

Football and Regeneration

A ball can change the World



Mel Young

Social Entrepreneur

Homeless World Cup Edinburgh 2005



Homeless World Cup Cape Town 2006



Homeless World Cup Copenhagen 2007



















Winners 2007: Scotland

Overall Winners: *Homeless People*



Our mission



- We will realise this mission using a combination of a **global football tournament** and **local football initiatives**. The first, organised as a world-class event, will gain impact, reputation and media interest, which will encourage funding and promotion of **innovative grass-root concepts** on a local level.
- The Homeless World Cup's goal is to use football as a trigger to **inspire and empower homeless people to change their own lives**. By this approach the Homeless World Cup will create better opportunities for people who are currently homeless and excluded and reduce homelessness on a global level.

What does it take?



We want to be the **most reputable organisation** to use **sports as a means for social change**, for social inclusion.

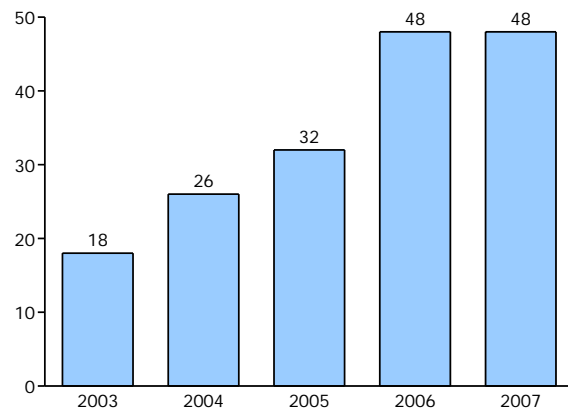
What does it take:

- **Responsiveness** and **commitment** to social impact
- **Accountability** by measuring our social impact
- Focus on **core competencies** and partnering with the best organizations in specific areas as a key driving force
- Enabling **grass root programs** to deliver, reach their full potential and be inspired and able to grow

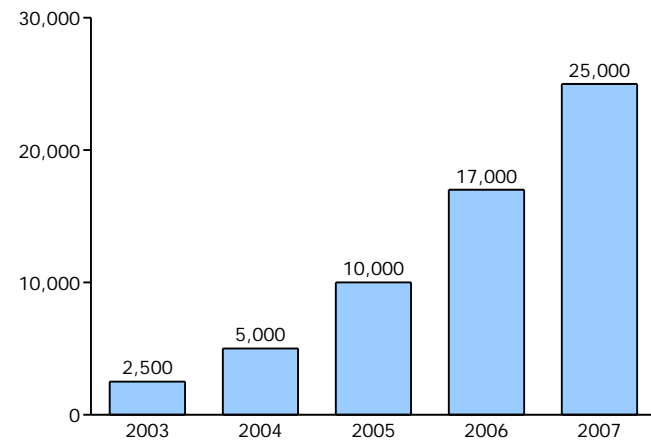
Team & player involvement has been growing strongly since the beginning



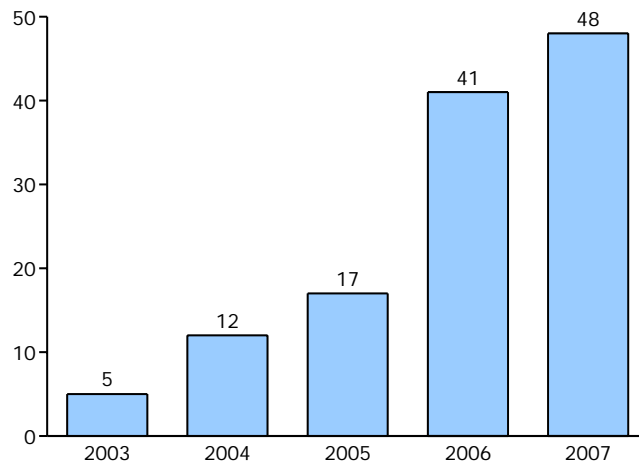
Teams



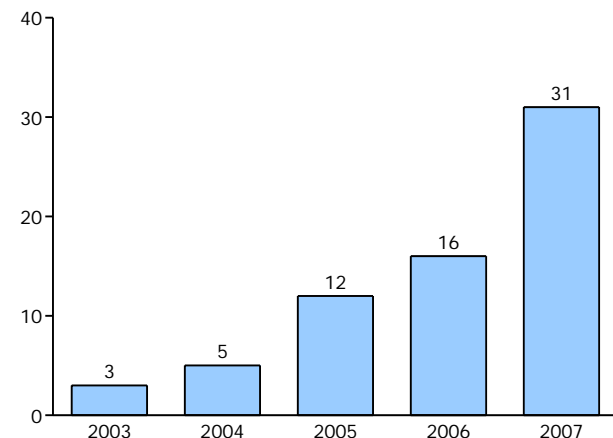
Players



National qualifiers



Street leagues



Our global reach in 2007

**HOMELESS
WORLD CUP**

Homeless World Cup teams are already firmly established in the following nations:



Impressive, consistent social impact over the last 4 years



After the Cape Town 2006 Homeless World Cup the impact on players remained at the consistent, significant levels achieved with previous 3 tournaments:

- 92% players have a new motivation for life
- 73% have changed their lives for the better
- 93 players successfully addressed a drug or alcohol dependency
- 35% have secured regular employment
- 44% have improved their housing situation
- 39% chose to pursue education
- 72% continue to play football

Our Challenges



- Growth and Demand



- Partners
- Networks
- Marketing
- People

Genuine Partners



we care

Homeless World Cup 2008

Melbourne November 2008

