



Football for Hope at a glance

January 2014 update

FIFA believes football is more than just a game. Through its unique power and universality, football can bring people together, transform lives and inspire entire communities. It creates powerful opportunities to break down barriers to social development, education and health awareness. This is evidenced by the hundreds of community organisations that are active in delivering social projects through football across the globe.

To harness football's huge potential and support existing football-based community projects, FIFA launched the Football for Hope initiative in 2005. The initiative's main aim is to help improve the lives and prospects of young people around the world. FIFA offers funding, equipment, and training to the organisations running these projects and their beneficiaries. Furthermore, we organise events for experts and young leaders to meet, exchange ideas and learn from each other while sharing their experience of working in this field.

As a responsible global citizen, FIFA ensures that it only supports and works with social projects that are sustainable, accountable and truly of benefit to the respective communities they serve.

The support we have provided through Football for Hope has already benefited 426 programmes in 78 countries, serving hundreds of communities and tens of thousands of people throughout the world.

HIV/AIDS education, conflict resolution, gender equality, social integration of people with intellectual disabilities, peace building, youth leadership and life skills are just some of the many objectives pursued.

FIFA has invested 36m USD into the Football for Hope initiative since it was launched, including the following key activities:

Football for Hope Programme Support: annual funding and equipment support for eligible organisations. In 2014, Football for Hope is supporting 108 football-based programmes around the world, of which 25 are being implemented in Brazil.

Capacity building: Trainings organised with adidas and Sony around the world on media skills, football coaching, and project management.

Football for Hope Festival: international event which allows young community leaders to attend the FIFA World Cup, exchange best practice and play football. The next Festival, to be held in Brazil during the 2014 FIFA World Cup, will bring together 32 teams composed of young leaders from community projects around the world.

Football for Hope Forum: where the world's leading professionals in the field come together to discuss the many challenges related to social development through football. The last Forum was organised in Belo Horizonte, Brazil, during the 2013 FIFA Confederations Cup.

Football for Hope Centres in Africa: the "20 Centres for 2010" Campaign was the official social campaign of the 2010 FIFA World Cup in South Africa. Through this campaign and in co-operation with local organisations, 20 centres for education, public health and football across Africa were built.