

2014 IN REVIEW



MEASURING SUCCESS

HOW CAN SPORT impact communities? And how can you measure success? These are the two questions that I get asked the most.

We measure success on and off the field. Our WISER monitoring and evaluation (M&E) model records every game that we play from each Coaches Across Continents (CAC) education module and reports the number of local people we educate and children that are impacted. We measure behavior change over the duration of our three-year, Hat-Trick partnership and we use the On-Field M&E to help our community partners choose their self-directed pathway.

Off-Field we saw success by winning the Beyond Sport 'Corporate of the Year' Award in partnership with Chevrolet. We were also a selected pioneer partner with UNICEF for the International Safeguards for Children in Sport. And our partnership with the Peace One Day initiative resulted in hundreds of thousands of children playing our Conflict Resolution games on September 21st.

Our success in 2014 was a result of our remarkable staff. They devote their lives to working in developing countries and they do it with passion, intelligence and skill. They created opportunities for some incredible volunteers who joined our teams around the world.

With CAC, sport has incredible social impact. In 2015 we are launching our ASK for Choice program to impact more women around the world. We are continuing our Child Rights, Life Skills, Health and Wellness and Conflict Resolution programs and launching the world's first Online Education program with Sport Session Planner.

Many thanks to all the wonderful community partners and local coaches around the world. You bring Sport for Social Impact to life. Our success is your success.

Nick Gates
Founder and Global Strategist



MISSION, VISION, BELIEFS

MISSION

WE ENABLE communities to create lasting social change through sport.

VISION

WE ENVISION the day when all governments, municipalities, schools and communities have the skills to use sport as a social impact tool and make the choice to do so.

BELIEFS

WE BELIEVE IN:

- » The capacity of communities to change
- » The need to question tradition, religion and culture
- » The opportunity for women to be treated as equals in sport and society
- » The unifying nature of soccer
- » The chance for children to laugh
- » The ability for individuals, groups and communities to choose their future

WHAT WE DO

COACHES ACROSS CONTINENTS uses sport as a vehicle to create Self-Directed Learners who can identify, address and solve problems specific to their communities. Our unique, adaptable curriculum empowers people to question harmful traditional, cultural, and religious practices; choose their own futures; and create change.

Coaches Across Continents is a global leader in the sport for social impact movement. We partner with local organizations to implement our award-winning 'Hat-Trick Initiative' that focuses on local social issues such as: female empowerment, including gender equity; conflict resolution, including social inclusion; health and wellness, including HIV behavior change; child rights and critical life skills.

2014 RESULTS

Countries:
26

Implementing Community
Partner Programs:
74

Member Partner
Programs:
1,099

Community Coaches:
3,157

Children Impacted:
280,396

JANUARY

SELF-DIRECTED LEARNING

YEAR-TO-DATE IMPACT NUMBERS

Countries:

1

Implementing Community
Partner Programs:

3

Member Partners:

35

Community Coaches:

135

Children Impacted:

2,839

COACHES ACROSS CONTINENTS

is innovative, sustainable and constantly evolving. For 2014, we refined our educational model to ensure that our Self-Directed Learning methodology was incorporated into every program. Through Self-Directed Learning we create critical thinkers who can identify, address and solve the problems specific to their communities.



BEFORE CAC TRAINING, only 2% of participants in Nepal knew what soccer for social development and impact was compared to 100% at the end.



FEBRUARY

CASE STUDY / NORTH AMERICA

YEAR-TO-DATE IMPACT NUMBERS

Countries:
4

Implementing Community
Partner Programs:
7

Member Partners:
72

Community Coaches:
349

Children Impacted:
36,590



STREET SOCCER MEXICO: MEXICO

Coaches Across Continents ran programs in Mexico for the first time in 2014. Our partnership with Street Soccer Mexico, developed in collaboration with One World Play Project and the Mexican Government, involved 44 community leaders who work with 15,842 children. The participants represented an inclusive sample of the communities they come from with people of different abilities, ages, genders, and cultures uniting on the field.



BEFORE CAC TRAINING, 32% of coaches had received training in child protection in sports, compared to 100% after the training.



MARCH

SPEAKING EVENTS

YEAR-TO-DATE IMPACT NUMBERS

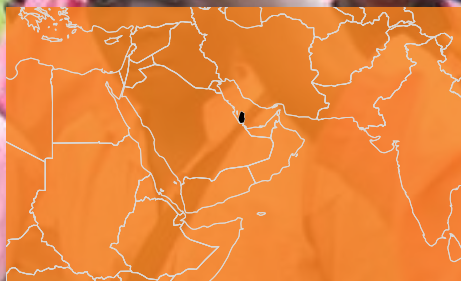
Countries: **6**

Implementing Community
Partner Programs: **8**

Member Partners: **93**

Community Coaches: **396**

Children Impacted: **37,435**



IN MARCH, we presented at the Empower Conference in Doha, Qatar. This event brought together global leaders to demonstrate sport for social impact and engage Qatari youth in practical training. CAC also presented at other events such as Next Step (Dehli, India), Beyond Sport (Johannesburg, South Africa), the Ivy Sports Symposium (Princeton, USA) and the NSCAA Convention (Philadelphia, USA).



AFTER OUR 2014 TRAININGS in Haiti, 100% of the coaches from GOALS Haiti and The Sanneh Foundation knew games to teach young people about sexual health and how to protect themselves from sexually transmitted diseases including HIV/AIDS.



APRIL

UGANDAN REFUGEES

YEAR-TO-DATE IMPACT NUMBERS

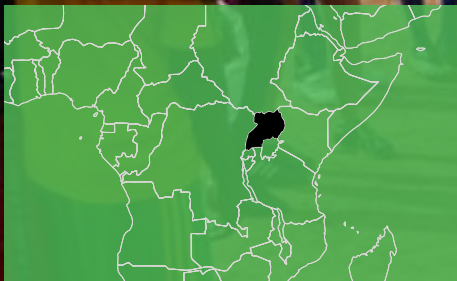
Countries:
10

Implementing Community
Partner Programs:
15

Member Partners:
230

Community Coaches:
708

Children Impacted:
59,159



UGANDA IS HOME TO ONE

of the largest populations of refugees and internally displaced people in Africa. CAC partnered with Soccer Without Borders (SWB) to run programs in Kampala that impacted over 800 young people – both refugees and local Ugandans.



BY THE END OF THE PROGRAM

with SWB, 98% of the participants knew a soccer game to create a safe space for young people to learn, regardless of their differences such as gender; race; and sexual orientation.



MAY

CHILD RIGHTS POLICY

YEAR-TO-DATE IMPACT NUMBERS

Countries: **12**

Implementing Community
Partner Programs: **23**

Member Partners: **363**

Community Coaches: **1,009**

Children Impacted: **70,478**

IN 2014, CAC INTRODUCED

our Child Protection Policy and Child Rights Curriculum. The policy includes an interactive discussion about local child rights issues and ensures that every participant agrees to always protect children in their care. As a result, UNICEF named CAC as a Pioneer Organization for the International Safeguards for Children in Sport.



"I WILL FIGHT FOR MY RIGHTS,

I promise to always protect, and never abuse children" – from the young leaders of TYSA, Kenya.

3,157 educators in 26 countries impacting 280,396 children signed the CAC Child Rights and Protection Policy.



JUNE

CASE STUDY / SOUTH AMERICA

YEAR-TO-DATE IMPACT NUMBERS

Countries:
15

Implementing Community
Partner Programs:
32

Member Partners:
493

Community Coaches:
1,364

Children Impacted:
91,815



FUTEBOL SOCIAL: BRAZIL

Coaches Across Continents returned to Brazil in 2014 to work with Futebol Social and ACER in São Paulo, Brasília, and Rio de Janeiro. This coincided with the 2014 FIFA World Cup and even HRH Prince Harry participated in one of the programs. Jonathan Hannay, Secretary General of ACER, said: "The best thing about Coaches Across Continents is working with people who are just as engaged in promoting change as we are."



ALONGSIDE ACER, CAC created a curriculum for the São Paulo Youth Offenders system. Themes include: violence, gender, social ascension through sport, being in prison and having your freedom removed, cheating/rules, drug dealing, drug addiction, HIV, conflict resolution, and creating a culture of peace.



JULY

CASE STUDY / AFRICA

YEAR-TO-DATE IMPACT NUMBERS

Countries:
18

Implementing Community
Partner Programs:
41

Member Partners:
744

Community Coaches:
1,859

Children Impacted:
132,375



FOOTBALL FOR HOPE, PEACE AND UNITY: RWANDA

Football for Hope Peace and Unity (FHPU) was founded by Eric Eugene Murangwa, who survived the 1994 Rwandan genocide due

to the protection he received from members of his soccer team. CAC partnered with FHPU to run four sport for social impact programs across Rwanda that trained 299 coaches to become Self-Directed Learners who in turn educate 29,862 children. Murangwa stated that the programs “help us to learn the best way to use soccer as a tool for change. We very much value our working partnership with Coaches Across Continents.”



99% OF COACHES in Rwanda now know a soccer game to teach young people about how best to resolve conflict, compared to 33% prior to the CAC training.



AUGUST

CASE STUDY/ASIA

YEAR-TO-DATE IMPACT NUMBERS

Countries:

19

Implementing Community
Partner Programs:

47

Member Partners:

826

Community Coaches:

2,134

Children Impacted:

160,091



INDOCHINA STARFISH FOUNDATION: CAMBODIA

2014 was the second year of CAC's partnership with IndoChina Starfish Foundation (ISF) in Phnom Penh, Cambodia. Working with ISF's school and 92 community leaders, these programs reached severely underserved areas of the country. ISF's Leo Brogan stated that CAC's

"visits have had a major impact on our soccer coaching staff, not only at ISF, but throughout Cambodia. The CAC partnership has lifted the profile of all ISF's programs and given our soccer program credibility."



BY THE END OF 2014, 100% of new ISF coaches implemented games of soccer for social impact, compared to 25% at the beginning of the year.



SEPTEMBER PEACE DAY

YEAR-TO-DATE IMPACT NUMBERS

Countries:
20

Implementing Community
Partner Programs:
52

Member Partners:
912

Community Coaches:
2,295

Children Impacted:
174,155

SEPTEMBER 21ST is the International Day of Peace. CAC coordinated the 'One Day One Goal' Peace Day initiative in 44 countries in partnership with Peace One Day. Local communities implemented the customized

packet of games designed by CAC. These games address how to peacefully resolve conflict and eradicate stereotypes, stigma and discrimination.



30% OF ALL OF THE GAMES played at the 2014 CAC programs were Conflict Resolution games.

**COACHES
ACROSS
CONTINENTS**
GLOBAL LEADERS IN
SPORT FOR SOCIAL IMPACT

OCTOBER

CHEVROLET / BEYOND SPORT WIN

YEAR-TO-DATE IMPACT NUMBERS

Countries: **23**

Implementing Community
Partner Programs: **58**

Member Partners: **969**

Community Coaches: **2,556**

Children Impacted: **202,955**

AT THE BEYOND SPORT AWARDS 2014,

our partnership with Chevrolet and their 'What Do You #PlayFor?' campaign won the 'Corporate of the Year' category. CAC enables Chevrolet to combine their cause marketing strategy with their social impact objectives. Together we ran programs in Indonesia, USA, and South Africa. Chevrolet Chief

Marketing Officer, Tim Mahoney, said: "Through our partnerships with Coaches Across Continents and One World Play Project, we've seen how the power of play can create hope, optimism and possibilities in communities around the world."



8.8 MILLION PEOPLE have viewed the Chevrolet films shot at the Coaches Across Continents partner projects.



NOVEMBER

COMMUNITY IMPACT COACH INITIATIVE

YEAR-TO-DATE IMPACT NUMBERS

Countries:
24

Implementing Community
Partner Programs:
69

Member Partners:
1,052

Community Coaches:
2,993

Children Impacted:
266,269

THE COMMUNITY IMPACT COACH (CIC) INITIATIVE was expanded in 2014. CAC selects coaches who have participated in past trainings and offers them the opportunity to travel with our team to facilitate different programs. Colombian CIC Mauro worked with us in Peru and invented games to address the issues of gang violence, child rights, and equality. CIC Charles

Otieno from Kenya said: "Being a Community Impact Coach allowed me to bring hope to my players, friends, family and my community at large because they see me as their role model and source of information."



IN 2014, 28 CICS worked in 12 countries and used the SDL education model to impact 132,027 children.



DECEMBER

WISER/MONITORING & EVALUATION

YEAR-TO-DATE IMPACT NUMBERS

Countries:
26

Implementing Community
Partner Programs:
74

Member Partners:
1,099

Community Coaches:
3,157

Children Impacted:
280,396

CAC MEASURES OUR SUCCESS

in engaging leaders to become Self-Directed Learners and create locally owned sustainability. We train knowledgeable, skilled individuals who are critical thinkers capable of driving change and educating their entire community. Empowering youth and adult leaders, individuals, and organizations yields profound, tangible results that carry over to future generations. Research has shown that developing local leadership is a cost-effective

strategy to generate long-term behavior change and community development. CAC's quantitative and qualitative Monitoring and Evaluation (WISER) provides key insights that improve communication at all levels, enables adaptation to local needs, and informs future programs, thus ensuring the continual improvement of the quality of services delivered to our partners.



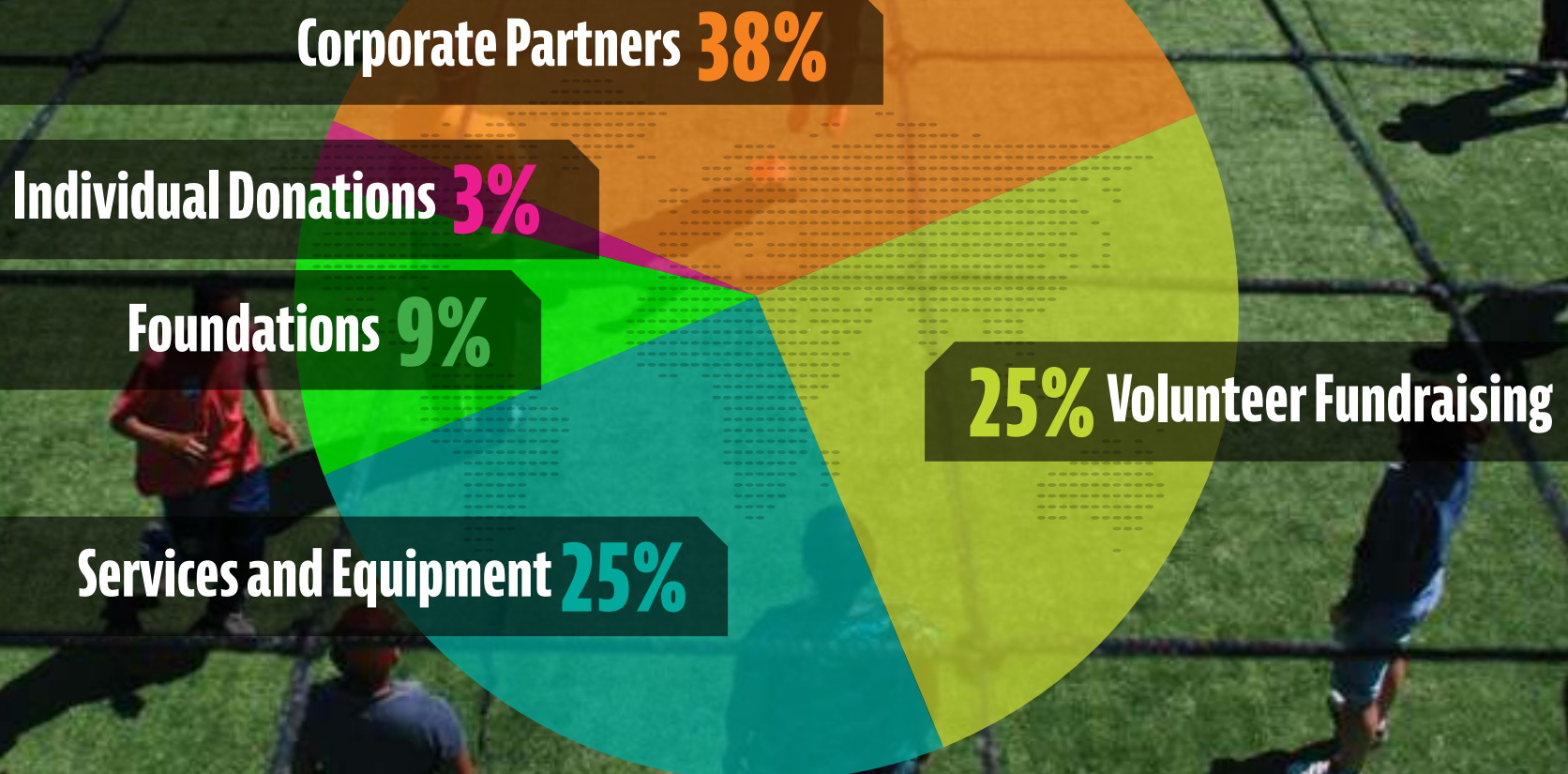
94% OF CAC PARTICIPANTS

knew a soccer game to teach young people about the roles of women and girls on the soccer field, at home and in the community compared to just 13% prior to the training.



OVER 90% of all funds go directly
to impact the communities we serve in 26 countries.

FINANCIALS





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BOARD OF DIRECTORS

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ON-FIELD

'ASK FOR CHOICE' CURRICULUM: we have developed a new, innovative Female Empowerment module to be launched in March 2015 for International Women's Day.

GREATER GLOBAL IMPACT: In 2015 we will be working in 29 countries with over 82 implementing community partners and more than 1,100 member partners. We expect to educate more than 3,400 coaches who will impact over 325,000 children.

SUSTAINABLE DEVELOPMENT GOALS: as we have done for the Millennium Development Goals, we will implement global sport for social impact programs that address the objectives of the UN's post-2015 Development Agenda – building on our incredible achievements in the areas of female empowerment and gender equality, peaceful and inclusive societies, child rights, and healthy lives.

COMMUNITY IMPACT COACH (CIC) INITIATIVE: the number of CICs working with the CAC team around the world will increase, impacting 75% of programs up from 50% in 2014.

OFF-FIELD

CORPORATE PARTNERSHIP DEVELOPMENT: we will continue to build mutually beneficial partnerships that combine economic goals and marketing strategies with social impact objectives. We will help move CSR/Cause Marketing campaigns from event-based impact to locally-owned sustainability.

ONLINE SELF-DIRECTED LEARNING: in 2015, with Sport Session Planner, we will launch the world's first online sport for social impact education program for coaches in nine countries.

INFLUENCE POLICY: with Hogan Lovells and the Clinton Global Initiative, we will use our M&E data, gathered over the past seven years, to bring policy to life regarding Women's Rights and Sport.

DEEPER MONITORING AND EVALUATION: we will enhance our existing, extensive M&E methodology to deliver even more informative and transparent impact measurement, analysis, and reporting.

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