THE FOOTBALL CLUB SOCIAL ALLIANCE

WHAT IS THE ALLIANCE?

The Football Club Social Alliance (FCSA) is a network of professional European football clubs that team up for social change on a global level. Their engagement has no relation to talent promotion. Instead, it solely focuses on the holistic development of young leaders which helps them to better work with the children in their communities.

WHAT IS THE ALLIANCE’S VISION & MISSION?

The FCSA uses the unifying power and values of football to contribute to the education of disadvantaged young people and to sustainably foster their development. The Alliance’s main mission is the Young Coach Education programme.

WHO RUNS THE PROGRAMME?

The education programme is run by experts of the FCSA clubs, local partner organisations and the Scort Foundation.

WHAT IS THE AIM OF THE YOUNG COACH EDUCATION PROGRAMME?

The aim is to educate young women and men to become coaches in grassroots football for children aged 6-12 years old. Through the education, they will become proactive leaders in their communities.

WHO ARE THESE “YOUNG COACHES”?

Young people who already work with children on a voluntary or professional basis can become a Young Coach. Read more about our Young Coaches on Page 13.

WHERE DO THE PROGRAMMES TAKE PLACE?

The activities take place in post conflict and developing regions, where the FCSA’s engagement adds value to pre-existing social projects.

AMBASSADORS

“Bayer 04 Leverkusen’s social responsibility is as important as the daily business of the Bundesliga. The development of young people through a sustainable collaboration with the Football Club Social Alliance is a heartfelt task, which brings great engagement and joy. The experience of participating in team sports makes us stronger as we work for and rely on others. This sense of belonging should be fostered in all social classes and regions of the world. The Football Club Social Alliance is such a team, supporting one another in its social engagement.”

RUDI VÖLLER, BAYER 04 LEVERKUSEN

The other ambassadors from our partnering clubs are:

- Jan Delay
  SV Werder Bremen
- Felix Gasselich
  FK Austria Wien
- Martin Max
  FC Schalke 04
- Niko Bungert
  1. FSV Mainz 05
<table>
<thead>
<tr>
<th>Country</th>
<th>Young Coaches</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>CENTRAL EUROPE</td>
<td>133</td>
<td>&gt; 800 children</td>
</tr>
<tr>
<td>COLOMBIA</td>
<td>30</td>
<td>&gt; 13,000 children</td>
</tr>
<tr>
<td>INDIA</td>
<td>29</td>
<td>&gt; 9,400 children</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>34</td>
<td>&gt; 14,900 children</td>
</tr>
<tr>
<td>ISRAEL &amp; PALESTINE</td>
<td>16</td>
<td>&gt; 1,400 children</td>
</tr>
<tr>
<td>JORDAN</td>
<td>36</td>
<td>&gt; 1,700 children</td>
</tr>
<tr>
<td>KOSOVO</td>
<td>41</td>
<td>&gt; 1,200 children</td>
</tr>
<tr>
<td>LEBANON</td>
<td>31</td>
<td>&gt; 2,600 children</td>
</tr>
<tr>
<td>RWANDA</td>
<td>85</td>
<td>&gt; 4,300 children</td>
</tr>
<tr>
<td>SRI LANKA</td>
<td>56</td>
<td>&gt; 4,300 children</td>
</tr>
<tr>
<td>SUDAN</td>
<td>25</td>
<td>&gt; 1,200 children</td>
</tr>
<tr>
<td>UGANDA</td>
<td>30</td>
<td>&gt; 12,500 children</td>
</tr>
<tr>
<td>UKRAINE</td>
<td>39</td>
<td>&gt; 10,300 children</td>
</tr>
<tr>
<td>VIETNAM</td>
<td>41</td>
<td>&gt; 2,000 children</td>
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HOW LONG IS A PROGRAMME?
The implementation phase is within 12 months, in which the FCSA clubs and partnering NGOs run 3 to 4 one-week workshops in the respective country/region.

WHAT IS THE CONTENT?
Three equal pillars – coaching skills, leadership skills, as well as training on how to convey life and soft skills through their activities.

1ST PILLAR 2ND PILLAR 3RD PILLAR
COACHING SKILLS LEADERSHIP SKILLS LIFE & SOFT SKILLS

Technical and organisational skills in the field of grassroots / children’s football

Pedagogical and social skills to help Young Coaches work with children on and off the pitch

Locally relevant topics as well as skills for further personal development

e.g. basic football techniques, organisation of football festivals, tournaments, training sessions

e.g. teambuilding, coaching methods, communication, acting as a role model, code of conduct

e.g. health promotion (first aid, sanitation and hygiene), conflict management, problem solving, PR, strategic planning

International Instructors of the Clubs

International Instructors of the Clubs

Experts of Partner Organisations and Scort Staff

FOOTBALL DEVELOPMENT DEVELOPMENT THROUGH FOOTBALL

“We use football, passion and the joy to support young people. No matter the language you speak, what religion you adhere to or where you are from, football just works.”

KAI BROCK, INSTRUCTOR FC SCHALKE 04

“I have seen that the education programme has a tremendous importance for the development of a personality. People have become more confident and now have plans for the future which they may not have had before. I think we have sown something and the Young Coaches are highly motivated to reap the benefits of their work.”

PATRICK HAIDBAUER, INSTRUCTOR FK AUSTRIA WIEN

“It is impressive how passionately and lovingly the Young Coaches deal with the children in the camps, what joy they exude and what impression they leave. With no reservations, no prejudices and no fear, children in the most difficult of conditions will be brought together through football, consciously and unconsciously receiving training that will shape their lives.”

STEPHAN BANDHOLZ, INSTRUCTOR 1. FSV MAINZ 05

“I am very happy and grateful to be part of such a great project, and the work of the Scort Foundation deserves the highest respect and recognition. The Young Coaches and the many children showed such great enthusiasm and we as instructors could look into many happy and grateful faces.”

THORSTEN JUDT, INSTRUCTOR BAYER 04 LEVERKUSEN
The target group of the FCSA Young Coach Education programme is young women and men (18-28 years of age) who already conduct social activities for underprivileged children in their communities. Through their work they may address different locally relevant topics, such as WASH (water, sanitation, hygiene), inclusion and female empowerment.

The programme adds value to the activities of these young women and men (Young Coaches) by educating them on how to apply sports/football during their own activities. By offering attractive programmes to children and using their enthusiasm for sport, the Young Coaches are able to work with the kids on a variety of social issues.

Young Coaches are more than just football coaches. During the education programme, they learn about grassroots football trainings for children aged 6-12, and how to organise festivals; but more importantly, the training empowers them to become leaders and role models.

The life and soft skills training includes children’s rights, inclusion, communication, fundraising, conflict management and health. Topics vary according to the local situation. For example in Lebanon, coexistence and psychosocial support were addressed, whereas in Rwanda, child protection and prevention of negative coping mechanisms were more essential.

The Young Coach Education programme is designed to “train the trainer”. This also implies that the Young Coaches share their new knowledge and expertise with peers in their communities. According to the latest evaluation (2007-2018), one trained Young Coach will pass on his/her knowledge to 5 peers on average.
585 CERTIFIED YOUNG COACHES are now able to transform the lives of thousands of children and young people due to our programmes.

25% AVERAGE FEMALE REPRESENTATION on our Young Coach Education programmes.

2,907 YOUNG LEADERS (Coaches & Peers) have benefited from our programmes.

>78,000 DISADVANTAGED CHILDREN are directly benefiting from their activities and mentor support.

PROFESSIONAL FOOTBALL CLUBS (FCSA Members + Guest Clubs) engaged in our programmes: 23.

MISSIONS carried out by instructors of the professional clubs: 364.

DAYS that have been committed by instructors of the professional clubs to our programmes: 2,250.

HOURS of education delivered to Young Coaches by instructors of the professional clubs and partnering NGOs: 50,600.

PEER COACHES on average are educated by 1 Young Coach: 5.

IMPACT SINCE 2007:

50,600 HOURS
2,250 DAYS
2,907 YOUNG LEADERS
>78,000 DISADVANTAGED CHILDREN
5 PEER COACHES
364 MISSIONS
23 PROFESSIONAL FOOTBALL CLUBS
585 CERTIFIED YOUNG COACHES
25% AVERAGE FEMALE REPRESENTATION
LEBANON

September 2017 - March 2018
Beirut

30% of the population in Lebanon lives below the poverty line. Nonetheless, the country has granted asylum to countless Palestinians and Iraqis, and since 2011 to another one million Syrian refugees. No other nation in the world is, in relation to its population, hosting more refugees.

Despite support of international organisations, Lebanon is struggling to provide basic services, to ensure safe coexistence of the refugee and host population and to prevent social tensions. For this reason, the FCSA carried out a Young Coach Education programme in Lebanon in cooperation with the UN Refugee Agency (UNHCR), the AFC – Dream Asia Foundation and the Lebanese Football Association.

During the programme, 31 young Lebanese citizens and refugees learnt how to use football to bring children of the refugee and Lebanese population together. Through their activities they create a safe space, conducive to fostering social cohesion in the host communities.

MY STORY
QUTAIBA

“Due to personal circumstances, I had to flee from Iraq to Lebanon. I’m now studying engineering and volunteering for a foundation. I am on the youth committee at the foundation and also work with kids. There are so many bad things in our community, so we have to change this for the kids. Children are the leaders of the future, so it is important that we help them. We might not have a lot of resources, but we use old car tyres for goalposts. As long as the children are smiling that’s all that matters. My activities have made children work together and play together – girls and boys. I use fun games to teach about what is good and what is bad for their health. When they play, children forget about the dangers around them. I feel happy when they are smiling. I want to be a role model for the kids, I want to make them find hope in sports.”

31
Young Coaches

26%
Females

1:2
Multiplier Effect

48
Peer Young Coaches

>2,600
Benefiting Children
Today, Rwanda hosts over 160,000 refugees from neighbouring countries who are settled in urban areas and in six refugee camps coordinated by the UN Refugee Agency (UNHCR). Half of the refugee population is made up of children and youth, including over 2,000 unaccompanied minors, who are particularly vulnerable and at risk of violence, abuse, neglect and delinquency.

Sports activities can help with the development of children and the youth in refugee camps. For this reason and in partnership with UNHCR, the FCSA educated 85 young women and men from Burundi and the Democratic Republic of Congo to become grassroots football coaches and community leaders in the six refugee camps.

The Young Coach Education came to a successful conclusion in October 2018. The Young Coaches are now equipped with the skills to provide safe, fun and educational activities for the children in their camps and are viewed as important role models and leaders in their communities.

**MY STORY**

**GRACE**

“I grew up as an orphan in a village called Masisi, in the Democratic Republic of Congo. When the war erupted, I fled to Rwanda and was transferred to Kigeme camp, where I live today. In the camp, I am volunteering as a community mobilizer working on child protection and prevention of child abuse through community sensitisation. In general, children used to play football in the camp but there was no coordination, bad organisation and no good coaches to teach and guide them. With the start of the programme, each Young Coach has a group of children to train, a well-organised schedule and timetable to follow which helps the children to be more disciplined. What makes me really happy is that the kids now always come and ask me: ‘Grace, teach us more games, help us learn, teach us.’ When my sessions come to an end, the children don’t want to leave the playground.”
October 2018 – ongoing
Hue

Since the end of the war in 1975, Vietnam has become one of south-east Asia’s fastest-growing economies. This progress, however, has not benefitted the minority groups in poverty-stricken rural areas, nor the growing number of urban poor. In rural areas, they lack access to school and health care facilities while both groups struggle to obtain other basic services.

With poor general hygiene, drug and alcohol misuse and HIV/AIDS being major health concerns in the disadvantaged rural and urban settlements, children are at particular risk of suffering the consequences of these conditions.

Aiming to address these issues, the FCSA collaborates with local partners, Football for All in Vietnam and SOS Children’s Villages Vietnam. With the help of the education programme, 41 young women and men become leaders and role models for the children and youth in their communities. The programme provides them with the tools to teach children – through football – about social and health-related issues, thus initiating sustainable change.

MY STORY
LOI

“I was the first born to my parents in Hue, Vietnam. My childhood was really characterised by playing football with my three younger sisters or with the kids from the neighbourhood. I still live in the same area where I grew up and I continue to play football with the kids from the community. After having attended the first module of the Young Coach Education programme, I plan to volunteer for my old school and become a football coach there. Before, I was mostly focused on good results and achievements, but now my attention has shifted towards creating fun and exciting activities for the children. What I enjoyed most about the programme was the first football festival I organised with my fellow Young Coaches. To see the smiles on the kids’ faces made me very happy.”
The Scort Foundation believes that every child has the right to learn and play, irrespective of their gender, background or ability. Children need people who they can turn to for advice and guidance. People that inspire them and create hope for a better future. With this in mind, in 2007, Scort established the Football Club Social Alliance, an innovative way for professional football clubs to get sustainably engaged in international development work.

Through the work of the foundation, motivated young women and men learn to use sport and play to improve the health and wellbeing of underprivileged children. These young people become mentors and leaders within their communities.

Scort is responsible for all conceptual and organisational tasks, including the project management, fundraising and partnerships of the Football Club Social Alliance. Furthermore, the curriculum of the Young Coach Education programme was developed by Scort. Evaluations ensure that programme quality is maintained, and social impact is maximised.

For programme implementation and evaluation, Scort cooperates closely with both governmental and non-governmental organisations in the respective countries. By connecting experts from the footballing world to those involved in development allows the foundation to address a myriad of social challenges in the most efficient and powerful way.

With this experience, Scort sensitises and consults different stakeholders on Corporate Social Responsibility.
TOGETHER WE INSPIRE

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