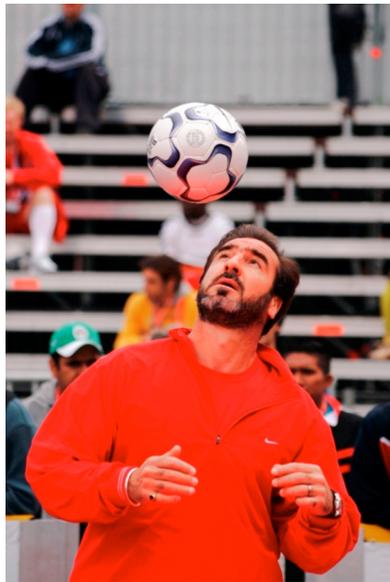




# Impact Report

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## **Message from Mel Young**

### **Founder & President**

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Five years on and the research into the impact of the Copenhagen 2007 Homeless World Cup once again demonstrates significant change in the lives of the players - 71% of players significantly changed their lives coming off drugs and alcohol, moving into jobs, homes, training, education, repairing relationships all whilst continuing to play football.

This is what drives us. This is what matters. That people who are homeless are energised and can enjoy a sense of community, fun and friendship, love and encouragement and see positive change for themselves. The Homeless World Cup will travel with football to each and every corner of the world to find players to join the team.

Believe that we can end homelessness. Believe that we can end poverty. People who are homeless, believe that you can change. We create a framework, use our imagination, and believe we can change lives, change the world. We have shown this in a small way again in Copenhagen. It is time to do more. Believe in the spirit of the international tournament, the magic that happens to unite, to inspire, to transform.

Thank you to everybody who made Copenhagen 2007 a phenomenal success. Thank you to the hosts Ombold, Social Ministry, and City of Copenhagen and the thousands of spectators. Thanks also to everyone else involved that are too many to mention but include the team at our headquarters working all year round, sponsors, all our partner projects across the globe, volunteers and of course the players whose spirit make this the special tournament that it is.

Now we move on to the Homeless World Cup in Melbourne from 1-7 December 2008 with a fabulous legacy of 30 street soccer programmes across Australia. There are grass roots football projects working with over 30,000 people who are homeless all year round in over 60 nations and more being started everyday.

Let's redouble our efforts and go step-by-step, leap-by-leap towards the mission to engage one million players in 75 nations by 2012.

Thanks for joining to make it happen. We will see you all there.

**Mel Young**

## **Impact: The players**

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**25,000 players** participated in training and trials for the Copenhagen 2007 Homeless World Cup from which 381 players went on to represent their country in Copenhagen.

6 months after the Copenhagen 2007 Homeless World Cup research conducted reports:

- 93% have a new motivation for life (354 players)
- 83% have improved social relations (316 players)
- 71% have significantly changed their life (271 players)
- 29% found employment (110 players)
- 38% improved their housing situation (145 players)
- 32% went into education (122 players)
- 118 players addressed a drug or alcohol dependency
- 71% now play football on a regular basis (271 players)
- 18 women participated (up from 5 in Edinburgh 2005)

Statistics are just one story. The Homeless World Cup is full of inspiring courageous people stepping up to change their lives. At the Copenhagen 2007 Homeless World Cup Michelle, female player of the tournament has since been selected for Brazil's national team (under 20s) for the South America's Cup. Cherie from Liberia has been awarded a four-year athlete scholarship at a college in the USA. Eugene from Ghana has addressed a drug dependency and has also found employment that gives him enough money to pay rent and have a home. David Duke, Manager of Scotland, himself a player in the Gothenburg 2004 Homeless World Cup led Scotland to victory. Two weeks before the championship he bought his own home. He has also addressed an alcohol issue, passed a HND in community development and his coaching qualifications, which enables him to inspire other people who are homeless in Scotland to take the opportunity for change. Aaron from Wales has acquired the confidence to train and get a job as a forklift truck driver.

"The Homeless World Cup was the first opportunity in my life to realize a change in myself. I am not the man as I was before. I am now living with a vision and goal. This has opened a new life for me."

**Qadir Ahmad, Afghanistan**

"Only people from the streets know what you need when you are homeless. I have met new friends from the streets all over the world. They are really "street" with different languages and different cultures, but with the same big heart. That was the best for me."

**Hugo Hector Gomez, Argentina**

"It was a unique experience to have the honour to represent my country in such a big tournament. The whole atmosphere was very fair and the audience supported every team. There were no losers at all and that was a great feeling for everybody."

**Andreas Müllner, Austria**

“I have wonderful memories of my participation in the Homeless World Cup, most representing France. I feel more confident, in spite of the difficulties I sometimes have to face.”

**Ahmed Aknoune, France**

“The tournament was fun and motivating for me, so - after 10 years of residence in homeless facilities – I have moved into my first own accommodation!”

**Heiko Fuß, Germany**

“I have gained so much self-respect as well as respect from others. The experience at the Homeless World Cup is one of the biggest assets in my quest to move forward.”

**Nikoforos Sdralias, Greece**

“The atmosphere at the tournament is friendly. It helped me get the feeling that I was not alone, that there were others with the same problems that I have.”

**Alex Mwangi Kangethe, Kenya**

“Now I know that if you want it you can do anything.”

**Anara Kasmalieva, Kyrgyz Republic**

“This gave me the opportunity to get to know many new people, I have a social life now which I didn’t have before.”

**Niki Zizek, Switzerland**

“I had no recognised qualifications before I went to the Copenhagen 2007 Homeless World Cup. Since returning I felt confident and motivated enough to access training and education and now am a trained forklift truck driver. I would never have done this before and would like to thank everyone and especially Street Soccer Cymru for helping me to take part. I would also like to thank the accommodation staff for helping me get through the night when I felt I couldn’t cope – thank-you.”

**Aaron Chris Sims, Wales**

“Playing for your country in the Homeless World Cup is a fantastic experience and now I have the feeling that I am somebody and that I belong to society.”

**Mushili Mwelwa, Zambia**

“If people are given the opportunities they can change for sure.”

**Moses Mashamba, Zimbabwe**

## **Impact: Local Grass Roots**

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The Homeless World Cup has now triggered and supports grass roots football programs in over 60 nations, rising from 3 in Graz 2003.

48 nations participated in the Copenhagen 2007 Homeless World Cup rising from 18 in Graz 2003. They were: Afghanistan, Argentina, Australia, Austria, Brazil, Burundi, Cameroon, Canada, Chile, Czech Republic, Denmark, England, Finland, France, Germany, Ghana, Greece, Hong Kong, Hungary, India, Ireland, Italy, Kazakhstan, Kenya, Kyrgyz Republic, Liberia, Lithuania, Mexico, Netherlands, Nigeria, Norway, Poland, Portugal, Russia, Scotland, Serbia, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Uganda, Ukraine, USA, Wales, Zambia, Zimbabwe

Newcomers to the tournament included Greece, India, Kyrgyz Republic and Slovenia.

As a result:

- 34 nations run or plan to develop a national street league, rising from 5 set up after Graz 2003.
- 48 nations held national qualifications or selections for the Copenhagen 2007 Homeless World Cup, rising from 5 in 2003.
- The network of grass roots football programmes now connected into the Homeless World Cup has extended to 80 nations for future tournaments.

Programmes initially set up within a street paper organisation are now branching into their own fully-fledged organisations specifically for football for inclusion and expanding their national reach and effectiveness as they grow. For example Holland has established a new foundation collaborating with the Salvation Army, Street Papers, Football Foundation, Football Association, Nike to run a national street league and a national championship to select the team to represent the Netherlands, an ideal template for projects to follow.

Programmes are also beginning to spread nationally. For example in Canada there are now grass roots soccer programmes in four cities; in the USA it has spread to 12 locations from only 1 in 2006; in England a league has now been added to Liverpool.

All projects have reported an increase in sponsorship and financial support as a result of their participation in the Homeless World Cup and there is also a movement towards becoming more professional in acquiring funding and support. Nike is extending its support to national programmes with product donations for example Liberia, Russia, Brazil and USA.

## **Impact: Changing Attitudes**

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To date the Homeless World Cup has been a very successful means to raise awareness of homeless issues and improve the image of homeless people in the general public.

Media coverage around the whole event was excellent with people who are homeless portrayed in a positive light. CNN ran a Public Sector Announcement two weeks before and during the tournament to the value of \$600,000, which was also supported by MTV in Copenhagen to the value of \$150,000.

Interest in attending the tournament in Copenhagen was great. Approximately 100,000 people watched the Homeless World Cup in the Town Hall Square throughout the week.

From 160 spectators surveyed before watching a game at the Copenhagen 2007 Homeless World Cup 20% admitted a negative perception of homeless people, 21% stated no opinion and 58% claimed a positive view. After watching a game their views had shifted significantly with 85% claiming a positive perception, 12% had no opinion and only 1% shared a negative view.

Government and public opinion in Copenhagen declared the tournament a resounding success.