ASK for Choice programming on gender equality, working with our ASK team to Design, Develop, and Implement strategy. The board works to build corporate partnerships, foundation legacies, and community legacy partnerships focused on gender equality.
THANK YOU FOR READING

#CAC10: A DECADE IN REVIEW

For more info please contact us at:
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