

CREATING ACTIVE CITIZENS



TABLE OF CONTENTS

Coaches Across Continents.....1

Our Three Brands.....2

Creating Legacies 17.....3

 Active Citizenship: USA & Global.....4

 Corporate Social Purpose: Disney for Health & Wellness.....5

 Climate Action.....6

Choice for Women 17.....7

 Sustainable Event Legacies.....8

 Step Up.....9

 SRHR EngenderHealth.....10

Coaching 17.....11

 Global Day of Play.....12

 CAC SAFE: Child Safeguarding.....13

 HeadSAFE.....14

2021 Numbers.....15

Financial Picture.....16

Thank you to our Partners.....17

Get in Touch.....18



COACHES ACROSS CONTINENTS

01

CAC is unique. We design and deliver sustainable social impact by engaging all sectors to address the UN SDGs.

We do this through our three brands: Creating Legacies 17, Choice for Women 17 & Coaching 17.



OUR THREE BRANDS

02

**CREATING
LEGACIES₁₇**

Creating Legacies 17 has changed CSR and philanthropy. We design and deliver social purpose strategies alongside corporations, foundations, governments, and philanthropists which address the 17 UN SDGs.

**CHOICE FOR
WOMEN₁₇**

Choice for Women 17 is our women-led brand, connecting women leaders and women-led organizations with the resources they need to achieve the UN SDGs and create a more gender-equal world.

**COACHING
17**

Coaching 17 educates active citizens and strengthens organizations to create sustainable social impact in their communities.

“Coaches Across Continents creates Active Citizens. We work to empower individuals and organizations with the knowledge and skills needed to promote sustainable development. They then impact their own communities to advance the UN SDGs they are passionate about.”

- CAC Founder Nick Gates [UN SDG 4.7]

CREATING LEGACIES¹⁷

03



Vision

A world where corporations, foundations, governments, and philanthropists act as agents for change using Education outside the Classroom and Purposeful Play.

Mission

Utilize our experience and resources to Design and Deliver Corporate Social Purpose and Social Initiatives for corporations, foundations, governments, and philanthropists.



Purpose

To equip corporations, foundations, governments, and philanthropists with the ability to deliver social initiatives impacting communities and key markets around the world on key UN SDGs aligned with their core values.

CREATING LEGACIES 17 KEY INITIATIVES

04

Active Citizenship: USA & Global

2021 Overview

Soccer for Active Citizenship was launched in Miami and Massachusetts. Young leaders learned about social issues and key skills on-field, developed community skills through our partner Local Civics, and implemented youth-led projects in their communities on a social issue they were passionate about.

3 Year Strategy

Soccer for Active Citizenship will expand to the sixteen 2026 FIFA World Cup host cities by 2026.



Sponsorship Opportunities

This is a great multi-year legacy opportunity for a corporation in the build up to the 2026 FIFA Men's World Cup. It will develop active young leaders and impact communities while having a continental impact. [Contact us](#) to learn more.

CREATING LEGACIES 17 KEY INITIATIVES

05

Corporate Social Purpose: Disney for Health & Wellness

3 Year Strategy

Corporations and Foundations have the ability to magnify and amplify impact while creating return on investment. Our CL17 brand has dozens of case studies including Rexona's Breaking Limits, Nike's Made to Play, and Standard Chartered Bank's Goal Programme.

2021 Overview

We launched Disney's Play for Health initiative in eight underserved communities in three key Disney markets of Argentina, Brazil, and Mexico with dramatic results. 90.7% of program participants said that as a result of this program they better understand how to have a healthy diet.



Sponsorship Opportunities

Our Corporate Social Purpose initiatives are tailored to your company values by identifying key UN SDGs, providing employee engagement opportunities, targeting valued markets, and reaching key beneficiaries. Partnerships start for as little as \$75,000. [Contact us](#) to learn more.

CREATING LEGACIES 17 KEY INITIATIVES

06

Climate Action

2021 Overview

We delivered climate action projects with Unicef South Africa, focusing on plastics and waterways, and UEFA Foundation for Children on reducing carbon footprints using Purposeful Play to educate about UN ACT Now.

3 Year Strategy

Climate Action is a critical issue for our planet. We are committed to ensuring 100% of our programs have access to climate action content. As such we will be making much of our Purposeful Play: Climate Action curricula available open-source in seven languages in 2023.

Sponsorship Opportunities

Climate Action is more than just one issue. Each country and community has unique issues from oceans and waterways, to overconsumption, to recycling. For as little as \$50,000 we can implement a nation-wide initiative including youth-led climate action projects to create sustainable change. [Contact us](#) to learn more.



Vision

A world where girls and women choose to be Active Citizens.

Mission

Utilize our extensive resources to empower girls, women, educators, organizations, communities, and corporations to create a world of Active Citizens.



Purpose

To equip girls and women with choice and amplify their voices as Active Citizens to achieve the UN SDGs and create a more gender-equal world.

CREATING LEGACIES 17 & CHOICE FOR WOMEN 17 KEY INITIATIVES

08

Sustainable Event Legacies

2021 Overview

Coaches Across Continents helped deliver One Goal Arabia, a legacy of the FIFA Arab World Cup impacting leaders from 19 countries and encouraging a generation of footballers to deliver positive social change. Key partners included the Supreme Committee, The Qatar FA, Aurora, and Generation Amazing.



3 Year Strategy

CL17 will be delivering legacy programming aligned with the 2022 Men's World Cup in Qatar and globally. Choice for Women 17 is aligning with key brands for the 2022 Women's Euros (UK) and the 2023 Australia/New Zealand Women's World Cup.

Sponsorship Opportunities

[Contact us](#) to discuss opportunities for the 2023 FIFA Women's World Cup or any other major global sporting event.

CHOICE FOR WOMEN 17 KEY INITIATIVES

09

Step Up



2021 Overview

Step Up is a professional development program for current female professional players to kick start their post-athletics career with Social Impact. Within our Choice for Women brand they will develop skills by working on key initiatives with our team, earn a monthly stipend, and travel to one of our global projects.

3 Year Strategy

Each year female athletes will gain the skills necessary to pursue a post-athletics career, explore the different avenues available to them, and lead a movement of female athletes creating lasting social change.

Sponsorship Opportunities

Sponsoring a cohort of Step Up Athletes begins at \$50,000. [Contact us](#) to learn more.

CHOICE FOR WOMEN 17 KEY INITIATIVES

10

SRHR EngenderHealth

2021 Overview

Our C4W17 brand, building off 5 years experience, is employing local female leaders to deliver our programming of Sexual and Reproductive Health and Rights (SRHR) and preventing Gender Based-Violence in Zanzibar and Tanzania.



3 Year Strategy

With our C4W17 partner, EngenderHealth, this program will expand to India and the Democratic Republic of the Congo in 2022 and beyond.

Sponsorship Opportunities

Get Involved! The need for SRHR and GBV programming as well as local employment is needed in many countries. [Contact us](#) to learn more.



11



Vision

A world where all communities use Purposeful Play to create Education Outside the Classroom.

Mission

To deliver Purposeful Play globally, and to accredit both organizations and coaches to deliver Purposeful Play and Education Outside the Classroom to address the UN SDGs in their own communities.



Purpose

To equip individuals, organizations, and communities with the knowledge and skills to become Active Citizens, solve problems, and be #PartoftheSolution in addressing the UN SDGs and the Rights of Children everywhere.

COACHING 17 KEY INITIATIVES

12

Global Day of Play

2021 Overview

Coaches Across Continents launched the first ever “Global Day of Play” where 1.5 million people took part and took the #PledgetoPlayEveryday



3 Year Strategy

We will continue to grow this movement where people find the time to #PledgetoPlayEveryday to positively impact their physical, social, and emotional health.

Sponsorship Opportunities

One brand or foundation has the opportunity to partner and have an immediate global impact in 130+ countries with tens of millions of individuals on the importance of play. [Contact us](#) to learn more.

COACHING 17 KEY INITIATIVES

13

CAC SAFE: Child Safeguarding

2021 Overview

For the 8th straight year 100% of organizations working with Coaches Across Continents began or improved their child safeguarding journey through CAC SAFE: Child Safe, Coach Safe, Organizational Safe, Community Safe, and Social Media Safe.



3 Year Strategy

Coaches Across Continents is working with a dozen global experts and the UEFA for Children Foundation to launch a free e-course on safeguarding for sport for development organizations.

Sponsorship Opportunities

To bring an organization from zero safeguarding trainings or policies to compliance with international standards takes approximately 9 months of policy to life creation, but protects a generation of children in a community. [Contact us](#) to learn more.

COACHING 17 KEY INITIATIVES

14

HeadSAFE

2021 Overview

CAC launched HeadSAFE to educate children, coaches, and communities on the long-term effects of repetitive head impacts including CTE and dementia.



3 Year Strategy

With support from FIFA, CAC will deliver its first HeadSAFE program with our partners Rezzil, Hydrate 78, Head for Change, and training4changes in 2022.

We will also look to engage every professional club, league, and confederation that wishes to learn more.

Sponsorship Opportunities

[Contact us](#) to learn more.

2021 NUMBERS

15

We work with

40,158

coaches who impact

26,421,475

children

Coaches Across Continents offers resources that address the UN SDGs and the UN Convention of the Rights of the Child. Our 3 brands work at all levels, from advising governments and creating corporate social purpose to advancing community organizations, developing coaches and educating young people.

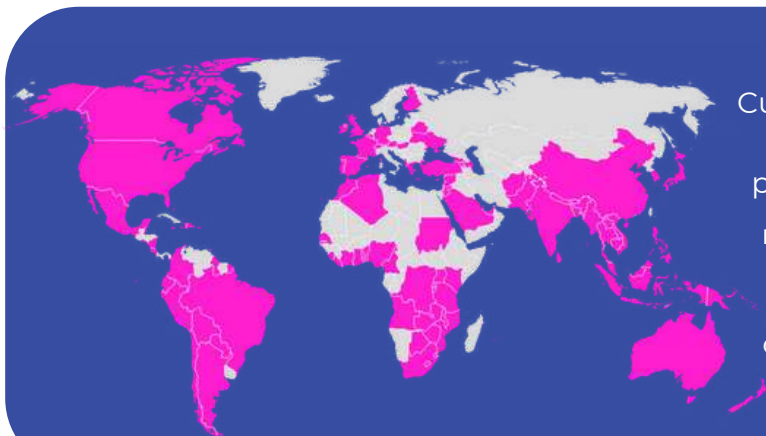
In 2021 our 3 brands directly impacted

4,222

coaches in

131

organizations



Currently we have partners in

113

countries

100% of our partners address:

UN SDG 3.4

Ensure healthy lives and promote mental health and well-being.

UN SDG 4.7

Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, human rights, gender equality, promotion of peace and global citizenship.

UN SDG 5.1

End all forms of discrimination against women & girls.

UN SDG 10.2

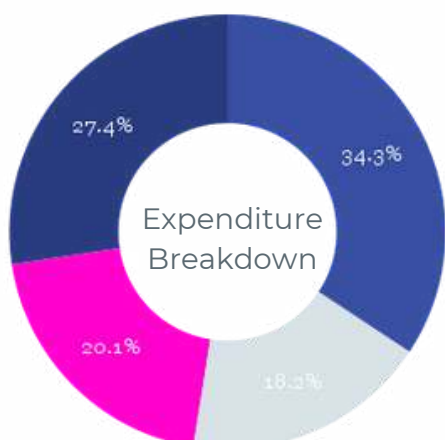
Empower and promote the social, economic and political inclusion of all.

UN SDG 17.16

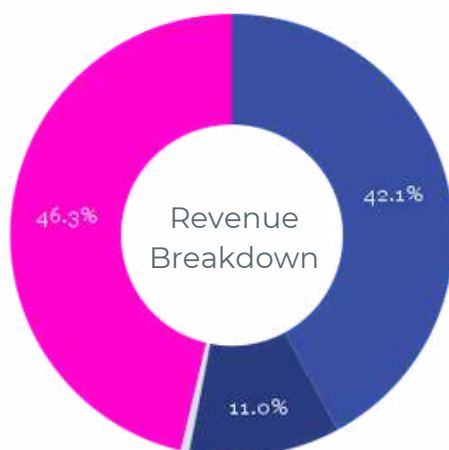
Enhance Global Partnerships that mobilize and share knowledge, expertise, technology and financial resources to support the achievement of the SDGs.

FINANCIAL PICTURE

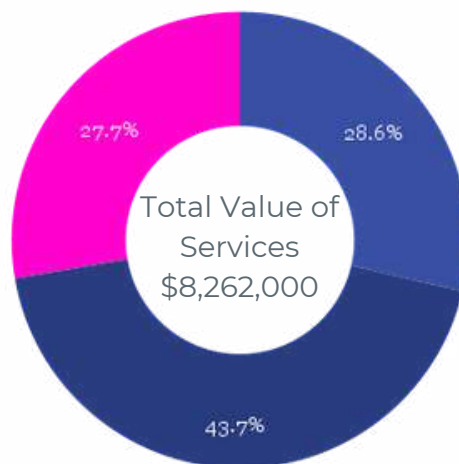
16



● Creating Legacies 17 ● Choice for Women 17 ● Coaching 17
● Future Projects (9.4% CL17, 9.5% C4W17, 8.5% Coaching 17)



● Foundation Partners ● Individual Donors ● Miscellaneous
● Corporations, Governments & Confederations



● Coaching 17 ● Creating Legacies 17 ● Choice for Women 17

THANK YOU TO OUR 2021 PARTNERS

Asian Football Confederation

Aurora

BeStrong

Beyond Sport Foundation

Bloomberg

The Catalyst Foundation for Universal Education

Common Goal

Concacaf

Crescent Bay

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

English Football Association

ESPN Inc

The Football Business Academy

Harvard Soccer

Hungary - Oltalom Sportegyesület

KP Simpson

Nike

Oceania Football Association

Pathfinder International

Philippines-Australia Department of Foreign Affairs and Trade

Qatar - Generation Amazing

Rexona

SoccerEx

South Africa MAVU

SportandDev.org

Sport Session Planner

Think Beyond

Trotula Fund

UEFA Foundation for Children

The US State Department

UNICEF - South Africa

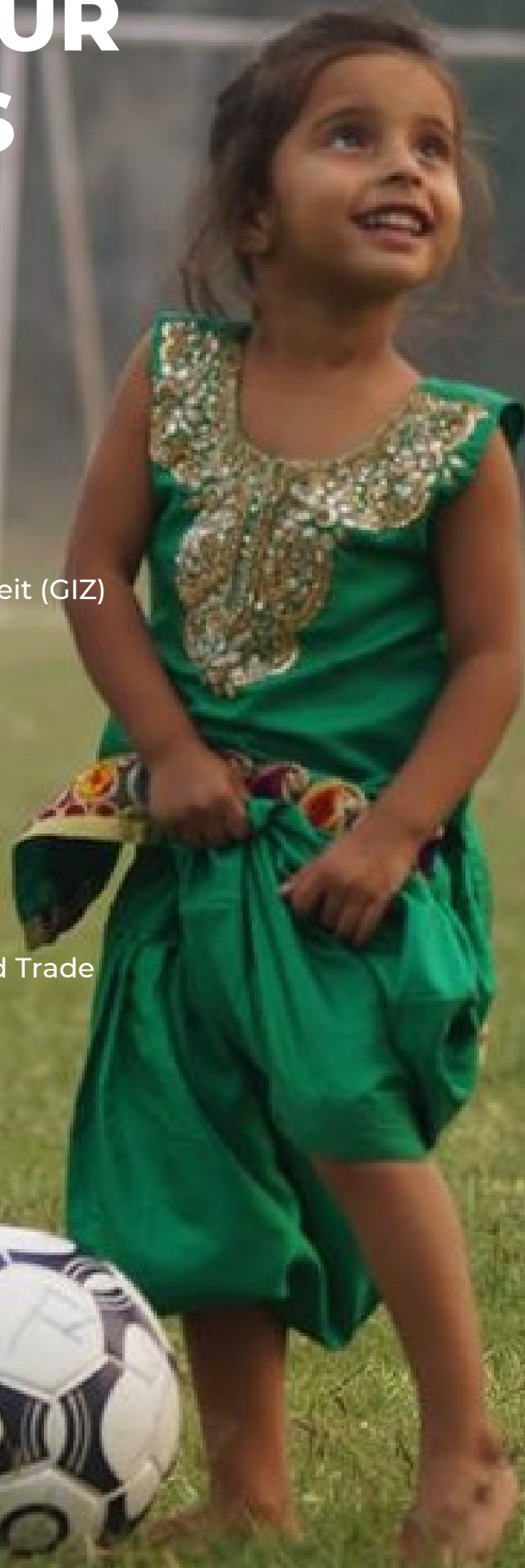
The United Way

W. Clement & Jessie V. Stone Foundation

Walt Disney Company

Women Win

XL Sports



CREATING ACTIVE CITIZENS



@coachesacross



@coachesacrosscontinents



info@coachesacrosscontinents.org



www.coachesacrosscontinents.org



facebook.com/coachesacrosscontinents



www.linkedin.com/company/creating-legacies-17-limited

