



# GRASSROOTSOCCER

## 2010 ANNUAL REPORT



*Educate. Inspire. Mobilize. Stop the Spread of HIV.*

## **TABLE OF CONTENTS**

Chairman and CEO's Letter ..	3	Our Africa Footprint .....	9
Who We Are .....	4	Financials .....	10
GRS South Africa .....	5	Our Supporters .....	13
GRS Zambia .....	7	Our Donors .....	14
GRS Zimbabwe .....	8	Our Roster .....	17

## *FROM BOARD CHAIR TOM CROTTY AND CEO & FOUNDER THOMAS S. CLARK*

In 2010, the FIFA World Cup™ dominated the headlines in southern Africa. The stadiums were splendid and the crowds electric. GRS, with Sony's support, took 10,000 young people to their first-ever World Cup Match.

Not long after Spain hoisted the golden trophy, the world once again reflected on an AIDS epidemic nearing its 30th anniversary. Since its discovery in 1981, 25 million people have died of AIDS while another 34 million remain infected. HIV/AIDS hits youth and girls the hardest. Every day, 2500 young people contract HIV. Young people accounted for 41 percent of the new HIV infections in 2009. In southern Africa, young women make up more than 72% of all young people living with HIV.

Despite these devastating facts and the significant obstacles in the way of prevention, in recent years real progress has been made. According to the UNICEF Opportunity in Crisis Report from June 2011, thirty-three countries, many of them in southern Africa, report decreased HIV incidence due to reduced sexual-risk behaviors in young people. This same report also shows a reduction of young people living with HIV from 5.7 million in 2000 to 5 million in 2009. This is hard evidence that young people can change their behavior and avoid HIV.

Our own rigorous studies also suggest that behavior change is possible and that our program is preventing new HIV infections among youth. By the end of 2010, GRS had graduated more than 384,000 youth towards our goal of 1 million by 2014. In 2010 in South Africa alone, we graduated 30,000 young people. In 2010, in Zambia and Malawi we began offering all of our graduates HIV tests and referrals to follow-up care. Throughout 2010, we monitored and evaluated our programs to ensure effectiveness and efficiency.

As we exit 2010, GRS is confident that its program is affecting positive change in the fight against AIDS in Africa. GRS is using the same passion and excitement for "the beautiful game" that ignited Africa and the world in 2010 to deliver our life-saving programs in areas that need it the most. As we enter the 30th year of the battle, we are more confident than ever that we can win the war against this terrible disease.

We thank you for your continued support and generosity and look forward to a productive 2011.

-- Tom Crotty, General Partner, Battery Ventures  
Chair, Grassroot Soccer Global Board of Directors

-- Thomas S. Clark, M.D.  
CEO and Founder, Grassroot Soccer



**OUR MISSION: Grassroot Soccer uses the power of soccer to educate, inspire, and mobilize communities to stop the spread of HIV.**

**OUR VISION: A world mobilized through soccer to create an AIDS free generation.**

**OUR GOAL: To educate 1 million youth in HIV prevention education by 2014.**



# GRS SOUTH AFRICA

THE SOUTH AFRICA TEAM  
GRADUATED 30,000 YOUTH IN 2010.

GRS's Johannesburg team moved into the beautiful Nike Training Center in Soweto (below) just prior to the first World Cup Match in July. We share the space with Nike and our HIV testing partner Right to Care.



The FIFA Football for Hope Center in Khayelitsha, outside Cape Town, was built in 2009 and served as the stage for countless 2010 World Cup highlights including visits by Elton John (pictured right), Queen Sophia of Spain, Lucas Radebe, the U.S. Men's National Team, and the GRS Global Board of Directors.



## GRS SKILLZ HOLIDAY CAMPS

In South Africa, GRS launched several Skillz Holiday Camps during the World Cup, providing HIV prevention education and a safe place to spend time for hundreds of youth during the time schools were closed.



Feryal Domingo joined the GRS team as the South African Managing Director in early 2010.



In 2010, GRS South Africa trained an additional 475 **SKILLZ COACHES**, who are working every day in schools across the country in the fight against HIV and AIDS.

# GRS ZAMBIA

## THE ZAMBIA TEAM GRADUATED 6000 YOUTH IN 2010.

With support from the Elton John AIDS Foundation, the Zambian team launched an innovative Combination Prevention program that allows GRS to offer HIV testing and follow-up to each of its participants. While still in the early stages, this approach of combining education, testing, and follow-up referrals showed much promise in 2010.



Behavioral Interventions use the SKILLZ curriculum to teach HIV prevention and life skills.



Testing Events empower participants to know their HIV status.



Members of a local HIV+ women's group provide home-based counseling alongside GRS coaches.



Any participant that tests HIV+ is referred to our treatment partner, Tiny Tim & Friends.



Emma Warwick joined the GRS team as the Zambia Managing Director in early 2010.

GRS Zambia continued to work closely with the Barclays team to implement HIV prevention education interventions for thousands of youth throughout Lusaka. GRS continued to work in two UNHCR refugee camps, providing HIV prevention education and holding testing tournaments for thousands of camp residents.

In 2010, GRS Zambia trained 158 **SKILLZ COACHES** as leaders in the fight against HIV.



# GRS ZIMBABWE

THE ZIMBABWE TEAM GRADUATED 4700  
YOUTH IN 2010.

In 2010, primary funding for GRS Zimbabwe programs was provided by Children First, a new partner for GRS. This initiative, funded by USAID, mitigates the impact of HIV and AIDS on orphans and vulnerable children in Zimbabwe by developing, implementing, and improving proven models for care and support of vulnerable children.

Several of our Zimbabwe peer educators had special opportunities in 2010 to represent GRS on a larger stage, including serving as a mascot for a World Cup match and participating in the Streetfootball World Festival in Johannesburg, South Africa.



GRS formalized our relationship with the professional soccer club Bantu Rovers.



In 2010, GRS Zimbabwe trained  
52 **SKILLZ COACHES**.

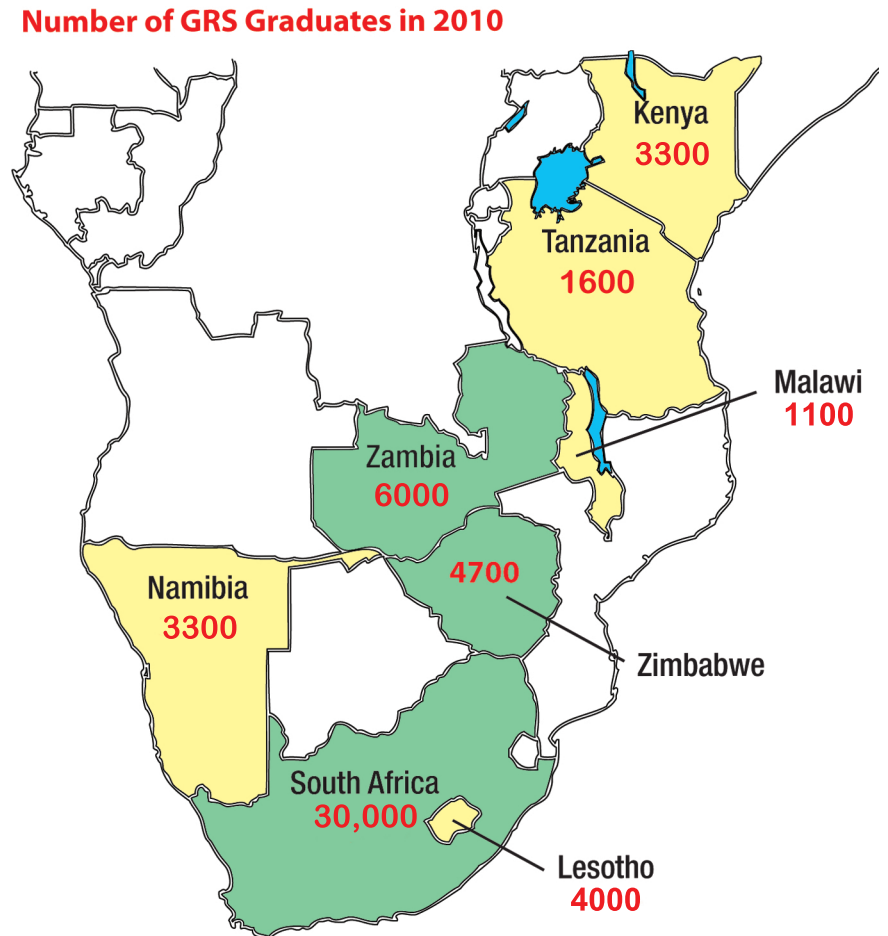


Bantu Rovers players volunteer at GRS interventions, such as this one with Coach Amelia.



# OUR AFRICA FOOTPRINT

In 2010 GRS actively managed programs in eight African countries. This included GRS Affiliates in South Africa, Zambia, and Zimbabwe, and implementing partners in Kenya, Lesotho, Malawi, Namibia, and Tanzania. These programs graduated **54,000** students in 2010, bringing our grand total of graduates to **384,200** by the end of 2010.



**ASSETS:****CURRENT ASSETS**

Cash and cash equivalents	\$ 1,507,244
Accounts receivable	58,865
Grants receivable, current portion	3,710,834
Pledges receivable	36,354
Inventory	394,479
Prepaid expenses	<u>60,147</u>
Total current assets	<u>5,767,923</u>

**FIXED ASSETS**

Furniture and equipment	11,806
Computer equipment	85,431
Vehicles	103,464
Leasehold improvements	3,058
Software	<u>35,840</u>
Total fixed assets	239,599
Less: Accumulated depreciation	<u>(134,434)</u>
Net fixed assets	<u>105,165</u>

**OTHER ASSETS**

Deposits	26,773
Grants receivable, net of current portion	814,956
Total other assets	<u>841,729</u>

**TOTAL ASSETS** \$ 6,714,817

**LIABILITIES AND NET ASSETS:****CURRENT LIABILITIES**

Accounts payable and accrued liabilities	\$ <u>207,386</u>
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**NET ASSETS**

Unrestricted	1,389,760
Temporarily restricted	<u>5,117,671</u>
Total net assets	<u>6,507,431</u>

**TOTAL LIABILITIES AND NET ASSETS** \$ 6,714,817

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
<b>REVENUE</b>			
Grants	\$ -	\$ 5,299,364	\$ 5,299,364
Contributions	1,231,147	128,347	1,359,494
Other revenue	28,930	437,134	466,064
In-kind contributions	-	429,139	429,139
Event income	292,231	-	292,231
Investment income	5,296	290	5,586
Sales	1,329	-	1,329
Net assets released from donor restrictions	<u>4,873,949</u>	<u>(4,873,949)</u>	<u>-</u>
Total revenue	<u>6,432,882</u>	<u>1,420,325</u>	<u>7,853,207</u>
<b>EXPENSES</b>			
Program services	<u>4,339,507</u>	<u>-</u>	<u>4,339,507</u>
Supporting services:			
Management and general	1,264,044	-	1,264,044
Fundraising	<u>401,019</u>	<u>-</u>	<u>401,019</u>
Total supporting services	<u>1,665,063</u>	<u>-</u>	<u>1,665,063</u>
Total expenses	<u>6,004,570</u>	<u>-</u>	<u>6,004,570</u>
Change in net assets before other item	428,312	1,420,325	1,848,637
<b>OTHER ITEM</b>			
Currency gain (loss)	<u>32,802</u>	<u>(14,290)</u>	<u>18,512</u>
Change in net assets	461,114	1,406,035	1,867,149
Net assets at beginning of year	<u>928,646</u>	<u>3,711,636</u>	<u>4,640,282</u>
<b>NET ASSETS AT THE END OF YEAR</b>	\$ <u>1,389,760</u>	\$ <u>5,117,671</u>	\$ <u>6,507,431</u>

	PROGRAM SERVICES	MANAGEMENT & GENERAL	FUNDRAISING	TOTAL
Salaries and related benefits	\$ 1,395,363	\$ 980,697	\$ 115,222	\$ 2,491,282
Travel	813,605	31,870	30,155	875,630
Contract labor	430,267	24,475	18,013	472,755
Meeting expense	268,637	5,625	99,318	373,580
Program supplies	370,764	247	29	371,040
Occupancy	170,208	66,038	7,759	244,005
Subgrant expense	209,460	-	-	209,460
Professional fees	101,068	22,637	78,285	201,990
Telecommunications	114,616	32,430	9,982	157,028
Printing and reproduction	147,310	4,535	1,605	153,450
Supplies/equipment	111,110	30,191	4,161	145,462
Depreciation and amortization	31,067	21,835	2,565	55,467
Bank fees and service charges	12,193	6,169	14,846	33,208
Advertising	25,791	2,297	4,749	32,837
Education and training	29,124	165	20	29,309
Insurance	16,863	11,015	1,354	29,232
Repairs and maintenance	19,601	7,820	919	28,340
Postage and delivery	20,361	2,558	2,601	25,520
Other expenses	17,881	4,749	1,416	24,046
License and permits	11,754	1,349	5,997	19,100
Dues and subscriptions	8,653	5,871	1,562	16,086
Equipment rental	<u>13,811</u>	<u>1,471</u>	<u>461</u>	<u>15,743</u>
<b>TOTAL</b>	<b>\$ <u>4,339,507</u></b>	<b>\$ <u>1,264,044</u></b>	<b>\$ <u>401,019</u></b>	<b>\$ <u>6,004,570</u></b>

# OUR 2010 GRANTORS

*GRS would like to thank the following grant-making organizations for supporting our work.*

Abbott  
ABSA  
Anglo American  
Barclays  
BP Castrol  
Comic Relief  
DeBeers  
Dream a Dream  
Egmont Trust  
Elton John AIDS Foundation  
English Premier League  
FHI (Family Health International)  
FIFA  
FIFA FMARC  
Ford Foundation  
Gilead Sciences Foundation  
Hanover Rotary Club  
International Sports Programming Initiative, U.S.  
Department of State  
Johnson & Johnson  
Kick 4 Life  
King Baudouin Foundation  
Lake Tanganyika Floating Clinic  
Laureus  
Levi Strauss  
LPCB Zambia (AED Local Partners Capacity Building Program)  
MAC AIDS  
MAC AIDS Red Campaign  
Merck  
Mercy Corps  
Nike Corporation  
NPI (New Partners Initiative) USAID  
Oak Foundation  
Pioneer Foods  
Pretoria Cement (PPC)  
PCI (Project Concern International)  
Rational Games  
(RED)  
Richards Bay Mineral (RBM)  
Rio Tinto  
Sager Family Foundation  
SalesForce  
Social Development Fund  
Sony  
UNHCR  
UNICEF  
U.S. Embassy, Zambia  
World Education

# OUR 2010 DONORS

*GRS is very grateful to the donors that made our work possible in 2010.*

## **\$100,000 - \$499,000**

The Crotty Family Foundation

Gregg and Kate Lemkau

## **\$25,000 - \$99,000**

The Moose Fund

Richard Portogallo

Paul Singer

U.S. Soccer Foundation

## **\$5,000-\$24,999**

Greg Ansin Fund of the Fidelity Charitable Gift Fund

Ashoka

Alan and Carol Bernon

Haise R. and Kevin S. Borgmann Family Fund of the  
Fidelity Charitable Gift Fund

Byrd Family Foundation

Castrol, Ltd.

The Denniston Family

Deutsche Bank, AG

ESPN Domestic, Inc.

ESPN International, Inc.

The Robert J. Fisher & Elizabeth S. Fisher  
Community Property Trust

Tim Fredel and Jennifer King

International Monetary Fund

Jonathan Klein

Kwik Goal, Ltd.

Major League Soccer

Man House Productions

Mike and Kathy Marchese

Gordon Russell and Bettina McAdoo

Derek Shrier and Cecily Cameron Fund of the Schwab  
Charitable Fund

Greg and Susan Summe

Trial Pay, Inc.

John and Karen Wood

## **\$1,000 - \$4,999**

Craig Abruzzo

Ware and Ellen Adams

Larisa and Jeff Alpaugh

Anonymous (6)

Lisa Ansin and Jonathan Guttell

Bauman, Dow & Leon, P.C.

Black Rock Matching Gift Program

Lorenzo Borghese

John BowenHollow

Peter and Devon Briger Foundation

Robert and Grace Brown

Rolando Gonzalez Bunster

Alistair Calvert

Erik Carneal

Bette and Bobby Clark

Cohen-Getz Family Fund of the Foundation for  
MetroWest

David Downs and Alexis Chapin-Downs

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Richard Ernau Fund of the Schwab Charitable Fund  
Marc Ernstoff  
Ian Fagelson  
Kellan Florio  
Joseph T. Gardner  
Global Bike, Inc.  
Goldman Sachs Matching Gift Program  
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Joe and Ashley Januszewski  
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Aubrey M. Grant  
Theresa Grant  
Peter H. Grose and Margaret Ruth Nye  
Steve Hafner  
Heidi Hamels  
Charlie Helfinstine and Melisa Moore  
Ray Iwanowski  
Tariq Jawad  
John Snow International  
Kick for Hope Inc.  
John Khoury  
John and Jennifer Langhus  
Andy MacDonald  
Rosa and Charley Marshall  
Maverick Adventures  
Jim and Maureen Mellowes  
Merck, Inc.  
MetroSoccerNY.com  
Megan Miller  
David and Katherine Moore

Ryan Murphy  
Henri Neufeld  
John Pick  
Piper Jaffray Employee Giving Program  
R. Spencer Potts  
Pugg Company, Inc.  
Rachel Rodin  
Rochester Institute of Technology Global Union  
Robin Hart Ruthenbeck  
Ellen Burke Ryan and Robert Ryan  
Tara Burke Ryan  
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Christopher Salmanpour  
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John and Jill Schiffman  
David Siegel  
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Subak Family Foundation  
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Tarleton Fund of the New Hampshire Charitable Foundation  
Daniel and Karen Taylor  
Judy M. Taylor Living Trust  
Jack and Mary Turco  
Mark and Cecilia Vonderheide  
The Warley Avenue Trust  
Dr. Jeff Watson and Tina Watson  
Peter and Lynn Wendell  
Beth and Keith White  
Brian and Becky Wiese  
William and Janislee Wiese

# 2010 LOSE THE SHOES TOURNAMENTS

*Lose the Shoes tournaments are fundraising soccer tournaments hosted by schools and clubs around the world. Thank you to the following organizations and institutions for hosting these events benefitting GRS.*

24 Hours of Barefoot Soccer  
Activ8 Chicago  
Alameda Soccer Club  
American University  
Belmont Hill School  
Boston College  
Boston University  
Bowdoin College  
Brooks School  
Brown University  
Burke Academy  
Burr and Burton Academy  
Carnegie Mellon University  
Cheltenham High School  
Chicago Red Stars  
Chinese International School  
The Claremont Colleges  
Columbia University  
Cornell University  
Dartmouth College  
Drake University  
Duke University  
Fieldston High School  
Franklin High School  
Henderson High School  
Holderness School  
Hong Kong International School  
Jefferson Forest High School  
Las Lomas High School  
Laurel School  
Lewis and Clark College  
Live to Support Chicago  
Loras College

Macalester College  
Millis Soccer Club  
 Mooresville High School  
New York University  
Newton North High School  
Palo Alto High School  
Pamoja Penda Music Festival  
Phillips Academy Andover  
Ramapo High School  
Rice University  
Saint Anselm College  
Saint Ignatius College Prep  
Seoul Foreign School  
Singapore American School  
Sky Blue FC  
Springfield College  
St. Paul's School  
SUNY Cortland  
Temple University  
Tonbridge School  
University of British Columbia  
University of Maine  
University of Notre Dame  
University of Pennsylvania  
University of Pittsburgh  
University of Rochester  
University of Virginia  
Vassar College  
Walt Whitman High School  
Ward Melville High School  
Washington Freedom Get Active!  
Yale University





# OUR 2010 ROSTER

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**William Miles**, Chief Operations Officer

**Mthembe Ndlovu**, Co-founder, Country Director,  
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