



Impact Report 2022

About Common Goal

The year 2022 represented a significant milestone for the Common Goal Movement.

We commemorated 20 years of advancing the football for good sector under the banner of streetfootballworld, and marked the fifth anniversary of Common Goal, a movement that unites the football community towards the wellbeing of our people and planet.

This was a crucial year for both reflection and forwardthinking, a moment to appreciate the impact of what we have collectively built. This collective, or “we,” extends beyond our organisation to encompass individuals from all corners of football, representing a wide range of organisations and communities, united by a shared vision of making football its best self and maximise its contribution towards people and planet.

Our football for good journey started nearly three decades ago in Colombia. In 2002, streetfootballworld was born with the promise to connect, unite, and support the football for good sector— a commitment we’ve passionately upheld for over 20 years.

In 2017, Common Goal was launched as an athlete-led movement, to unite the football community to tackle the biggest challenges of our time.

In 2022, we have integrated our legacy and forward-looking vision under the Common Goal Movement. This signified more than just a rebranding—it marked a substantial step in our evolution.

Today, Common Goal is a movement that extends beyond our own organisation and team. It surpasses the projects we can showcase in this report and the conversations we can actively track. It continues to grow and evolve, and it belongs to all those who share our passion and belief that football has the potential to be more, to be better, and, most importantly, that it must strive to be so.

If we collectively decide to collaborate in a radical manner, pooling our assets, unique positions, platforms, and communities at the service of our people and our planet, we can make the impossible possible and address the biggest challenges of our times. If not now, when? If not football, what?

About this report

The following report presents an overview of the initiatives directly implemented by our organization in collaboration with community organisations, brands, athletes of all ages, clubs, and other football stakeholders. The collective efforts of these individuals and organisations have had a far-reaching impact that surpasses the scope of this report.

Nevertheless, we aspire that the following pages effectively demonstrate how we are spearheading collective progress and serve as an inspiration for others to join us in our shared vision of maximising football’s contribution to people and planet by 2030.



TABLE OF CONTENTS

The Common Goal Movement today

- The Team in 2023
- Football for Good Community
- Industry Members
- Impact Sponsors
- Growth & Milestones
- 1% Pledge Allocation 2017-2022
- Allocation of Resources 2017-2022

Common Goal Impact 2022

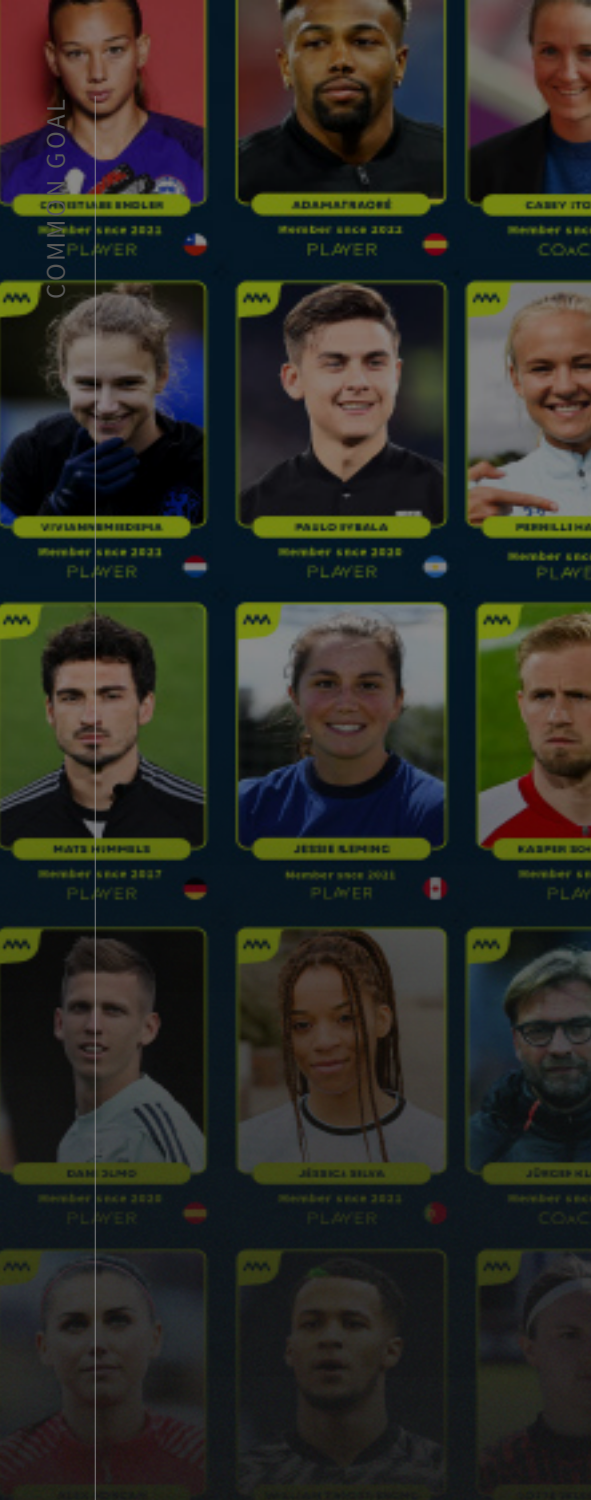
- Common Goal Community Support
- Common Goal Impact Solutions
- Team Up for Ukraine
- Common Goal Project Portfolio



The Common Goal Movement Today



WORLD
GOALS



214+
Players & managers

19
Clubs (4 members and 15 partners)

193
Football for good organisations

2
Impact sponsors

100+
Partners and allies

1.7M
Young people

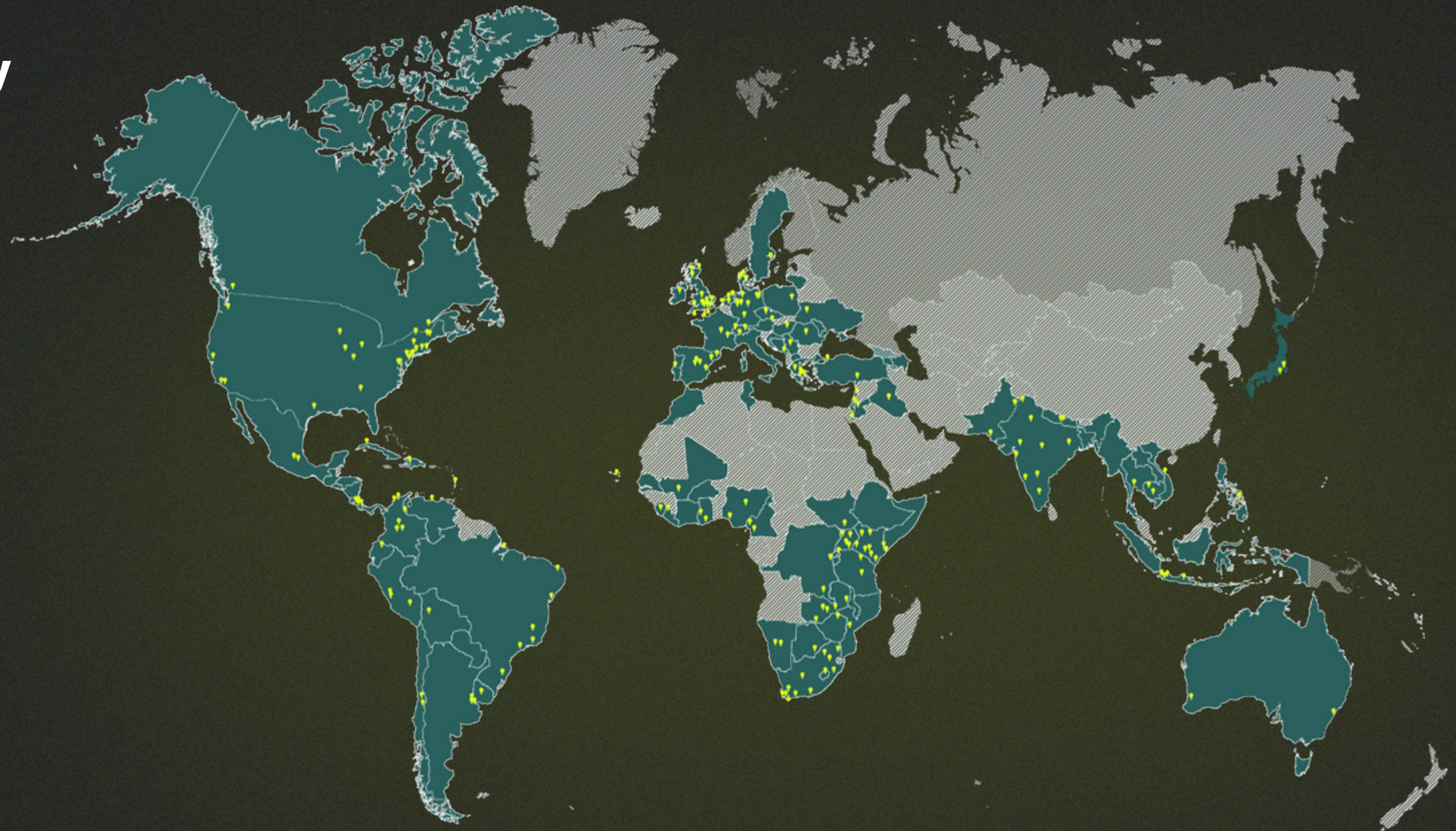
The Common Goal Movement
The Team in 2023

The Common Goal movement

Football for Good Community

Over the course of 2022, **39 new members** joined the Common Goal Community, adding **5 new countries** to our global Community. This is the biggest annual growth Common Goal has seen over the past two decades, representing an annual growth of over 26%.

Since the beginning of 2023, 7 new members have joined the Common Goal Community, which today includes **193 organisations implementing programmes in 100+ countries.**



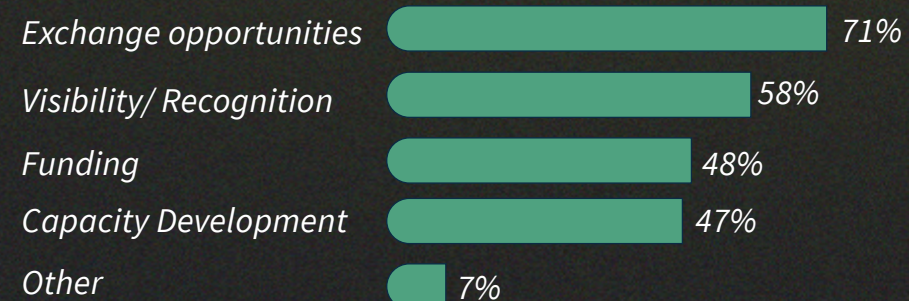
1.7M+
Young people
reached

894K+ young people
regularly engaged in
programmes
(46% girls & non-binary)

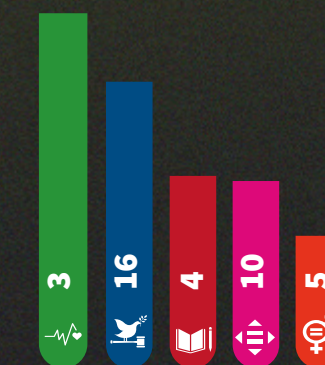
21K+
Global Team
workforce

4,176 staff members
(53% women & non-binary)
12,366 coaches
(44% girls & non-binary)
4,792 volunteers
(51% girls & non-binary)

% of Community organisations that benefited from the following opportunities provided by Common Goal



Top prioritised Global Goals by Community organisations

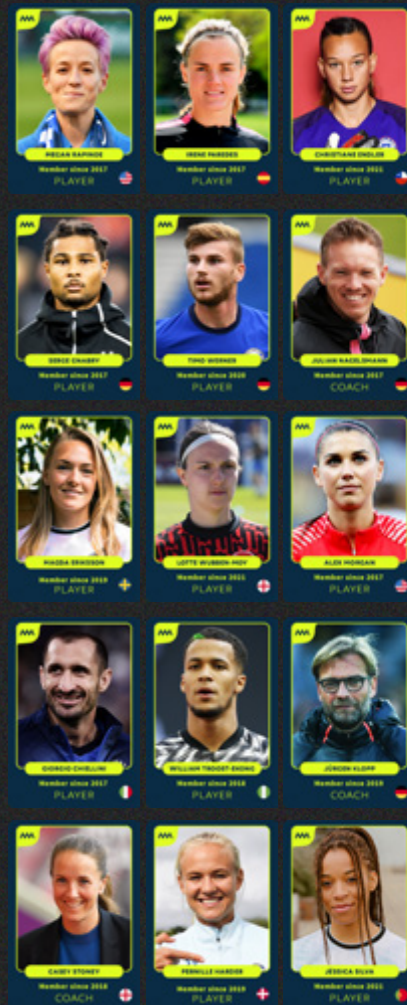


The Common Goal movement

1% Pledge Members

Common Goal members are athletes, managers, executives and other individuals, as well as clubs and other entities who pledge 1% of their earnings/revenues to Common Goal.

217 PLAYERS AND MANAGERS
(124 CLUBS REPRESENTED
49 NATIONALITIES)



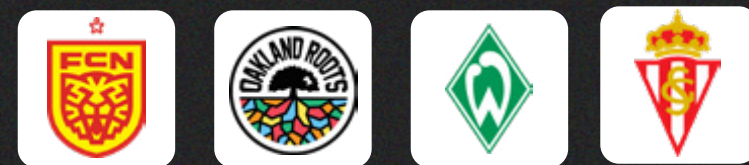
45%



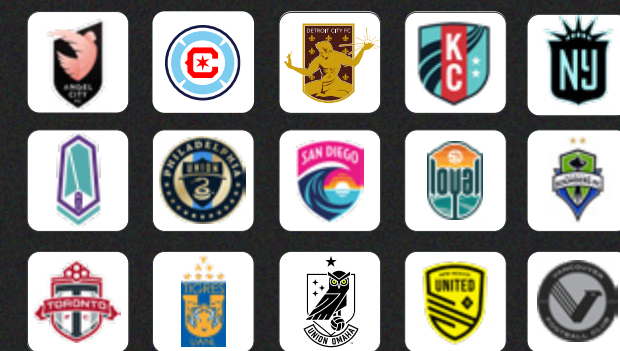
55%

19 PROFESSIONAL CLUBS

4 MEMBERS

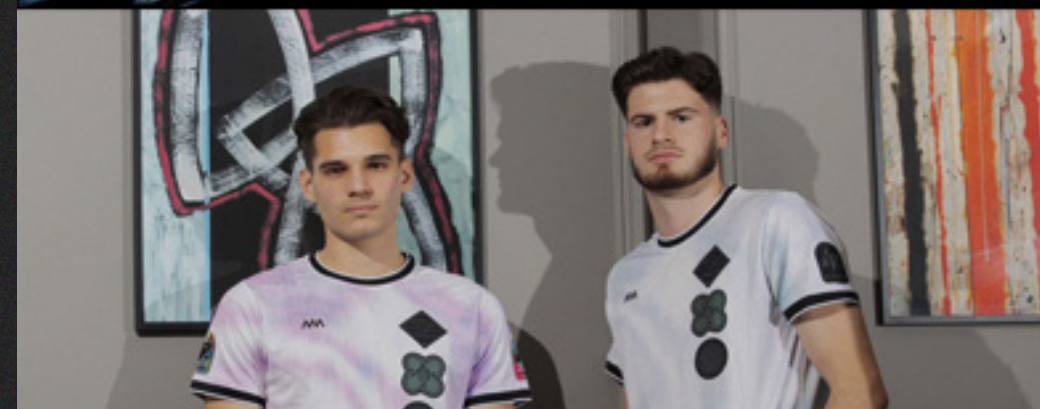


15 PROJECT-SPECIFIC PARTNERS



211 CLUB STAFF, EXECUTIVES AND OTHER INDIVIDUALS
(PLEDGING 1% SALARIES)

36 BUSINESSES, AGENCIES AND OTHER ORGANISATIONS
(PLEDGING 1% REVENUES)



The Common Goal movement Impact Sponsors



adidas joined the Common Goal movement as the first Impact Sponsor in 2021, pledging 1% of their global net footballs sales of footballs through to 2023 to strengthen a shared commitment to global football communities around the world and to create a more inclusive game for everyone.



**RIGHT
TO DREAM**

Right to Dream Academy joined the Common Goal movement as an Impact Sponsor in May 2022 with the goal of disrupting the football industry's status quo and making the game a true force for good in the world.

The Common Goal movement Growth & Milestones 2017-2022

Movement growth



Juan Mata joined Common Goal

1M €
resources unlocked via 1% member pledge scheme

100
players & managers joined the movement

3M €
resources unlocked via 1% member scheme



adidas joined Common Goal as 1st Impact Sponsor

200
players & managers joined the movement



Right to Dream joined as Impact Sponsor

193
Organisations joined the Common Goal Community

2017

2018

2019

2020

2021

2022

2023

Common Goal Community support (support to football for good community)

Menstrual Hygiene Management programme

Social Enterprise Assist

HIV & SRHR Education

Play Proud

Global Goal 5 Accelerator

COVID-19 Response

Common Ground

Anti-Racist Project

Playing for Peace

Team Up for Ukraine

Environmental Action

Impact Solutions


The Common Goal movement

1% member pledge allocation 2017-2022


This page showcases an overview of the funds raised through the 1% member pledge scheme*, as well as how the funds were distributed to different impact solutions driven by Common Goal. This doesn't include funds raised from impact sponsors and partners that are showcased in the following slides.

About Common Goal's Member Pledge Scheme


Common Goal members are athletes, managers, executives and other individuals, as well as clubs and other entities who pledge 1% of their earnings/revenues to Common Goal. Common Goal allocates a minimum of 90% of all members pledges to the implementation of impact solutions.

- 


Players & Managers
3,8M €

- 


Football Agencies
418K €

- 

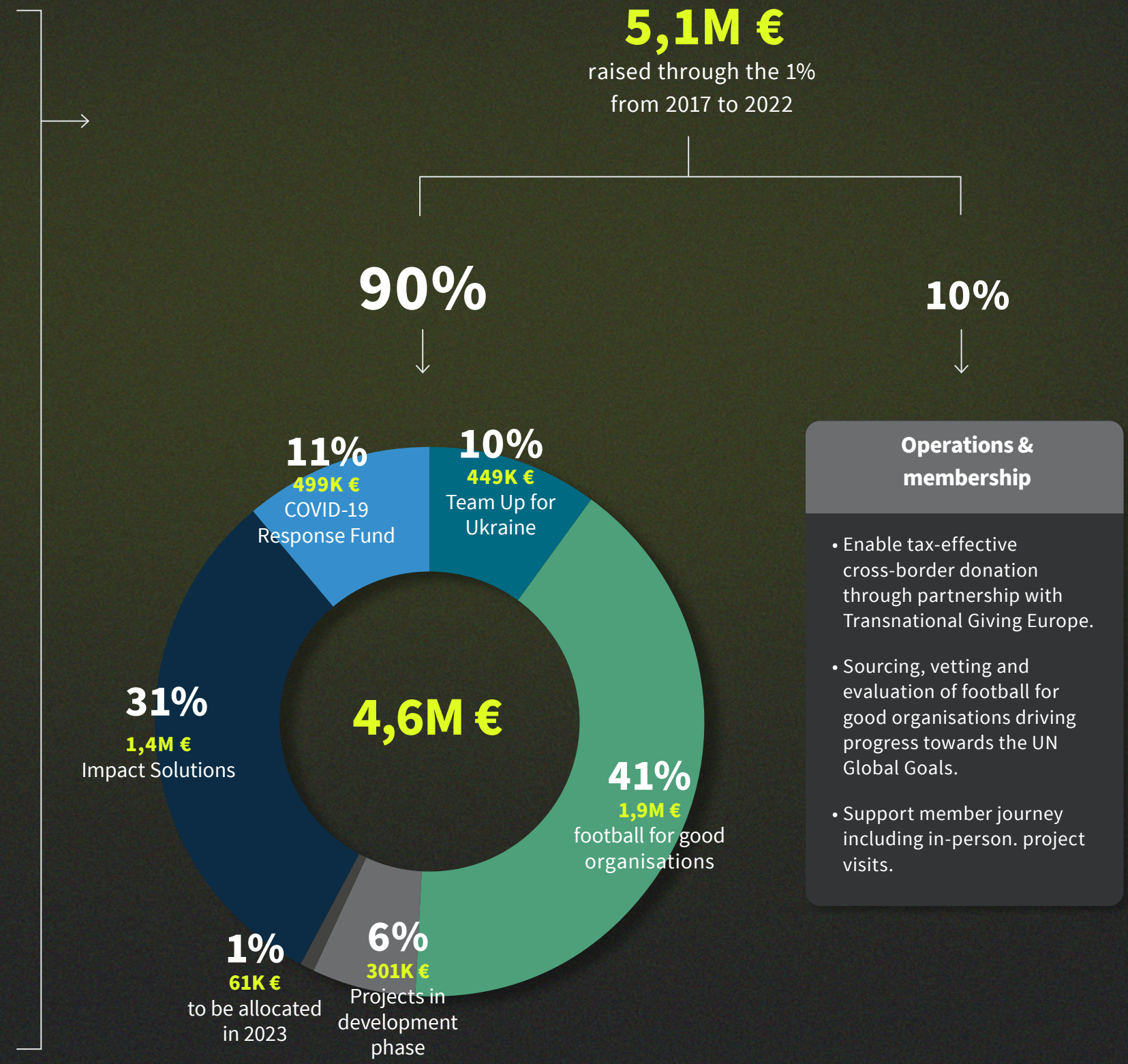
Clubs & Competitions
148K €

- 

Businesses
341K €

- 

Other Members
454K €



The Common Goal movement

Resource allocation 2017-2022 to Common Goal Impact Solutions

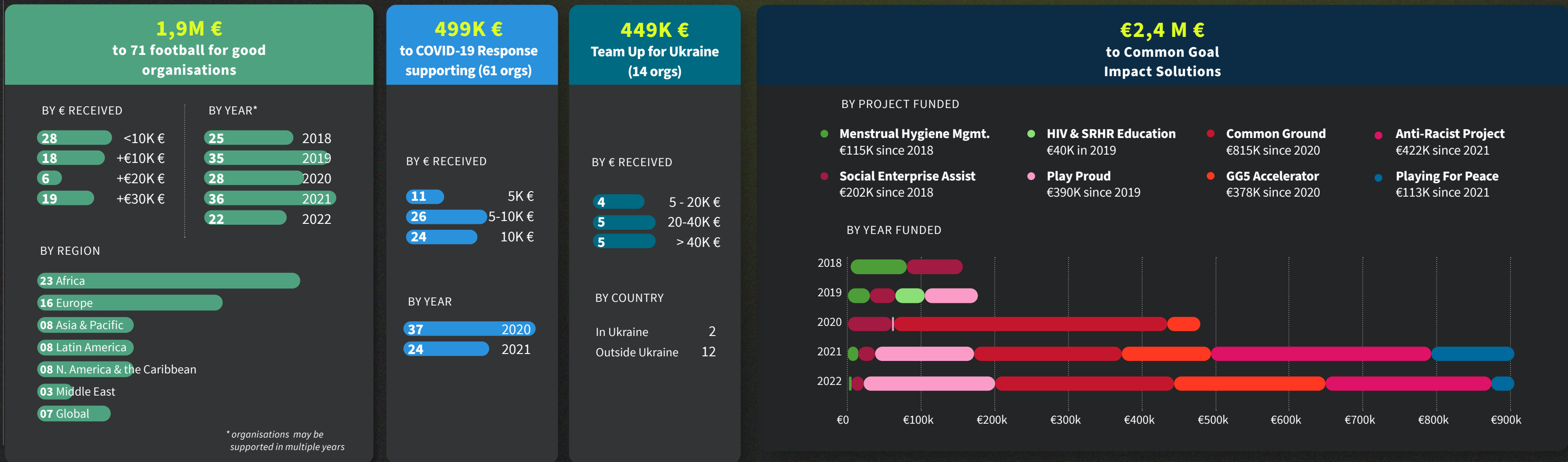
This page showcases the allocation of funds raised through the 1% member pledges scheme in more detail, as well as the support of partners and impact sponsors for the implementation of the impact solutions driven by Common Goal. The graphic doesn't include Common Goal's resource investment via internal capacity for the creation and development of those initiatives.

SUPPORT FROM THE 1% MEMBER PLEDGE

4,6M €

SUPPORT FROM IMPACT SPONSORS & PARTNERS

€1M €





Common Goal Impact 2022

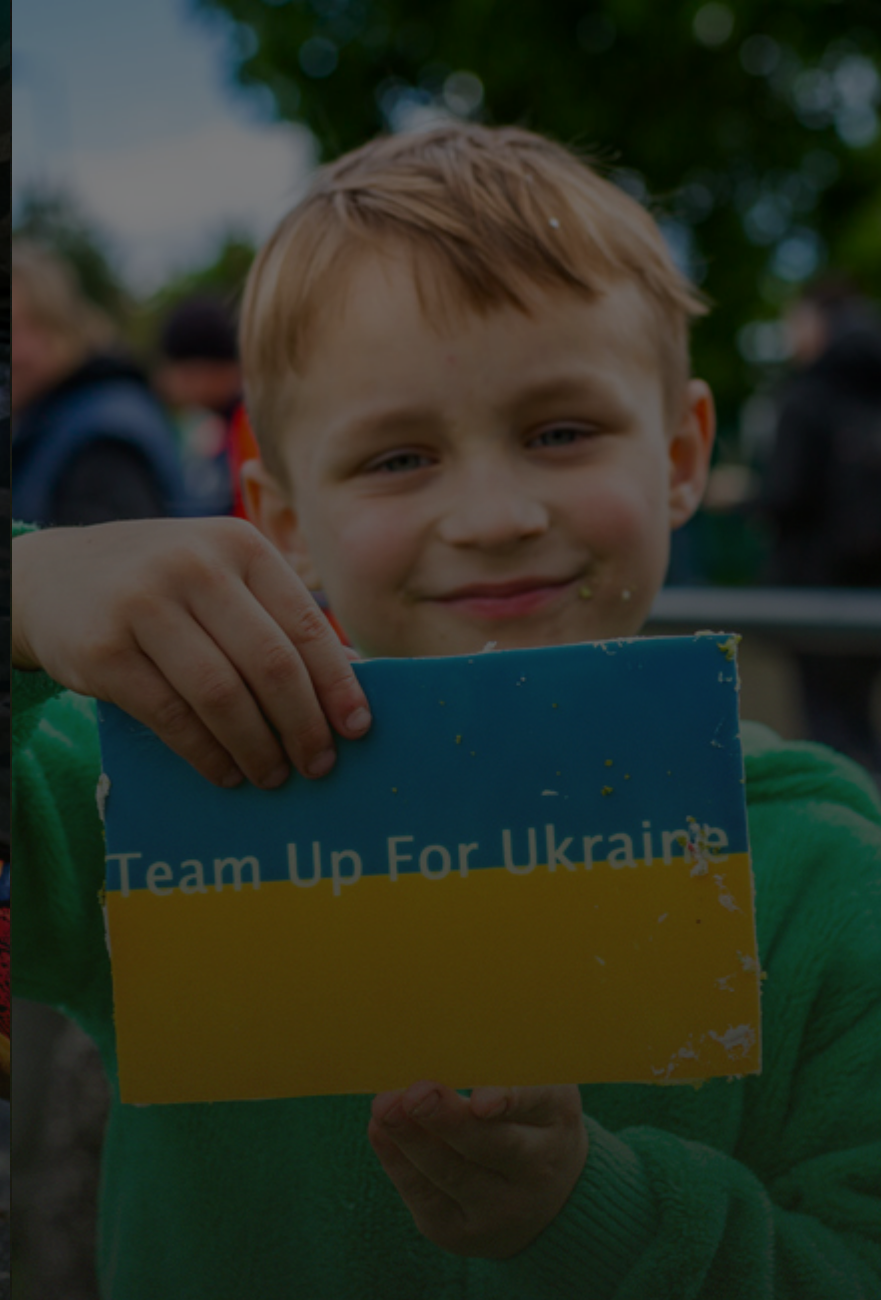
Common Goal Impact 2022 Overview



**Common Goal
Community Support**



**Common Goal
Impact Solutions**



**Team Up
for Ukraine**



**Common Goal
Project Portfolio 2022**

Common Goal Impact 2022

Common Goal Community Support

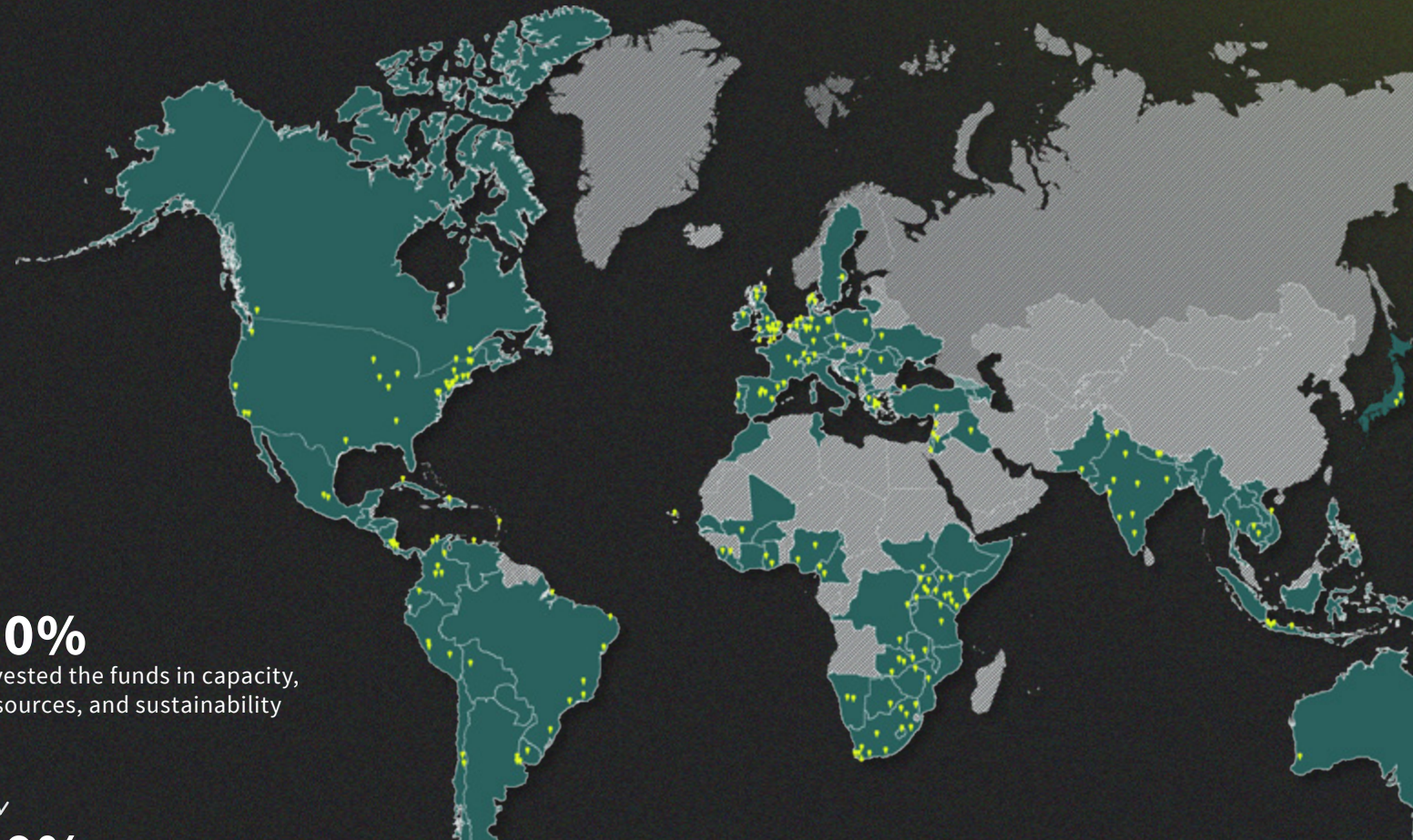
Through the 1% pledge mechanism, Common Goal provides a simple and impactful mechanism for stakeholders in the football industry to support organisations that are using football to drive positive social transformation.



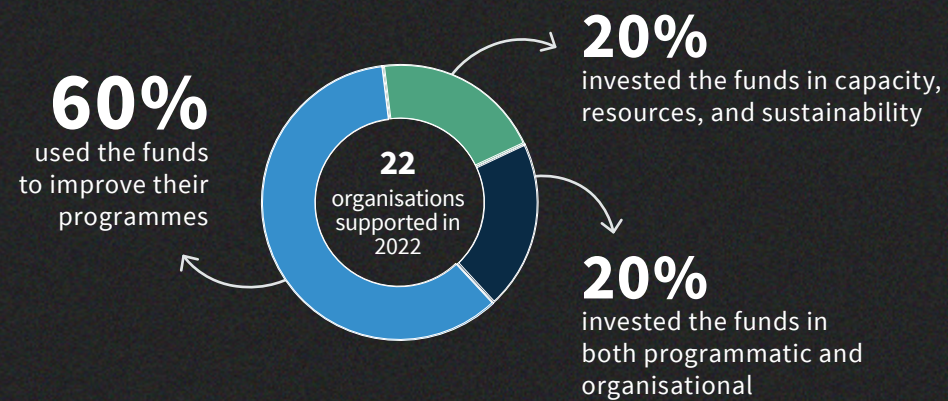
Common Goal Impact 2022

Common Goal Community Support

22 football for good organisations supported in 2022, engaging **198,910K young people** globally.



ALLOCATION OF FUNDS



With support from Common Goal, organisations communicated that they were able to improve and/or increase...

PROGRAMMES	<p>45% of organisations offered more activities</p> <p>45% welcomed more participants to their programmes</p>	OPPORTUNITIES	<p>50% improved the personal development of participants</p> <p>25% improved their M&E capacity and expertise</p>	CAPACITY & EXPERTISE	<p>45% increased the capacity or expertise of the team</p> <p>70% improved the quality of their programme</p>	FACILITIES	<p>30% bought or improved material for their activities</p> <p>5% built or improved infrastructure</p>	COMMUNICATION	<p>30% of organisations increased their visibility</p>
------------	---	---------------	---	----------------------	---	------------	--	---------------	---

ORGANISATIONS SUPPORTED BY YEAR

- | | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 25 in 2018
★ ★ ★ ★ ★ | 35 in 2019
★ ★ ★ ★ ★ | 28 in 2020
★ ★ ★ ★ ★ | 36 in 2021
★ ★ ★ ★ ★ | 22 in 2022
★ ★ ★ ★ ★ |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
-
- | | |
|--|--|
| <p>AFRICA</p> <ul style="list-style-type: none"> ★ ★ ★ ★ ★ Africaid, Ghana ★ ★ ★ ★ ★ Altus Sport, South Africa ★ ★ ★ ★ ★ AMANDLA, South Africa ★ ★ ★ ★ ★ AMPJF, Mali ★ ★ ★ ★ ★ Chiparamba Breakthrough, Zambia ★ ★ ★ ★ ★ Carolina for Kibera, Kenya ★ ★ ★ ★ ★ CJP, DR Congo ★ ★ ★ ★ ★ Delta Cultura, Cape Verde ★ ★ ★ ★ ★ Grassroots Soccer, SA ★ ★ ★ ★ ★ Grootbos Foundation, SA ★ ★ ★ ★ ★ Future Stars Academy, Tanzania ★ ★ ★ ★ ★ HODI, Kenya ★ ★ ★ ★ ★ Hout Bay United, South Africa ★ ★ ★ ★ ★ IDYDC, Tanzania ★ ★ ★ ★ ★ Jambo Bukoba, Tanzania ★ ★ ★ ★ ★ Malaika Foundation, DR Congo ★ ★ ★ ★ ★ MTG Kilifi, Kenya ★ ★ ★ ★ ★ Play Soccer Ghana, Ghana ★ ★ ★ ★ ★ Soccer Without Borders, Uganda ★ ★ ★ ★ ★ Sport in Action, Zambia ★ ★ ★ ★ ★ TackleAfrica, Ivory Coast ★ ★ ★ ★ ★ training4ChangeS, South Africa ★ ★ ★ ★ ★ Watoto Wasoka, Uganda ★ ★ ★ ★ ★ YASD, Zimbabwe ★ ★ ★ ★ ★ YEDI, Nigeria | <p>EUROPE</p> <ul style="list-style-type: none"> ★ ★ ★ ★ ★ Albion in the Community, UK ★ ★ ★ ★ ★ Asociación Alacrán, Spain ★ ★ ★ ★ ★ Associação CAIS, Portugal ★ ★ ★ ★ ★ Balon Mundial, Italy ★ ★ ★ ★ ★ CHoG, Germany ★ ★ ★ ★ ★ CCPA, Denmark ★ ★ ★ ★ ★ CCPA, Croatia ★ ★ ★ ★ ★ Denis Law Legacy Trust ★ ★ ★ ★ ★ Kicken ohne Grenzen, Austria ★ ★ ★ ★ ★ KICKFAIR, Germany ★ ★ ★ ★ ★ Policy Center for Roma and Minorities ★ ★ ★ ★ ★ RheinFlanke, Germany ★ ★ ★ ★ ★ Spirit of Football, Germany ★ ★ ★ ★ ★ SDLV, France ★ ★ ★ ★ ★ Sport4Life UK, UK ★ ★ ★ ★ ★ Sport Against Racism Ireland ★ ★ ★ ★ ★ Street League, UK |
| <p>ASIA & PACIFIC</p> <ul style="list-style-type: none"> ★ ★ ★ ★ ★ FFAV, Vietnam ★ ★ ★ ★ ★ Football United, Australia ★ ★ ★ ★ ★ FundLife Intl, Philippines ★ ★ ★ ★ ★ ISF, Cambodia ★ ★ ★ ★ ★ OSCAR Foundation, India ★ ★ ★ ★ ★ Rumah Cemara, Indonesia ★ ★ ★ ★ ★ Slum Soccer, India ★ ★ ★ ★ ★ Yuwa, India | <p>NORTH AMERICA & THE CARIBBEAN</p> <ul style="list-style-type: none"> ★ ★ ★ ★ ★ America SCORES, USA ★ ★ ★ ★ ★ Canada SCORES, Canada ★ ★ ★ ★ ★ GOALS Haiti, Haiti ★ ★ ★ ★ ★ Sacred Sports Foundation, St. Lucia ★ ★ ★ ★ ★ Soccer Without Borders, USA ★ ★ ★ ★ ★ Starfinder Foundation, USA ★ ★ ★ ★ ★ Street Soccer USA, USA ★ ★ ★ ★ ★ The Sanneh Foundation, Haiti |
| <p>MIDDLE EAST</p> <ul style="list-style-type: none"> ★ ★ ★ ★ ★ PS4L, Palestine ★ ★ ★ ★ ★ Reclaim Childhood, Jordan ★ ★ ★ ★ ★ Spirit of Soccer, Iraq | <p>LATIN AMERICA</p> <ul style="list-style-type: none"> ★ ★ ★ ★ ★ Asociación Civil Andar, Argentina ★ ★ ★ ★ ★ EPROCAD, Brazil ★ ★ ★ ★ ★ Tiempo de Juego, Colombia ★ ★ ★ ★ ★ Fútbol Con Corazón, Colombia ★ ★ ★ ★ ★ Fútbol Mas, Ecuador ★ ★ ★ ★ ★ Fútbol Mas, Chile ★ ★ ★ ★ ★ Instituto Formação, Brazil ★ ★ ★ ★ ★ Pasión Petare, Venezuela ★ ★ ★ ★ ★ SEPROJOVEN, Costa Rica |
| <p>GLOBAL</p> <ul style="list-style-type: none"> ★ ★ ★ ★ ★ SCORT Foundation, Switzerland ★ ★ ★ ★ ★ Women Win, Netherlands | |



GG5 Accelerator (Gender Equity)



Anti-Racist Project (Racial Justice)

Common Goal Impact 2022 Common Goal Impact Solutions

In collaboration with partners, Common Goal creates, develops and implements replicable, adaptable and scalable solutions to tackle some of the biggest challenges of our time, within and through football. Common Goal impact solutions unite organisations, athletes, clubs, brands and other stakeholders behind a shared vision.

GLOBAL GOAL  **5** GENDER EQUALITY

REGIONS **Africa, Latin America**

GLOBAL GOALS  **10** REDUCED INEQUALITIES  **16** PEACE, JUSTICE AND STRONG INSTITUTIONS  **17** PARTNERSHIPS FOR THE GOALS


REGIONS **North America & the Caribbean**



Play Proud (LGBTQ+ inclusion)



Common Ground (Education)

GLOBAL GOAL  **10** REDUCED INEQUALITIES

REGIONS **N. America & the Caribbean**

GLOBAL GOALS  **4** QUALITY EDUCATION  **10** REDUCED INEQUALITIES

REGIONS **Europe**

Common Goal Impact 2022

Global Goal 5 Accelerator

The Global Goal 5 Accelerator is a replicable, adaptable and scalable solution to accelerate progress towards gender equity in football.

The framework supports grassroots organisations in their efforts towards advancing gender equity, working against the mechanisms and dynamics that enforce inequity and discrimination, and accelerating progress.

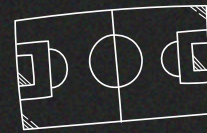
Collective effort is central to the project with Women Win, Soccer Without Borders, Fundación Selección Colombia, adidas and others involved. The framework has so far been implemented in East Africa, Europe, North America and Latin America.

SOMOS Equidad

With the support of adidas, Common Goal was able to open a new chapter of the Global Goal 5 Accelerator framework in Latin America, SOMOS Equidad, lead by Fundación Selección Colombia and including the participation of 13 organisations across 8 countries.

The project engaged with staff members and coaches to improve gender equity at the heart of their organisation, on the sidelines and on the pitch. SOMOS Equidad also enabled the implementation of gender equity programming for young people, with a focus on girls.

How it works:



ON THE PITCH

Increase girls' participation on the pitch.



ON THE SIDELINES

Increase the proportion of women coaches and ensure every girl has a woman role model.



IN THE ORGANISATIONS

Embed gender equity at the heart of football for good organisations and ensure gender equity in their leadership.



Common Goal Impact 2022 Global Goal 5 Accelerator SOMOS Equidad

18

staff members participated in gender equity training

Organisation transformation

100% observed positive changes within their organisation (100% strongly agreed)

100% observed new concrete measures to promote women's leadership within the organisation (75% strongly agreed; 25% agreed)

93% observed improved gender and inclusion training among team members (75% strongly agreed; 18% agreed)

Personal Development

100% increased their skills and knowledge on how to promote gender equity within their organisation (63% strongly agreed; 37% agreed)

93% improved their leadership role in the organisation (62% strongly agreed; 31% agreed)

108

coaches trained to champion gender equity on and off the pitch

18 lead coaches (100% women)

94% of women lead coaches felt equipped to design gender-inclusive programming (63% strongly agreed; 37% agreed)

100% improved their knowledge of how to implement gender-inclusive sessions (83% strongly agreed; 17% agreed)

90 coaches trained by lead coaches (60% women)

90 coaches (60% women) received training and implemented gender equity programmes

3,291

participants (60% girls) took part in gender-inclusive programmes



“I feel very good with what they teach us because we work as a team, we work in gender equality. Girls can be the same as boys, girls can play soccer, play basketball, everything. As a girl, I feel capable of doing any activity because I trust myself. And I have learned that a colour does not define a gender.”

EIMY CASTILLO
7-year-old participant, FUDELA



Common Goal Impact 2022

Anti-Racist Project

Structural and systemic problems make football inaccessible and unwelcoming to marginalised communities that often lack the money to participate, have no access to facilities or supportive coaches trained to understand anti-racist approaches and techniques.

To address these challenges and tackle the continual lack of action that follows the repeated condemnation of racism, a coalition of football industry leaders has teamed up with Common Goal to launch the Anti-Racist Project (ARP).

The initiative was launched in the United States with clubs from the top divisions of US football, and the 30,000-member United States' supporters' group, American Outlaws. Since then, a growing number of clubs, brands, subject matter experts, and players have joined the ARP in our mission to fight racism on and off the football pitch.

The ARP aims to implement a series of activations, including an Executive Level Training Series for the leaders of clubs and football NGOs and the Switch the Pitch initiative, for coaches across community and professional football.

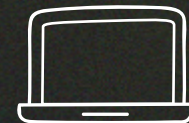
About Switch the Pitch

Switch the Pitch (StP) uses interactive and experiential anti-racist based curriculum to enable coaches to foster safe and inclusive spaces and inspire young players to take action. The programme consists of two interconnected parts.



INCLUSIVE COACHING TRAINING

Equips coaches with the skills and information needed to build an inclusive, anti-racist team culture (6 modules)



VIRTUAL SOCIAL IMPACT LEAGUE

Coaches engage teams to complete team challenges (36 challenges) that enable them to become more aware and inclusive.



Common Goal Impact 2022

Anti-Racist Project Switch the Pitch Pilot

16

coaches participated in the inclusive coaching training

68

modules completed by coaches

Rated across 4 categories:

69% Interesting

83% Important

74% Understandable

84% Actionable

288

young players reached by coaches

75

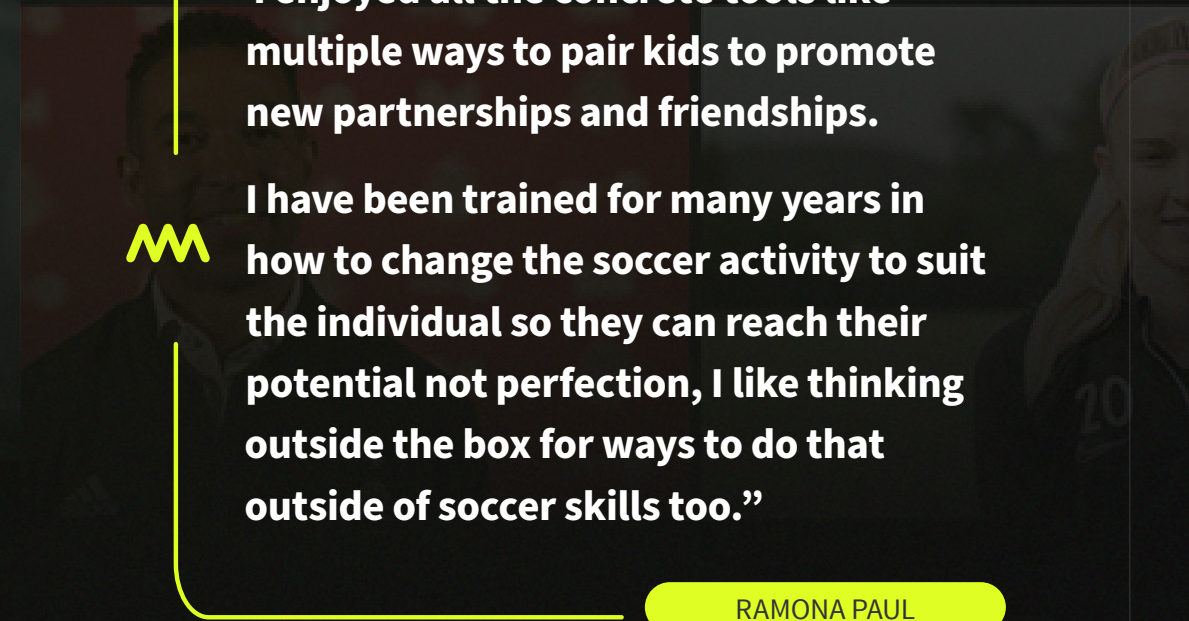
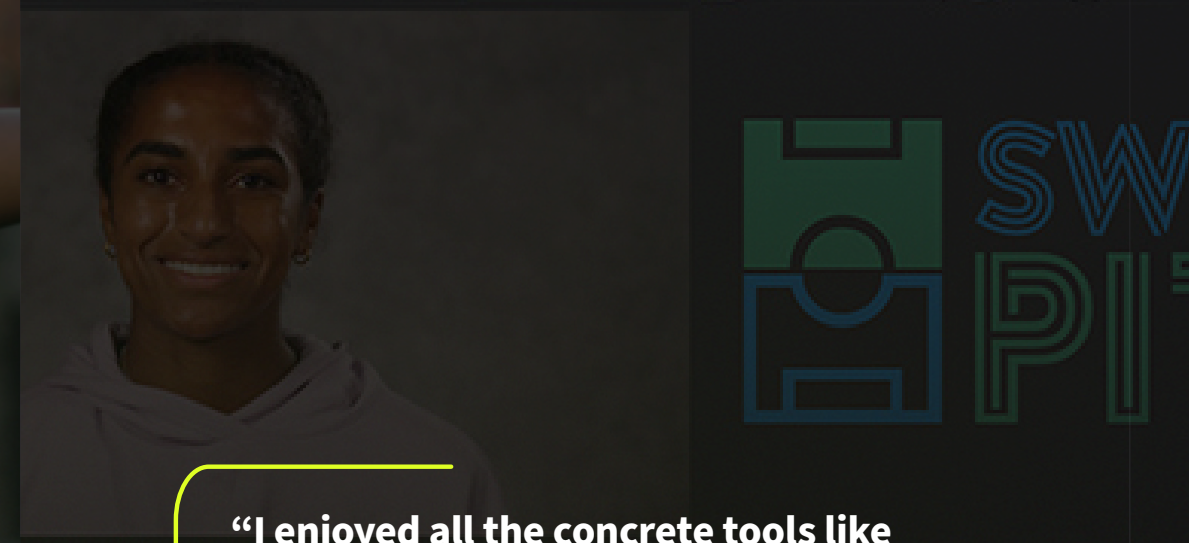
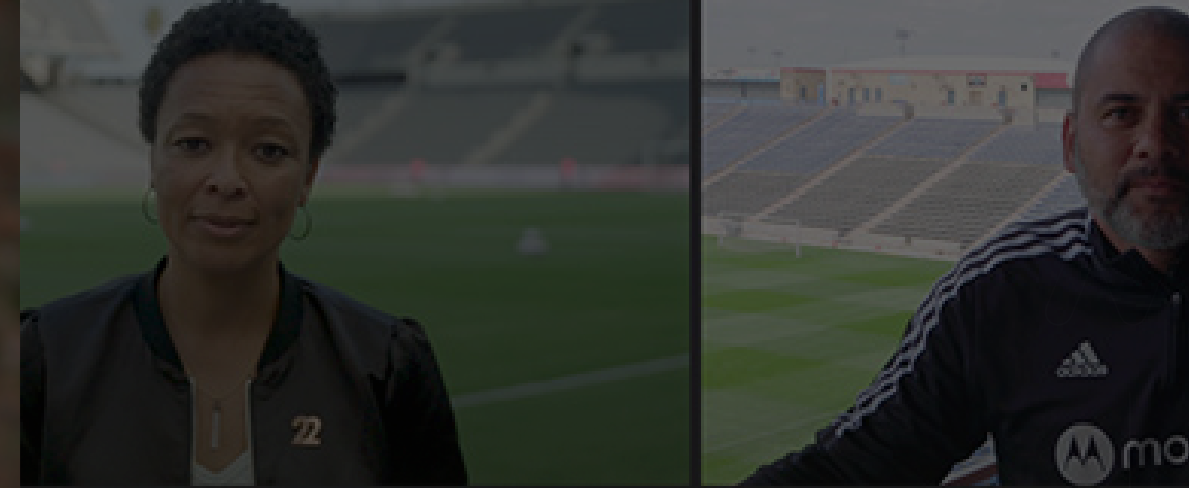
young players completed anti-racist challenges implemented by coaches

Challenges were rated by coaches from 1 to 5 (1- very poor, 2-poor, 3- average, 4-good, 5- great)

34% Great

33% Good

33% Average



“I enjoyed all the concrete tools like multiple ways to pair kids to promote new partnerships and friendships.

I have been trained for many years in how to change the soccer activity to suit the individual so they can reach their potential not perfection, I like thinking outside the box for ways to do that outside of soccer skills too.”

RAMONA PAUL

Coach participating in the programme



Common Goal Impact 2022

Play Proud

Play Proud works with all stakeholders in football to make communities and stadiums a safer space for the LGBTQ+ community.

Play Proud recognises that everyone has the ability to provide allyship and support to LGBTQ+ people. The programme seeks to equip coaches, staff, clubs and fan groups with the skills and knowledge to be mentors to LGBTQ+ youth, allies in their workplaces, and champions of inclusion in their communities.

Play Proud United

Ahead of the 2026 World Cup hosted by Canada, Mexico, and the US, Common Goal is engaging clubs, organisations and fan groups across North America in an effort to make football truly accessible, diverse, and inclusive.

In 2022, clubs across 8 North American football markets participated in the first cross-league LGBTQ+ focused training to make the beautiful game truly beautiful – accessible, diverse, and inclusive.

Throughout 12-months, the initiative delivered 100+ hours of in-person training on LGBTQ+ inclusion, including an advocacy campaign around the importance of being an ally.

Participating teams included Chicago Fire and Philadelphia Union from Major League Soccer (MLS), Oakland Roots and San Diego Loyal from United Soccer League (USL), Club Tigres from Liga MX, Pacific FC from Canadian Premier League (CPL), and San Diego Wave and Angel City FC (ACFC) who were both added to the National Women's Soccer League (NWSL) through its 2022 expansion draft.

The Community organisations include Common Goal Community members Soccer Without Borders, Canada SCORES, Futbol Mas, Starfinder Foundation, America SCORES Chicago, and Football For Her who were joined by Chicano Federation and YMCA of San Diego.



Common Goal Impact 2022 Play Proud

34

Football club representatives, fan group leaders & football for good organisations staff took part in Play Proud United in 2021

8

Community cohorts created and launched action plans

8 professional clubs, assessed with the participation of 18 staff members

8 fan representatives trained at Play Proud residencies

8 football for good organisations' staff members trained

100%

of participants increased their knowledge confidence, leadership skills and tools to challenge homo-, bi-, and transphobia and champion LGBTQ+ inclusion.

Average rating of participants from 1 to 10 on their knowledge, skills and confidence before and after the programme:

	Before > After
• Knowledge of challenges the LGBTQ+ community faces	
• Knowledge of gender identity and sexual orientation	4.1 > 6.2
• Confidence in speaking to inclusion	4.1 > 6.1
• Confidence to challenge discriminatory language and behaviors?	3.1 > 5.8
	3.8 > 6

1,3M+

people reached via campaigns and activations of clubs



“[The main objective of our action city plan] is to promote (LGBTQ+ specifically) inclusion in diverse cultural settings by bringing the concept of ‘vulnerability is strength’ to groups for which that is not the norm (e.g. pro athletes, Latinos, Caribbeans, refugees).”

CLUB REPRESENTATIVE

Common Goal Impact 2022

Common Ground

Led by KICKFAIR, the Common Ground project works to enable young people to play, lead and create positive change for themselves and their communities.

Not all young people in Germany have the same opportunities for personal development and active participation in society. The Common Ground project is addressing these challenges by providing young people most affected by the pandemic with valuable social and learning experiences.

A Common Ground is a safe space consisting of a whole concept of quality education built around a street football pitch and youth organising office where young people can meet, have positive social experiences, develop their potential, and contribute to social change.

As the co-creators of all activities, young people's role and perception shift from beneficiaries to real experts and decision makers, taking on an active role in expanding their learning and changing their individual life circumstances for the better. The methodology underlying the programmes places the personal development of young people and their interaction as an open democratic community at the centre of transformation.

The approach of Common Ground is based on KICKFAIR's educational concept with the structural integration of individual elements in schools and their curriculum and seeks to achieve positive changes, both on an individual level and on a societal level.

Since its launch in 2020, Common Ground has involved:

- 10,615 youth playing street football in Common Grounds
- 1,752 youth regularly engaged in youth-organisation teams
- 38 implementing schools
- 672 teachers and social workers
- 16 Bundesliga cities in Germany



Common Goal Impact 2022

Common Ground



5,684

young people playing street football on Common Grounds in Germany

2,213

engaged in regular programming

98% agreed that through Common Ground they can help shape society

95% felt being taken seriously as experts at school through Common Ground

100% agreed that skills developed also help them in school, university or professional training



896

mentors and youth leaders engaged in Common Ground

74% agreed that no matter what their grades are at school, at Common Ground they experience themselves as successful

78% had the feeling to contribute something important

83% agreed that the cooperation between students and teachers improved

74% had the feeling they contribute to social cohesion



At Common Ground we really do things ourselves - we plan everything and then do it that way. That's really something new and a good feeling!"

SHABAN

Youth-organisation team
Hamburg

672

educational professionals involved in the project since launch, from 38 schools in 16 Bundesliga cities

81% educational professionals involved discovered talents and potential in students that were hidden from them in everyday school life

78% agreed that the relationship with students becomes more personal and more trusting

Common Goal Impact 2022
Team Up for Ukraine

Team Up for Ukraine was launched in March 2022 as a collective emergency response to urge the world of football to work together and enable long-term sustainable support for those affected by the war in Ukraine.



Common Goal Impact 2022

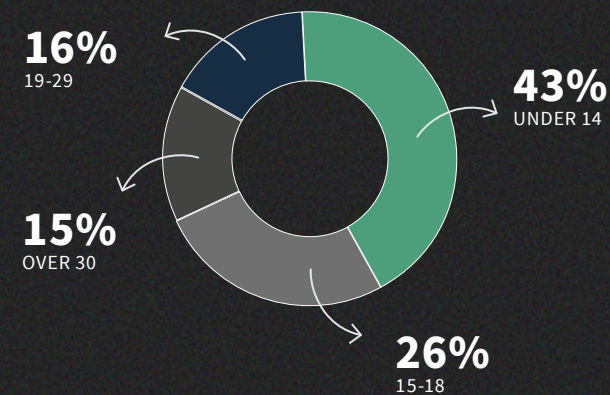
Team Up for Ukraine

Common Goal worked with organisations, players, brands and other stakeholders in football to provide immediate humanitarian aid and ensure long-term support to those affected by the war.

While immediate humanitarian aid was crucial, Common Goal also recognises the need for sustained support to those affected. It is here that football can be a powerful tool to support the integration of people affected by forced migration and, when possible, resettlement, and reconciliation processes.

16,937
People supported
 (46% women and non-binary)

AGE SPLIT



ORGANISATIONS SUPPORTED



In Ukraine

- Cross Cultures Project Association
- League of Tolerance

Outside Ukraine

- Spreeflanke, *Germany*
- Fundación Red Deporte y Cooperación, *Spain*
- Spirit of Football, *Germany*
- War Child, *Germany*
- Trenuj Bycie Dobrym, *Poland*
- Oltalom Sport Association, *Hungary*
- Fotbal pro Rozvoj, *Czech Republic*
- Fútbol Más, *Spain*
- AMANDLA, *Germany*
- Kicken ohne Grenzen, *Austria*
- Policy Center for Roma and Minorities, *Romania*

With support from Common Goal in 2022, organisations were able to offer different types of support in and outside Ukraine.

IN UKRAINE
 2 organisations

Transport to safer locations for volunteers, participants and families, or other individuals.

Securing basic supplies and medicines.

OUTSIDE UKRAINE
 12 organisations

79%
 Cultural integration and adaptation

71%
 Stress relief support

71%
 Providing access to psycho-social support

36%
 Job integration and adaptation or training

29%
 Logistical support in the host country

21%
 Medical assistance

29%
 Securing accommodation

21%
 School or childcare placements



“We feel totally at home and thankful for all possibilities we are receiving, to do things that give the children pleasure.”

ELENA

Ukrainian in Erfurt

COMMON GOAL



Common Goal Impact 2022

Common Goal Project Portfolio 2022

In collaboration with brands, institutions and other partners from and beyond football, Common Goal implements projects that are driving progress towards the Global Goals.



Common Goal Impact 2022 Projects implemented in 2022

adidas Breaking Barriers
Partner: adidas
Gender Equity, Europe

Lay's Replay
Partner: PepsiCo
Environment, Global (*focus 2022: Mexico and Italy*)

Football for Good Community of Practice
UEFA Foundation
Global

Unlocking the potential of football for good
The Swedish Postcode Foundation
Global

football3 Dialect
Partner: Erasmus+
Social Inclusion, Europe

Safer Play
Partner: UEFA Foundation
Safeguarding, Global

Kick4Trade Iraq
Partner: The International Trade Centre
Employability, Middle East

NEXUS Sport for Life Skills
Partner: GIZ
Employability, Turkey



Common Goal Impact 2022

Partners who made it possible



IMPACT SPONSORS

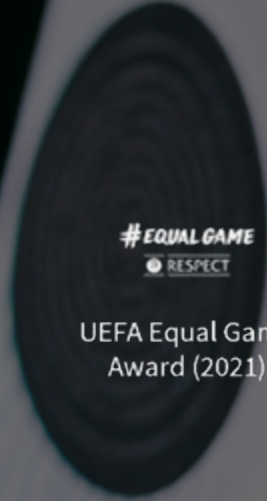


PARTNERS



Football is a team game,
and so is social change.

COMMON GOAL



UEFA Equal Game Award (2021)



Leaders Sports Award (2019)



Fast Company Most Innovative Companies (2018)



WeWork Creator Award (2017)



UEFA Foundation for Children Award (2016)



UN ECOSOC Consultative Status (2014)



European Citizen's Prize (2013)



UEFA Monaco Charity Award (2011)



WEF Social Entrepreneur of the Year (2011)



Ashoka Fellowship (2007)



Laureus Sport for Good Award (2006)



FIFA Fair Play Award (2006)