



# Hosting the HOMELESS WORLD CUP

## 2011 BID APPLICATION

## **The Importance of the Homeless World Cup:**

The Homeless World Cup serves as a catalyst to involve people who are currently homeless and excluded in changing their own lives; and to change attitudes of governments, media, public, key influencers to create a paradigm shift in the way the world approaches solutions to homelessness.

The Homeless World Cup annual, international football tournament is the pinnacle of our year round work; the flagship event. It is run at the highest level of professionalism and integrity whilst continually striving to improve the global impact and reach. It is an opportunity for players to represent their country, stand proud and change their lives. It is an opportunity to trigger new grass roots football projects around the world, reaching players who are homeless and excluded in every corner of the globe. It is an opportunity to light up the hearts and minds of everyone it touches and change attitudes.

The Homeless World Cup has achieved rapid, global growth since the first tournament in Graz 2003, which united 18 nations. At the 6th Homeless World Cup in Melbourne 1-7 December 2008, 56 nations will be united; the first Women's Homeless World Cup will take place; and a legacy of 30 street soccer programmes will be rolled out across Australia by host, The Big Issue. It has already triggered football programmes in over 60 nations involving 30,000 players who are homeless and excluded.

Research consistently demonstrates 77% of players experience a significant life change. Players build their self esteem; come off drugs and alcohol; move into homes, jobs, education, training; repair relationships; become coaches and players with pro or semi-pro football teams.

Established by world-leading social entrepreneur Mel Young, it has garnered the support of UEFA, Nike, UN, Manchester United, Real Madrid, Ambassador Eric Cantona, international footballers Didier Drogba and Rio Ferdinand and actor Colin Farrell.

## **Global Mission:**

We use football as a trigger to inspire and energise people who are homeless to change their own lives. By this approach the Homeless World Cup creates better opportunities for people who are currently homeless and excluded and reduces homelessness on a global level.

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.

We want to be the most reputable organisation to use sports as a means for social inclusion, involving one million players by 2012 in over 75 nations.

What does it take? These are our underlying policies:

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

## **Our Goals:**

- To stage a world-class international football tournament annually that continues to demonstrate the power of football to change lives with a significant, lasting global impact
- To trigger and support grass roots football programmes in over 75 nations that involve 1 million players by 2012
- To provide a positive vision, address negative attitudes and break down stereotypes so that people who are homeless receive encouragement
- To research and provide documented evidence of the power of football to change lives which can be used by governments and other NGO's to update the methods of working with people who are homeless and excluded

## **We value:**

- Inclusion: we put players at the centre of everything we do
- Impact: on an individual, local and global scale
- Football: true grit spirit and glory of the beautiful game
- Human values: respect, courage, compassion, integrity and fair play
- Partnerships: win, win, win for everyone involved
- Social enterprise: a can do attitude with a social purpose and social profit

## **Host key attributes:**

- Assurance of visas for participating nations and players
- Dynamic leadership with a strong desire for a global impact and lasting legacy
- Focused, financially sustainable local organising committee including substantial support from government, business, football, media communities
- Strong football programme and ceremonies for a world-class tournament
- High profile and football venue and comfortable accommodation
- Powerful marketing communications to achieve city, national, global reach

## **Bidding Procedure:**

The following outlines the Homeless World Cup bidding process. Mel Young, Founder & President, Homeless World Cup is available to help you in the preparation of your bid at anytime. Mel's contact details can be found at the end of this document.

### ***Eligibility***

Only countries in Europe can apply for 2011.

The bid applications **MUST** include a national partner project of the Homeless World Cup. (Please see Appendix 1 for a list of national partners.). The national partner does not have to be the lead organisation on the bid but they **MUST** form part of it. A national football federation or a national government can take on the role of bid coordinator or lead organisation.

In addition, it is preferable to link up with other relevant bodies such as the national football association or federation; local and national government; and corporation backers to be part of the bid. You may also like to include letters of support from potential media partners, ambassadors, high-profile influencers and football clubs who would be involved in making the tournament the biggest success yet.

### ***Expression of Interest: 1 October 2008***

Please send a note expressing an interest in submitting a full bid application to Mel Young, Founder & President, Homeless World Cup, to reach his office by 5pm on Wednesday 1 October 2008. At this point you are clear and confident that you can put together a strong bid to host the 2011 Homeless World Cup to the best standards. You are able to contact Mel Young with any questions during this period.

### ***Full Bid Submitted: 19 December 2008***

All final bids and any accompanying materials must be posted to Mel Young, Founder & President, Homeless World Cup to reach his office by 5pm on Friday 19 December 2008. You are able to contact Mel Young with any questions up to 18 December 2008.

### ***Site Visits: January - February 2009***

A shortlist of bids will be selected and locations visited and reviewed by the Homeless World Cup HQ during January and February 2009. We may ask for additional supporting information to be filed during this period.

### ***Award Announced: March 2009***

Following the site visits the Homeless World Cup bidding committee will select the best entry and an announcement regarding the winner will be made in March 2009. If you are successful you will be contacted directly and informed in writing.

### ***Contract Agreed: April 2009***

If successful you will be expected to establish a legal entity, which will have the sole purpose of organising the event. It will be shut down after the event. We will agree the aspects of the bid that are accepted any that need to be revised and a simple legal document will be signed between the Local Organising Committee and the Homeless World Cup HQ detailing rights and obligations.

## **Bid Elements:**

A successful bid will include the elements outlined here as a minimum. In addition, it is important to note that the Homeless World Cup is a dynamic tournament and works with an enterprising approach, including the space to adopt successful elements of the 2008, 2009 and 2010 tournaments within the 2011 tournament as we grow to create the best possible tournament yet.

### ***1. Comprehensive business plan***

You need to submit a comprehensive, clear business plan for the event, including financial projections, which outlines in detail how the event will work, event dates, the organisation's structure and management, logistics, venue and accommodation, government and private sector support; football programming and ceremonies, global marketing and communications and legacy. The bid should include narrative, sketches of the possible arena, pictures of the city, letters of support, endorsements, the named local organisers and contact details.

It is your bid and obviously the best bid will win. Therefore, your bid should be as comprehensive as possible. The Homeless World Cup is growing and we need to be absolutely convinced that you have the ability to host a major global sporting event with a global impact.

### ***2. Inclusion Guarantee***

The Homeless World Cup tournament is all-inclusive. We do not want teams banned from entering the country. We need some assurance in writing from your government that they will work closely with you in the run up to the event, stating that they will assist you in allowing team members from ANY country in the world into your country to participate in the Homeless World Cup. In the past we have had a number of problems in this area and we need some form of guarantee that your government will not be obstructive.

### **3. Location**

A good location to play the games in the centre of your city needs to be identified with a high footfall and sufficient space to hold at least 2-3 possibly 4 pitches, a minimum of 2,000 spectators, space for merchandising, a fan zone and any other aspects you consider important to putting on the best event. You need to take into account weather conditions at the time of year and plan accordingly. The tournament should take place in the summer months. Please include sketches of the possible arena, and images of the city space.

### **4. Accommodation**

Appropriate accommodation needs to be identified to house all teams, ideally in one place if possible. The most appropriate is student accommodation, which has been vacated for the summer break. It is likely that between 48 and 64 national teams will take part, possibly more. Each team will have 8 players plus 2 coaches meaning around 700 sports people will need to be accommodated and looked after for one week. They are likely to bring other people associated with the team for additional support.

### **5. Event Logistics**

In addition to the players you will organise referees, sponsors, volunteers, media, suppliers, ambassadors and VIPs and may well be in a position where you are organising around 2000 people. This is a major logistical exercise and requires a great deal of fine planning and expertise.

### **6. Football Programme and Ceremonies**

The football programme is dictated by the Homeless World Cup Technical Committee, which governs the rules and scheduling. Schedules for the event will be agreed between the Local Organising Committee and the Homeless World Cup Technical Committee. We would like to see all your original ideas for a memorable opening ceremony, including a parade through the city to the venue; and a spectacular closing ceremony with trophy presentations. This is an area where you can really add a very special dimension.

### **7. Legacy**

We would like the event to make a long lasting contribution towards tackling homelessness using football in the host nation and/or city as a minimum. You may also like to consider an international legacy. You need to specify what this legacy project will be within the bid. For example for Melbourne 2008 £1.5 million is secured from the national government to roll out 30 street soccer programmes and pitches by The Big Issue benefiting people who are homeless and excluded across Australia. Feel free to be creative, pioneering and impactful.

## ***8. Marketing & Communications***

Raising awareness of this world-class, annual, international football tournament and its positive global message is integral to fulfilling the global mission and impact. We would like to see topline marketing and communications suggestions that will reach and engage the city, nation and the rest of the globe across all media. This should include a media partner plan, a host broadcaster with live coverage of the final as a minimum and potential to roll out TV coverage globally.

## ***9. Financial planning***

You will need to convince the Homeless World Cup that you have a robust funding strategy, government support, potential sponsors, excellent contacts and a drive to achieve financial objectives. Please outline the plan to secure strong financing for the event, in the region of 1.5 to 2 million euros plus legacy. It would be very helpful if partners can be identified in the bid that are willing to give a statement of commitment of support in advance. Having the correct strategic partners in advance is crucial.

## **Benefits of Hosting:**

Hosting the Homeless World Cup is an opportunity to make a unique contribution and participate in pioneering social innovation and creating a positive, global impact. Tens of thousands of people around the world have felt the benefit of the Homeless World Cup and it is growing fast.

### ***Uniting Nations***

At least 64 nations will be represented at the 2011 Homeless World Cup. Players stand proud and build relationships with other players from around the world. For over one week these nations will be united, present in your city, supporting positive change and creating a phenomenal atmosphere and magic.

### ***Pioneering Sport for Social Change: A Global Impact***

“Sport has the power to change the world, the power to inspire, the power to unite people in a way that little else can. Sport can create hope... It is an instrument for peace.” Nelson Mandela.

The Homeless World Cup is leading the way in demonstrating that football can achieve great change on a scale previously unimagined. Football brings people together, teaches self-worth and self-belief, restores community and liberates potential. The opportunity to play a part in building and developing this pioneering movement is unique and second to none. Two thirds of players change their lives; grass roots projects have been triggered in over 60 nations, public attitudes shift as they stand together with the players in admiration and joy.

### ***Creating a Lasting Legacy***

Hosting a large scale, international football tournament with a global social impact creates a pioneering, lasting legacy for the city and nation. It also demonstrates to the world that your city has the ability to host other large scale sport and social events in the future. The ability to unite governments, media, multi-nationals, public figures, football industry, and volunteers makes the host city attractive for prospective events.

### ***Raising Awareness of Homelessness***

There are one billion people homeless in our world today. This is an opportunity to raise awareness of the issues and the positive solutions available. In all cities and nations people who are homeless report improved relations with the public as the city and nation embrace an opportunity for, as quoted by Desmond Tutu, 'painless education.'

### ***Global Media Exposure & Recognition***

The Homeless World Cup with its unique, pioneering approach and powerful message for the world generates unprecedented levels of positive, media coverage. This is expected to escalate considerably with ambitions to broadcast the tournament live across the globe. For example Cape Town 2006 saw **400** accredited media, representing **29** nations including **27** TV crews; **1** International feature film crew – Kicking It, narrated by Colin Farrell and **LIVE** SABC broadcast of Russia v Kazakhstan final. Achieving coverage worth an estimated \$2.5 million it includes respected media such as BBC, CNN, ESPN, Time, Sports Illustrated, Associated Press, New York Times, The Times, and 80 street papers with a circulation of 30 million. Kicking It was selected for Sundance and Tribeca Film festivals; US cinema release and will be broadcast by ESPN to 93 million homes in September 2008.

## **Contact:**

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## Appendix 1: National Partners

Homeless World Cup National Partners in Europe are as follows. Please see [www.homelessworldcup.org](http://www.homelessworldcup.org) for all National Partner contact information.

<b>Austria</b>	Caritas der Diözese Graz-Seckau
<b>Belgium</b>	deMENSEN NV
<b>Croatia</b>	Zavod 69
<b>Czech Republic</b>	SANANIM
<b>Denmark</b>	OMBOLD
<b>England</b>	The Big Issue in the North
<b>Finland</b>	09 Helsinki Human Rights
<b>France</b>	Remise en Jeu” Collectif
<b>Germany</b>	Anstoß!
<b>Greece</b>	Galera Magazine
<b>Hungary</b>	Oltalom' Sport Association, 'Oltalom' Charity Society
<b>Ireland</b>	IRELANDs ISSUES MAGAZINE
<b>Italy</b>	ASC Nuova Multietnica Onlus
<b>Netherlands</b>	Stichting Meer dan Voetbal
<b>Norway</b>	The Salvation Army
<b>Poland</b>	The Polish Homeless National Streetsoccer Team
<b>Portugal</b>	CAIS Association
<b>Romania</b>	Metanoia Christian Centre
<b>Russia</b>	Non-Commercial Partnership "New Social Solutions"
<b>Scotland</b>	The Big Issue in Scotland
<b>Slovenia</b>	Institute 69
<b>Sweden</b>	Faktum
<b>Switzerland</b>	Surprise Strassenmagazin GmbH (in-kick.org)
<b>Ukraine</b>	Odessa Charity Fund 'The Way Home'

## Appendix 2: Copenhagen 2007 Impact Report

See attached document.