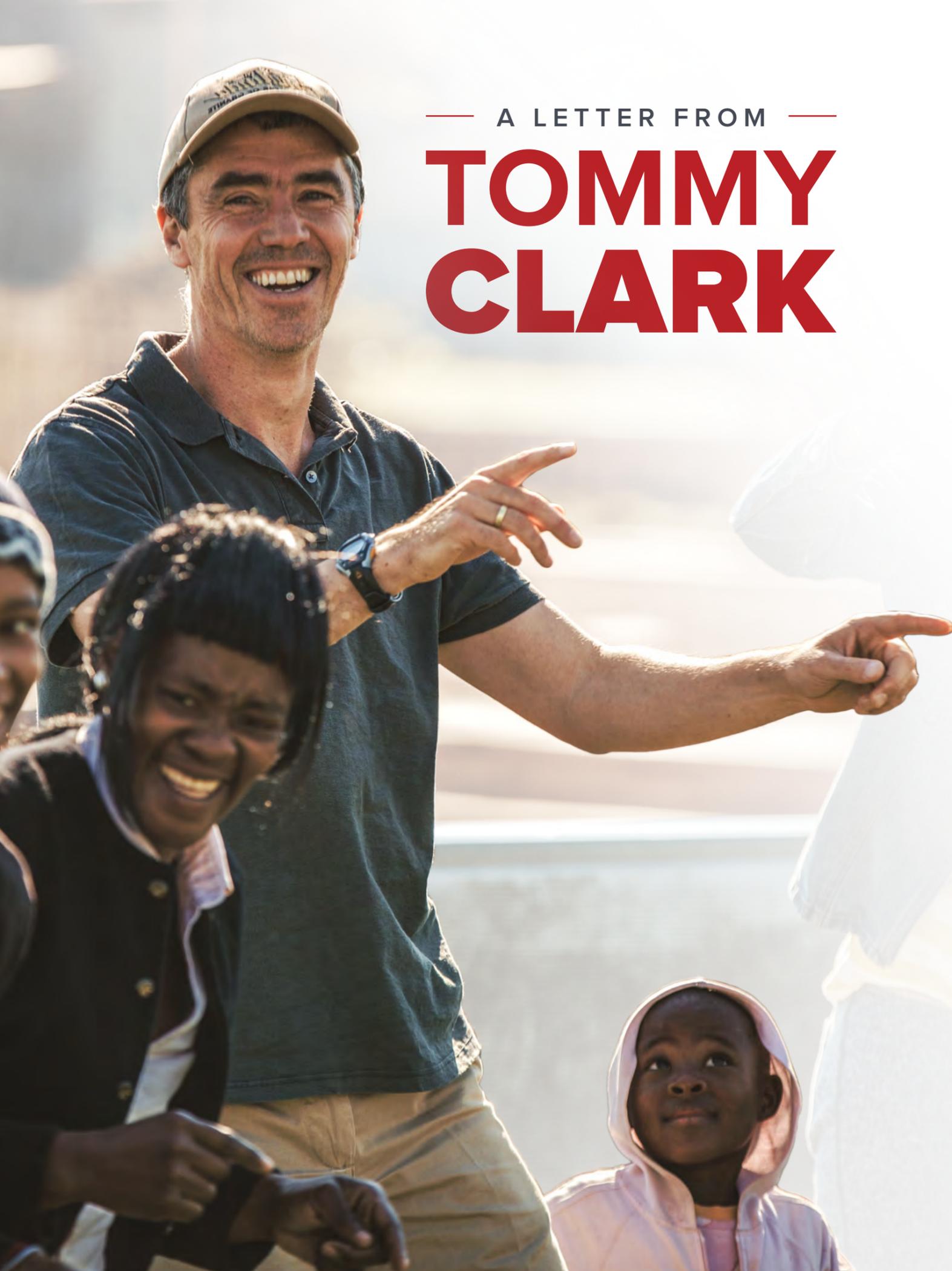




GRASSROOTSOCCER

2017

ANNUAL REPORT



— A LETTER FROM —
**TOMMY
CLARK**

Dear Friends,

In 2017, we celebrated a milestone: Grassroot Soccer now has reached over 2 million young people in nearly 50 countries with life-saving health programs. This achievement has only been possible with the support of donors, advisors, and partners like you.

The last 15 years have seen profound gains in global health, including in the fight against HIV/AIDS. But adolescents continue to be left behind. While mortality for children and adults has declined over the last decade, it hasn't budged for adolescents. Young people face the most acute combination of preventable diseases and disorders of any age group in the world — yet many organizations lack the tools to reach them.

That's where Grassroot Soccer comes in. The Grassroot Soccer model is what we like to call our "3 C's": evidence-based Curricula, trusted and caring mentor Coaches, and a fun, safe, and supportive Culture all working together to educate, inspire, and mobilize young people to make better decisions about their health. Importantly, soccer is fun, and our programs create an environment where learning is not a spectator sport.

The effectiveness of our model is born out of our impact — our "3 A's."

Assets

Grassroot Soccer participants demonstrate greater self-efficacy, confidence, and sexual and reproductive health knowledge than their peers.

Access

Grassroot Soccer participants are more likely to access critical health services, like HIV testing, than their peers.

Adherence

Grassroot Soccer participants are more likely to sustain healthy behaviors over time than their peers.

In 2017, we reached more youth than ever — over 200,000; strengthened existing partnerships while launching new ones; deepened our understanding of what works; strengthened our linkages to health service providers; and listened deeply to our participants, keeping adolescent-centered design at the forefront of our approach.

Fifteen years ago, I don't think I could have envisioned the full breadth of the organization it is today. Each of those 2 million young people who've been through our programming has a story, and I'm humbled that Grassroot Soccer has played a part.

Here's to reaching millions more young people!

Many thanks for your dedication to our work,

Thomas S. Clark, MD
CEO & Founder



OUR MISSION

Grassroot Soccer is an adolescent health organization that leverages the power of soccer to educate, inspire, and mobilize youth in developing countries to overcome their greatest health challenges, live healthier, more productive lives, and be agents for change in their communities.

“The world is about to undergo an unprecedented transformation: the largest generation of young people in human history is coming of age.”

- Melinda Gates, May 2017

C H A L L E N G E

There are more adolescents in the world than ever before (1.8 billion), and they face unprecedented social, economic, and health challenges. Young people in sub-Saharan Africa face the most acute combination of health issues of any population in the world. HIV, unwanted pregnancy, and gender-based violence (among other issues) are undermining a population that is projected to double by 2050. While childhood mortality has improved 80% in the past 50 years, adolescent mortality hasn't budged. The evidence is clear — adolescents are being left behind.

Yet the future depends on young people having the tools to lead healthy and productive lives. The Lancet Commission has estimated that every dollar invested in adolescent health yields a 10x economic return. Now is the time to invest in what works.

At Grassroot Soccer we reach adolescents through the universal appeal of soccer, engaging adolescents through proven soccer-based curricula, caring mentor coaches, and a culture that encourages safe spaces for vital conversation. GRS is unique among adolescent health organizations. We have a deep understanding of soccer (the “hook”) and our access to the world of soccer is enviable and unusual. At the same time, research, evidence, and information are at the core of what we do. GRS programs are infused with soccer activities and metaphors — which makes them fun and engaging — but are also rigorously evaluated and evidence-based. We know that data is critical to improving programs and getting as much impact with every dollar as possible.

O P P O R T U N I T Y

3A'S OUR IMPACT



ASSETS

Increased health knowledge and the confidence to use it



ACCESS

Increased uptake of high-quality health services



ADHERENCE

Adherence to medical treatment, therapy, and healthy behaviors

3C'S OUR MODEL



CURRICULUM

SKILLZ soccer-based health curriculum



COACHES

Caring adults and mentors



CULTURE

Vital conversations, safe spaces, inspiration, and fun

Grassroot Soccer has taught me that I have to always stay healthy and love myself. Taking care of my body and being watchful of what I subject it to is very important. What I do with my body matters. I know that my future can be bright if I make the right healthy decisions.

**SMERIANCE
CHINDEBVU**



Grassroot Soccer Participant (Zimbabwe)



15 YEARS OF IMPACT

Over the last 15 Years, with the help of our supporters and partners, we have:

REACHED
2 Million

Youth with life-saving health education, access to health services, and support for treatment

TRAINED
2,951

Coaches as health educators, mentors, and community agents of change

EMPOWERED PARTICIPANTS THROUGH GENDER INCLUSIVE PROGRAMS

45% MALE
55% FEMALE

SUPPORTED
2,566

HIV-positive youth

RAISED
\$80 MILLION

towards closing the adolescent health gap

REACHED YOUTH IN

50 COUNTRIES

with GRS programming

I think more young people should have access to Grassroot Soccer programming. I think if we know this information while we are still young, we are headed for a better and brighter future.

**CONFIDE
CHIKANDI**



Grassroot Soccer Participant (Zimbabwe)

2017
A YEAR OF
GROWTH

In 2017 we continued to expand our reach and deepen the impact of our programming.

45%

More Youth Reached

220,000

in 2017

151,000

in 2016



50 runners from around the world put their bodies on the line for GRS in the TCS New York City Marathon and Bank of America Chicago Marathon.

GRS won a Classy Award for its girls-only program, recognizing it as one of the ten most innovative and impactful social programs creating change.

GRS presented at the 2017 Grand Challenges Meeting, hosted by the Bill & Melinda Gates Foundation.

David Beckham spoke at GRS's World AIDS Day Gala, which raised £600,000 for youth and received widespread media coverage.

GRS partnered with Save the Children on flagship Let Girls Learn (now AMAA) program to support education for girls.

GRS Zimbabwe program featured in PEPFAR country guidance as a "priority intervention" and best practice.

GRS Zambia awarded as the Best Youth Organization by the Resident Doctors of Zambia 2017 Champions Awards.

1 CHICAGO, IL & NEW YORK CITY, NY, USA

2 BOSTON, MA USA

3 WASHINGTON D.C., USA

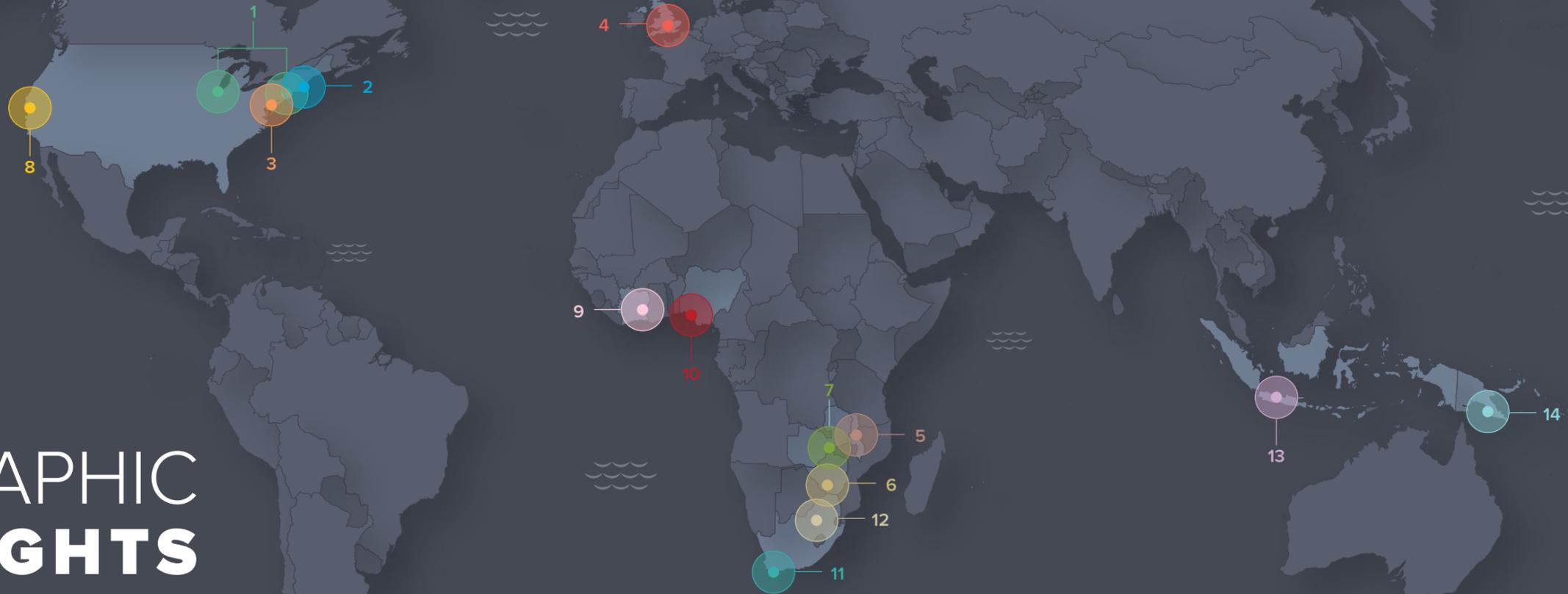
4 LONDON, UNITED KINGDOM

5 LILONGWE, MALAWI

6 BULAWAYO, ZIMBABWE

7 LUSAKA, ZAMBIA

2017 GEOGRAPHIC HIGHLIGHTS



8 STANFORD, CA USA

9 ABIDJAN, COTE D'IVOIRE

10 LAGOS, NIGERIA

11 CAPE TOWN, SOUTH AFRICA

12 JOHANNESBURG, SOUTH AFRICA

13 JAKARTA, INDONESIA

14 PORT MORESBY, PAPUA NEW GUINEA

Grassroot Soccer participated in the inaugural Women Leaders in Global Health Conference hosted by Stanford University.

GRS Zambia Managing Director featured on a WHO panel at the International Conference on AIDS and STIs in Africa (ICASA).

GRS launched first boys-only partner program.

GRS South Africa recognized by the Western Cape Government with a Gold Award for excellence in youth development.

Grassroot Soccer participated at the inaugural International HIV and Adolescence workshop, sponsored by Johnson & Johnson, and presented on the topic of demand creation and youth engagement.

Co-founder Ethan Zohn spread the GRS message to schools and communities as part of an official sports diplomacy goodwill mission organized by the U.S. Department of State.

Grassroot Soccer programming featured at an adolescent health workshop sponsored by Exxon Mobil and supported by Papua New Guinea Olympic Committee.



NOTEWORTHY AWARDS

JUNE

2017 Classy Awards

Grassroot Soccer



The Classy Awards is the largest awards ceremony of its kind recognizing excellence in social innovation. The winners are determined as part of a yearlong initiative by the Classy Awards Leadership Council, an honorary board of leaders and experts whose unique perspective and valuable insight establishes this recognition as one of the highest honors in the social sector. Selected from 100 finalists – and more than 3,600 applicants! – to become one of 10 winners, Grassroot Soccer took home a Classy Award at the 7th annual celebration.

NOVEMBER

2017 Western Cape Government Awards

Encouraging Self

Expression – Sports, Arts, and Culture



Grassroot Soccer SA was honored to be recognized at the 2017 Western Cape Government Department of Social Development Ministerial Youth Excellence Awards with Minister Albert Fritz, as an outstanding organization contributing towards youth excellence and best practice in their fields.

GRASSROOT SOCCER SOUTH AFRICA

DECEMBER

2017 Champions Awards

Best Youth Organization



The Resident Doctors Association of Zambia (RDAZ) held a series of activities to create awareness and incorporate key stakeholders of the nation, in keeping with this year's national World AIDS Day theme: "Ending AIDS by 2030 is in our Hands; it starts with me." Grassroot Soccer was nominated as a Champion in the Youth Organization Category alongside two other organizations.

GRASSROOT SOCCER ZAMBIA



RECOGNITION

On **WORLD AIDS DAY**, December 1, 2017, celebrities, footballers, and leaders in business and media came together to support a fundraising gala evening for Grassroot Soccer at 8 Northumberland, in London's West End. More than 300 guests, including Jack Whitehall, Sir Alex Ferguson, CBE, Ronan Keating, Storm Keating, Anastacia, Christen Press, Heather O'Reilly, Tobin Heath, Phil Neville, Quinton Fortune, Davina McCall, Lilly Becker, and Pasha Kovalev, attended and the **WORLD AIDS DAY GALA** raised £600,000, which will make a significant impact in the lives of thousands of youth. The highlight of the evening was David Beckham, OBE discussing his life 'on and off the pitch' with TV presenter Rachel Riley.

In **2017** several prominent outlets featured Grassroot Soccer, including:



Grassroot Soccer, a program in 45 countries, uses [football] as a vehicle to conduct HIV/AIDS education for boys and men [...] "It is essential for us to realize that we will never end this epidemic without targeting men".

- James McIntyre, Anova Health Institute

Science Mag

"For World AIDS Day, An Urgent Call for More Attention to Men and Boys"
- NOVEMBER 30, 2017 -



Sport offers big opportunities for promoting behaviour change among young people, including boys and young men. A leading example, Grassroot Soccer, uses football to educate and mobilize at-risk youth....

UNAIDS World AIDS Day Report

"Blind Spot: Reaching out to Men and Boys"
- DECEMBER 1, 2017 -



[Grassroot Soccer] recognizes the link between violence, harmful gender norms and HIV and works to establish partnership and innovative programmes to help us fight these challenges year-round.

GRS-authored Post on WomenDeliver.com

"365 Days of Activism to Prevent Violence Against Women and Girls"
- DECEMBER 3, 2017 -

Not only did [Grassroot Soccer] give me an opportunity to play football, more importantly, they enabled me to go to school, paid my fees and enabled me to participate in programmes in which I was taught about HIV/AIDS and other important things.

- Kudakwashe Mahachi,
Zimbabwean Professional Footballer

FIFA.com

"When Hope Becomes Reality"
- MARCH 7, 2017 -

To empower young people to be the delivery system for accurate information about sexual and reproductive health, Grassroot Soccer uses the sport of soccer to engage them.

Forbes.com

"10 Problems. 10 Solutions. 10 Awards. Classy"
- AUGUST 24, 2017 -

It's an organization that can change a lot of people's lives.

Christen Press, GRS Pro Ambassador
GRS WORLD AIDS DAY GALA
- DECEMBER 1, 2017 -



RESEARCH

Research has always been integral to our approach, helping to shape our curriculum development, monitoring & evaluation processes, and organizational strategy while contributing to the evidence base of what works in adolescent health.

In collaboration with a variety of research institutions and funders, Grassroot Soccer has

PARTICIPATED IN

40

Research Studies
Since 2005

CONDUCTED RCT's IN

24

Countries
Since 2005

and has utilized a variety of research methods, including cluster-randomized trials, qualitative studies, and mixed methods evaluations.

In 2017, GRS participated in **10** research projects. Partners included:

LONDON
SCHOOL of
HYGIENE
& TROPICAL
MEDICINE



HSRC
Human Sciences
Research Council



University of the Witwatersrand
WITS RHI

For more details on our research findings, please have a look at our latest research report, available at www.grassrootsoccer.org/research

“
Thanks to Grassroot Soccer programming, I know HIV and AIDS can be prevented: It starts with me and with us young people. We can lessen the spread of diseases that affect our health as adolescents.

**NOMSA
NOMONDE SIBINDI**

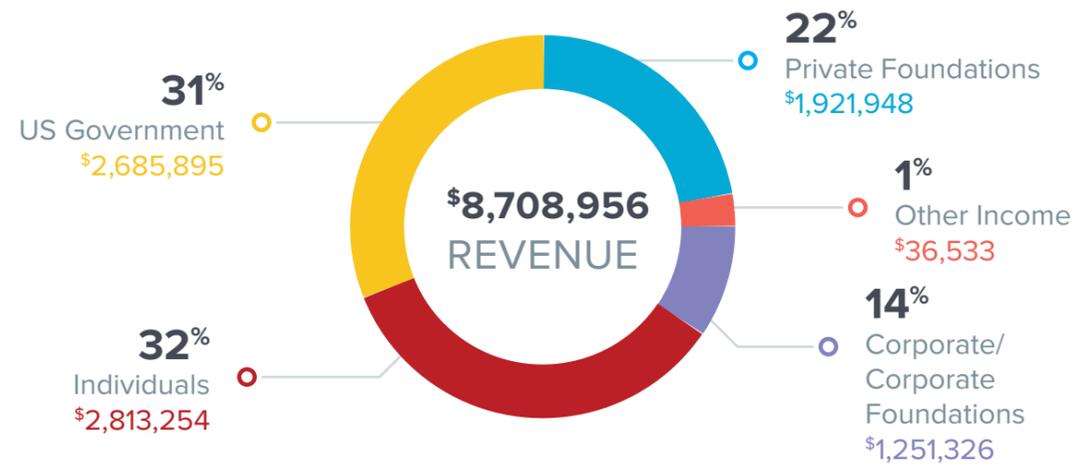


Grassroot Soccer Participant (Zimbabwe)



FINANCIALS

The figures below represent unaudited financials for the year 2017. Full audited financials statements will be posted on our website, www.grassrootsoccer.org, when available.



“It means a lot to me to be a part of the Grassroot Soccer team. I am dedicated to building a new South Africa, a team that will prevent HIV by all means. People are dying out there, so why should I watch people die? Let me be part of this team that is making progress, something I see that is working. To attract the youth, bring them all together, and share knowledge, share what we have. This is how we can build a new generation that will be free from HIV.”

**YAMKELA
NQWENISO**



Grassroot Soccer Participant (South Africa)



Grassroot Soccer has a deep commitment to our donors and we encourage you to take a look at our record of accountability. You can find more information about this commitment on our website, www.grassrootsoccer.org/financials.



15 YEAR TIMELINE

2002

AUGUST

Dr. Tommy Clark founds Grassroot Soccer after playing for a top professional team in Zimbabwe, witnessing the devastation of AIDS, and simultaneously seeing the incredible impact of soccer on youth.

2004

DECEMBER

GRS receives critical funding from Bill & Melinda Gates Foundation to expand program to other countries.

2006

JANUARY

Grassroot Soccer **SOUTH AFRICA** launches.

JUNE

Draper Richards Kaplan Foundation invests in GRS, highlighting Dr. Tommy Clark as a leader in social entrepreneurship.

2009

DECEMBER

Grassroot Soccer opens the world's first FIFA Football For Hope Centre in Khayelitsha, South Africa.



2011

JUNE

First Lady of the United States Michelle Obama and Archbishop Desmond Tutu visit with GRS coaches and students in Cape Town, South Africa.



NOVEMBER

Peace Corps partnership launched.

2013

NOVEMBER

GRS cuts ribbon on FIFA Football for Hope Centre in Alexandra, South Africa.



2017

JANUARY

GRS receives DREAMS (Determined, Resilient, Empowered, AIDS-free, Mentored and Safe Initiative) funding through Community Responses South Africa to reduce HIV infection among adolescent girls and young women.

MAY

GRS South Africa announced as recipient of the Ford Foundation's prestigious BUILD grant for organizational development and strengthening.

SEPTEMBER

2 MILLION
Youth reached to date!

2003

MARCH

Launch of pilot program in **ZIMBABWE**. GRS trains 15 pro soccer players as coaches and reaches 1,500 youth.



2005

JANUARY

Grassroot Soccer **ZAMBIA** launches.

2008

JUNE

GRS and Baylor Children's Foundation first team up to combine HIV prevention with testing and treatment for young people in **MALAWI**, including co-hosting the largest ever HIV awareness event in the country, at that time, in 2009.



DECEMBER

Under the New Partner Initiative, USAID invests over \$4 million in GRS to expand and reach thousands of young people in multiple sites.

2010

MARCH

Sir Elton John visits, and in May the Elton John AIDS Foundation funds GRS Zambia to "Bridge The Gap" by combining HIV prevention, testing, and referral to treatment.

SEPTEMBER

GRS launches award-winning girls-only program to respond to new evidence around girls' vulnerability.

2012

JANUARY

GRS launches ExxonMobil Foundation partnership with Nigerian NGO, YEDI.

MARCH

GRS recognized in the Women Deliver 50 as one of the top solutions improving the lives of girls and women worldwide.

MAY

GRS hits milestone: 500,000 adolescents reached!



OCTOBER

GRS launches Bill & Melinda Gates Foundation-funded voluntary male medical circumcision (VMMC) pilot project in Zimbabwe in response to new evidence about effectiveness of VMMC in HIV prevention.

My wish for girls growing up today is that they should follow their dreams and never let anything or anyone stand in the way of them reaching their goals. A girl with a voice is strong, confident, and able to take on the world.

**KARABO
RAKOLA**



Grassroot Soccer Participant (South Africa)



The GRS program includes everyone regardless of gender, social status, and religion. I am striving to learn and share even more because I want to see the lives of people in my community change. GRS really makes everyone feel included because everyone is being given an opportunity to participate, lead, and feel respected.

**NTHATISI
LESALA**



Peace Corps Counterpart Coach (Lesotho)



OUR SUPPORTERS



In addition, Grassroot Soccer would not be where we are today without the generous support of these [past supporters](#) and [in-kind supporters](#):

- Abbvie Foundation
- AED
- Africare
- Audrey Irmas Foundation
- Barclays Spaces for Sport
- British Council
- Castrol
- City Year South Africa
- Coca-Cola
- DeBeers
- Deutsche Bank
- District Sports
- Econet
- Egmont Trust
- Engen
- Family Health International (FHI)
- FedEx
- Gilead
- GIZ
- International Organization for Migration (IOM)
- John Snow, International
- Merck Sharpe Dohme
- Mercy Corps
- Mulago Foundation
- NIH
- Nike
- Oak Foundation
- One World Play Project
- Powerade
- Puma
- Red Ribbon Foundation
- Rio Tinto
- Rotary
- South African Breweries Limited (SAB)
- Swedish Postcode
- The Supporters Club - BT Sport
- Thrive Foundation
- UNDP
- UNHCR
- UNICEF
- UNTF
- W.K. Kellogg Foundation
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- Penny Ashford Photography
- Whit Mitchell, President, Working InSync

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Grassroot Soccer

LISA STUART
MSW, MPA

Young people need role models to inspire them to change their lives and believe in a bright future. I know firsthand the power of having a mentor in my own life. I am very proud of Grassroot Soccer's work and that 100% of participants have access to trained, supportive, and accessible role models.



GREGG R. LEMKAU, Chair
Co-Head of the Investment Banking Division
Goldman Sachs





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