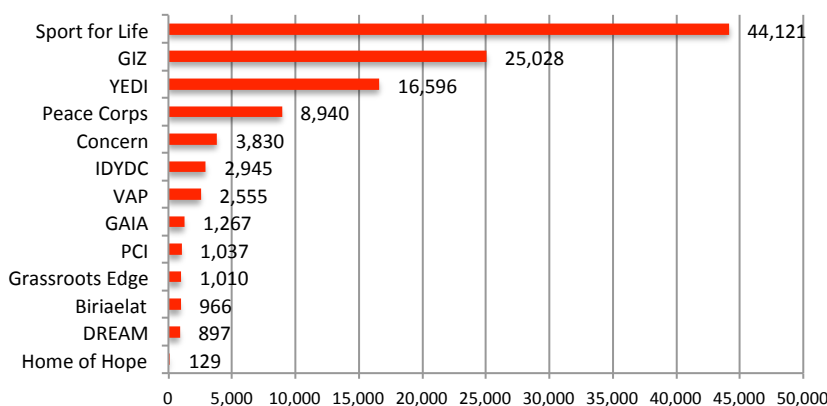


## Overview

Grassroot Soccer (GRS) leverages the appeal of the world's most popular sport to motivate young people and their mentors to take charge of their lives and adopt healthy behaviors to help curb the spread of HIV, malaria, and gender-based violence. GRS does this by training and empowering young leaders to be role models and 'changemakers' in their local communities, most often by implementing our innovative, evidence-based health curricula for youth.

Grassroot Soccer Partnerships (GRSP) achieves sustainable impact and expansion of GRS programming through collaboration with local and global partners as well as governments. GRSP has been a critical arm of GRS's strategy since 2004, providing technical assistance to local partners with programme design, curriculum development, training, and monitoring and evaluation.

### 2014 GRSP Graduates



## Programme Results

In 2014, GRSP worked with 16 partners in over 48 countries and reached **123,368 participants (109,321 of whom attended 70% of practices and graduated)** with HIV and AIDS, malaria and gender empowerment projects. This accounted for 72% of all participants reached by GRS activities in 2014.

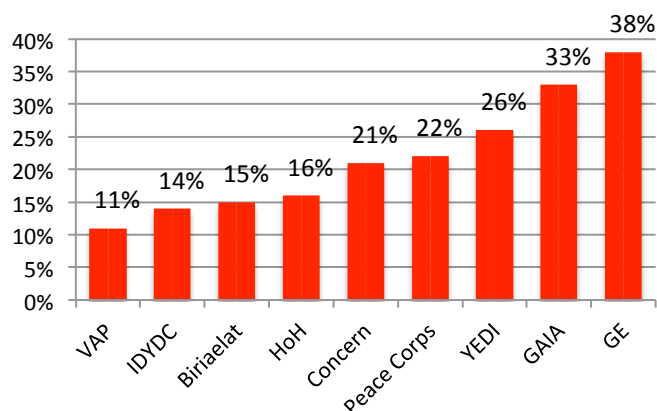
Additionally, our implementing partners **tested 4,432 individuals for HIV** and **1,377 for malaria**, while distributing **1,380 long-lasting insecticidal nets** for malaria prevention.

GRS partners administered over **13,000 pre/post challenges** to participants in 2014 to track changes in their knowledge, attitude, and communication surrounding HIV, malaria, self-efficacy and other key health indicators.

GRS partners yielded the greatest overall change in pre/posts across Grassroot Soccer, with an average percent change of 24%. Specifically, partners saw an 18% change in knowledge, 20% in attitudes, and 39% in communication. This can largely be attributed to the fact that our partners serve some of the most underserved communities in the world, where basic health education is often non-existent.

By geographic scope, GRSP's largest partner is the US Peace Corps, to whom we provide in-person trainings in 28 Peace Corps countries and remote support in the form of mailed GRS toolkits and check-ins with Volunteers in 44 countries.

### Average Pre/Post Percent Change

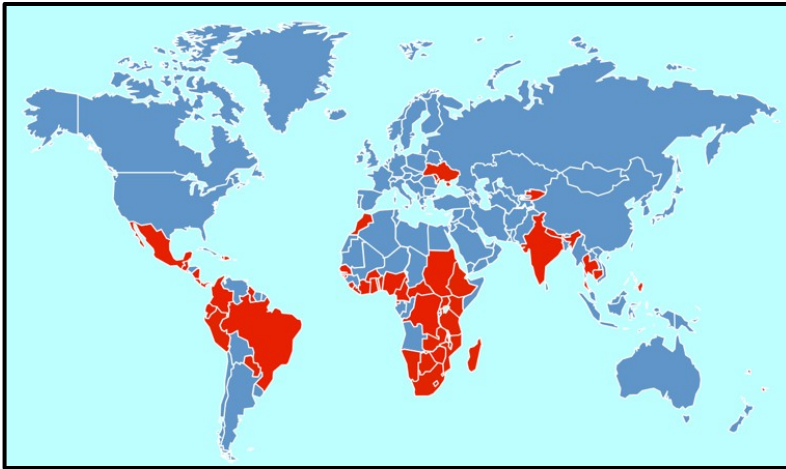


Participants playing HIV Attacks, 2013.

In 2014, GRSP hired an external evaluator to conduct an evaluation on the Free Kick project with Peace Corps Ukraine. The evaluation showed the project was effective at improving knowledge about HIV, generating tolerance toward people living with HIV, and reducing stigma overall. The project was also effective at inspiring participants to share the information they learned with parents and friends, led to an increase in the number of people willing to test for HIV, and generated demand for repeat testing.

With the support of GRS, three partners have scaled their work through national government systems in recent years: Ethiopia (Sport for Life), Ivory Coast (Sport Pour La Vie) and Ukraine (GIZ). Promundo, our partner in Brazil, is currently working to get GRS's curriculum adopted by the Ministry of Education.

# GRSP Global Presence



Benin	Guyana	Nigeria
Botswana	Haiti	Panama
Brazil	India	Paraguay
Burkina Faso	Ivory Coast	Peru
Cambodia	Jamaica	Philippines
Cameroon	Kenya	Rwanda
Central African Rep.	Kyrgyzstan	Senegal
Colombia	Lesotho	Sierra Leone
Costa Rica	Liberia	South Africa
Dem. Rep. of Congo	Madagascar	South Sudan
Dominican Republic	Malawi	Swaziland
Ecuador	Mauritius	Tanzania
Equatorial Guinea	Mexico	Thailand
El Salvador	Moldova	The Gambia
Ethiopia	Morocco	Togo
Fiji	Mozambique	Uganda
Ghana	Namibia	Ukraine
Guatemala	Nepal	Vanuatu
Guinea	Nicaragua	Zambia
		Zimbabwe

## Success Stories

### Fair Play, Ukraine



Group of participants from Fair Play, 2013

"The exercises are so engaging that even my most difficult and reluctant students like to participate. I have even noticed that the attendance at scheduled Fair Play lessons is higher than for regular classes..."

Kostya, a 14 year old who comes from an exposed family, is often in trouble at school and is known for skipping lessons. Yet, he seemed to really take to the activities in Fair Play and has not missed a single lesson of the programme – and regularly attended lessons in a row are a record for him!"

— **Kateryna Didyk**  
Social Worker & Teacher

### Zinduka Girl, Tanzania



Participants sign the SKILLZ contract, 2014

"[Zinduka Girl] really concentrates on girls and the problems that they face here. The programme does a good job at helping girls know the resources that they have and how to make good decisions. The girls are gaining skills that will help them in their life and how to work together as strong women.

Without this programme, these girls would continue to not join together and help each other or know that there are resources for them here. It is a great programme for our girls."

— **Jamila Mwinuka**  
Zinduka Girl Coach

### Peace Corps SKILLZ, Cameroon



Participants doing HIV Limbo, 2014

"We were amazed by the excitement and enthusiasm for the [Grassroot Soccer SKILLZ] programme by youth. Every day more youth came to us begging to join the programme after hearing about it from their peers. Because they were so interested, we achieved very impressive gains from our pre-test to the post-tests.

The community also loved the programme, from government bodies to school administrators and teachers, and has already pledged financial and bureaucratic support for the continuation of this programme next year!"

— **Andrew Bloch**  
Peace Corps Volunteer

**CONCERN**  
worldwide

**GAIA**  
Global AIDS Interfaith Alliance

**співпраця з німеччиною**  
DEUTSCHE ZUSAMMENARBEIT

**YEDI**  
YOUTH EMPLOYMENT & DEVELOPMENT INITIATIVE

