

# 77% of players change forever

As a direct result of their involvement  
in the Homeless World Cup\*

## THE 3rd HOMELESS WORLD CUP

Edinburgh 2005

# IMPACT REPORT



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# **The 3rd HOMELESS WORLD CUP Edinburgh 2005 Impact Report**

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For the third year running the Homeless World Cup has produced astonishing impact results.

We have proved yet again that sport, and in our case football, has enormous power to create real and lasting change.

When we first came up with the idea of the Homeless World Cup we only planned to hold the one event in Graz in Austria in 2003, but the impact results were so impressive that we decided to make it an annual event.

Although the tournament has now grown to become a first class sporting event in itself, our overall goal is to create a mechanism where homeless people can change the circumstances in their lives. This is what has happened and with 77% of the players changing their lives forever following our 2005 event in Edinburgh we remain determined to grow and spread the word: Sport makes a huge difference to people's lives.

For the 2005 event, 5,400 homeless people around the world were involved in pre-tournament trials and training schemes. This year in Cape Town we expect 48 teams to participate (up from 27 in Edinburgh) and at least 10,000 homeless people to be involved in preparations. Our impact is significant and growing.

Of course, the statistics are important and we will keep producing them but it is the player's individual stories of success over adversity through football, which really illustrates the positive effect of the Homeless World Cup. The quotes from the players from last year's tournament are testament to this and their words sum up much more succinctly than anything I could say, what the Homeless World Cup is all about.

The Homeless World Cup is about them and we are very proud to have created something which means people can move out of homelessness and poverty.

We must do more and continue to grow. Here's to the future and a world without homelessness and poverty.

**Mel Young**  
**President, Homeless World Cup**  
**April 2006**

## Summary of Findings

6 months after the 2005 Homeless World Cup the 217 players involved report the following significant, positive changes to their lives:

- 94% (198 players) have a new motivation for life
- 85% (179 players) have improved social relations
- 77% (164 players) have changed their lives significantly in one or more of the following ways:
  - 38% (80 players) have regular employment
  - 40% (85 players) have improved their housing situation
  - 28% (60 players) have opted to develop their education
  - Of the 43% (91 players) addressing a drug or alcohol dependency, 68% (62 players) succeeded
  - 12 players now make their living partly from football as coaches or players with professional and semi-professional teams
- Only 18% (37 players) remained in the same living situation as street paper vendors following the Homeless World Cup
- 5% (10 players) are no longer in touch with their social organisation

Players are allowed to participate in a maximum of two tournaments according to Homeless World Cup rules:

- 83% (176 players) played at the Homeless World Cup for the first time
- 17% (37 players) were welcomed back to participate for a second time
- 32% (68 players) played football **before** the Homeless World Cup on a regular basis
- 67% (142 players) play football **after** the Homeless World Cup on a regular basis

Approximately 5,400 homeless players were involved in pre-tournament training in the run up to the 2005 Homeless World Cup in Edinburgh.

# **Full Impact Report Findings**

## **A growing positive impact:**

The positive impact of the Homeless World Cup is growing year on year since the first tournament in Austria in 2003. Then 18 countries participated and this grew to 27 countries in Edinburgh. The 2006 Homeless World Cup in South Africa shows a major leap to 48 participating nations. And this is just the tip of the iceberg. The Homeless World Cup inspires an increasing number of grassroots projects and street leagues ensuring many more people enjoy significant life changes.

More than 90% of players involved with the 2005 Homeless World Cup stated that the tournament had a strong positive impact on their lifestyles. The most important transformation experienced is higher levels of self esteem and motivation for life. This leads to players rejoining society through employment and improved housing. They enjoy better social relations, with several family reunions taking place following the 2005 Homeless World Cup. They experience an overall improved attitude towards their health.

A very high percentage of players (67%) continue to play football after the 2005 Homeless World Cup and are enjoying the benefits that go along with this.

## **Changing lives:**

Changing a player's life situation has a different meaning in each of the participating countries. In Western, industrialised nations the emphasis lies on social integration, education, drug and alcohol treatments. In the South while acquiring a job or education means a significant improvement in a player's living situation he or she may remain without regular housing.

The impact research found that 77% (164 players) have significantly changed their living situation following the 2005 Homeless World Cup by finding jobs, improved housing, opting for education, under going drug treatment or a combination of all of these.

- 38% (80 players) found regular employment
- 40% (85 players) improved their housing situation
- 28% (60 players) went into education
- Of the 43% (91 players) addressing a drug or alcohol dependency, 68% (62 players) succeeded

### **Career moves:**

80 players (38%) moved on from unemployment or selling street papers to employment. This ranges from positions as shop assistants to setting up their own enterprises or becoming football coaches. Several players stepped up to take organising positions within their social project e.g. Roman Boguslawski (Poland / Barka Foundation) or Marcos Dias (Brazil / Street paper "Ocas").

12 players now make their living partly from football after signing with professional and semi-professional teams as coaches or players. E.g. Fernand Bass has been signed as player with Stafford Rangers (England). Dermot Haverty is coaching disadvantaged youth in a community football program in Ireland. These players are not only involved in regular training and competitions, they have also achieved stable housing and income.

### **Grassroots development:**

All street papers and social organisations participating in the Homeless World Cup have now formed regular football programs as a part of their social inclusion activities. The growing number of national qualifications and selections for the 2006 Homeless World Cup is a clear sign that the message is reaching the grassroots level right across the globe.

### **24 countries will hold national qualifications or selections for the 2006 Homeless World Cup in:**

Austria, Australia, Canada, Burundi, Denmark, England, France, Germany, Ghana, Ireland, Italy, Kenya, Netherlands, Nigeria, Poland, Portugal, Russia, Scotland, South Africa Switzerland, Ukraine, USA, Wales, Zambia.

This has risen from 5 in 2003, 12 in 2004 and 17 in 2005.

**16 countries run or plan to develop a national street league for their social inclusion project following the 2005 Homeless World Cup in:**

Australia, Austria, Canada, Denmark, France, England, Ireland, Nigeria, Poland, Russia, Scotland, Spain, South Africa, Switzerland, USA, Wales.

This has risen from 5 set up following 2003 and 12 after 2004.

**Sponsor benefits:**

All projects organising teams for the Homeless World Cup have reported higher media profiles and improved sponsor relations.

The overall volume of team sponsorship increased from 2004 to 2005, indicating a growing sponsoring culture with a more professional approach from the teams towards funding.

The "BIG ISSUE in the NORTH" (England) has now an ongoing training partnership with Manchester United. The Spanish project "Rais" is partnering with Real Madrid , the "CAIS" street paper from Portugal is supported by SL Benfica.

**New teams in 2006:**

For 2006 the Homeless World Cup has seen a leap in the number of teams participating to 48 countries. Newcomers include Afghanistan, Chile, China, Estonia, Finland, Ghana, Hungary, Israel, Kazakhstan, Mexico, Paraguay, Uganda.

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## Player Quotes

"The best! A life changing experience."

***Tracey Ford, 34, Australia***

"If the world's top government leaders could see and feel the union of excluded people from the whole world, they would see poverty and social exclusion differently and their decisions would be completely different."

***Claudio Bongiovani, 56, Brazil***

"It is a huge event that motivates everybody and raises our self-esteem, a great opportunity to get in contact with a new culture, and it is a really good experience for our lives. There is no words to describe it."

***Francisco Barbosa de Mello, 24, Brazil***

"Fantastic experience"

***Didier de la Rosa, 37, Canada***

"The Homeless World Cup really changed my life and introduced me to a whole new culture and whole new world."

***Brad Stone, 26, Canada***

"Life changing – got my life back on track."

***Eric Benoit, 30, Canada***

"It was huge. Great. Perfect. Thanks a lot for this experience"

***Roman Hons, 24, Czech Republic***

"After the recent birth of my son, I would say that taking part in the Homeless World Cup was the most rewarding thing I've ever done."

***Gary Whiteside, 20, England***

"It was the best experience of my life. Not only did it help me but it helped so many other people as well."

***Craig Philips, 21, England***

"I was delighted to discover a new country and a new way of living. I will remember this trip for the rest of my life, which was one of my best memories."

***Claude Chevessier, 49, France***

"The Homeless World Cup gave me an important lesson in my life."

***Chung Bun Ho, 23, Hong Kong China***

"The Homeless World Cup helped me a lot. I gave up my bad habits and my family members see me differently."

***Wai Pun Chiu, 31, Hong Kong China***

"To represent Ireland was a once in a lifetime experience for me."

***Thomas Fitzgeralds, 28, Ireland***

"It helped me get my life together. I'm now more confident and secure. It's the best thing that I've done."

***Dermot Haverly, 24, Ireland***

"The Homeless World Cup is a great event and I'm full of pride to have the chance to show solidarity with social problems in the world."

***Leandro Salcedo, 28, Italy***

"Keep the tournament going. It will help more homeless people."

***Ataka Jansen, 26, Namibia***

"It was a shame that the other African countries couldn't participate."

***Fouzi Omer Atee Yeh, 28, Netherlands***

"Sport and my participation in the Homeless World Cup made me look at my life differently, made me more self-disciplined and self-controlled."

***Jaroslaw Jaworski, 23, Poland***

"Since my participation in Homeless World Cup I started to value the role played by sport in peoples' lives. In my case, sport helped me to pull myself together and stand back on my own two feet."

***Gregorz Kowalski, 18, Poland***

"It was a very good life experience, though it is more difficult for a woman to integrate into a team with so many male players. But it was good to see other cultures and places and to understand that I am not alone with the fight against drug addiction and mental problems."

***Sarah Coelho, 26, Portugal***

"I feel like I am Portuguese and a real citizen for the first time in my life. It was almost like becoming a football star. I have discovered a new person, a better person inside of me."

**João Semedo, 21, Portugal**

"One of the best things that has happened to me in life - do not stop!"

**Aleksandr Shevelev, 20, Russia**

„It is very important to raise awareness. So many people showed their support and hopefully with the help of the Homeless World Cup we can alleviate homelessness. It showed us that we can go on to do anything that we want."

**Steve Buchanan, 25, Scotland**

"It is a fantastic experience and now I have the feeling that I am somebody and that I belong to society."

**Frantiek Horszicza, 31, Slovakia**

"Everybody should have the chance to experience something like this, and show the world what people are able to do. Thank you to the audience that day by day went to see us and supported us. That made us feel special."

**Luis Antonio Ramírez, 47, Spain**

"I wanna say thanks to the Spanish and the international organisers. We do realise how big and amazing his event really is, only when we are back home. Nobody can imagine how much this means to me."

**Juan Junco, 37, Spain**

"A fantastic thing that gives people possibility to develop."

**Roger Jonsson, 61, Sweden**

"Football has given me an alternative to my troubled day to day living. I have something I really want to fight for. That improves my mental and physical condition. The best thing is you experience all this in a team. We were fighting together for one aim - that is something I have not been doing for a long time."

**Michael Omlin, 32, Switzerland**

"I was deeply impressed with the atmosphere of life, architecture, the city and people of Edinburgh and by the friendly atmosphere of the Homeless World Cup."

**Mykola Shumsky, 24, Ukraine**

"My participation in the Homeless World Cup gave me a lot of satisfaction and made me reflect on my life. It triggered a willingness to work on myself."

***Stephanie Lorraine Johnson, 45, USA***

# Player Stories



## **SARA COELHO, PORTUGAL**

Sara suffered from mental illness since childhood. A dysfunctional family life led her to alcoholism and drug addiction and she spent time living in abandoned houses or on the street.

Playing in the 2005 Homeless World Cup in Edinburgh gave Sara the chance to achieve self-respect and motivate herself to improve her life, it was her first experience of football.

Sara says: "The Homeless World Cup was a very good life experience. It was good to learn about other cultures and places and see that I'm not alone in my fight against social problems and drug addiction."

Having resolved to improve her life, Sara is receiving treatment for her addictions and is looking for a job. She has now returned to her parents' house to rebuild her family life, visits a therapist and attends a technical school studying carpentry and decoration. Sara continues to play football regularly.



## **DAVID DUKE, SCOTLAND COACH**

David Duke, 26, the David Beckham of the Homeless World Cup, played for Scotland in the 2004 Homeless World Cup and returned to Edinburgh as the assistant coach.

David became homeless and developed an alcohol problem following the death of his father and the break up of a relationship:

"Playing for Scotland, my country, was the rope I needed to pull myself out of a dark hole. The Homeless World Cup gave me all the tools I need for a confident life and it is great that I can now help other young people to do the same."

David has his own home, is a qualified football coach and scout for Scottish premier league side, Falkirk. He has studied for a HNC in community development, runs a boys' football team in Glasgow and is a columnist for The Big Issue Scotland.



### **ILLIA DERKACH, UKRAINE**

Illia Derkach was part of the Ukrainian team that finished 3rd in the Homeless World Cup in Edinburgh in 2005.

20-year-old Illia Derkach found himself in a position common to thousands of young men: Living on the streets and feeling only anger or indifference he felt isolated and could see no solution to his problems. Then he discovered street soccer and the Homeless World Cup.

Illia was a teenager when he found himself on the street: "It happened five years ago. I never saw my father and lived with my mother. Then my mother started drinking, we quarreled all the time and I left home and ended up on the streets.

Illia's life began to change when he became a seller for "The Way Home" streetpaper: "In March 2003 I started selling "The Way Home" but I didn't do it regularly. Last year I found that I had a chance to play in the Homeless World Cup so I started selling it regularly and giving the rest of my time to training.

"The money I raised from selling the paper regularly was enough to pay the rent on a flat. And training all the time distracted me from alcohol."

Despite breaking his nose Illia enjoyed his stay in Edinburgh. His relationships with his friends improved and he was inspired to think that he could further improve his life.

He says: "The most remarkable thing about the Homeless World Cup was the friendly atmosphere. The people who came to watch were great and so were the guys from the other teams.

"I got the feeling that I was not alone, that there were others with the same problems I had. I started to believe that I could change my destiny if I wanted to, when I came back I not only wanted to change but I actually started to change my life.

"Since the Homeless World Cup I feel more tolerant to people and have started to communicate with my friends and I feel they treat me with respect. I have a girlfriend now and I have plans for the future. Before the Homeless World Cup I lived in the present day not thinking about the future at all."



### **TRACEY, AUSTRALIA**

Tracey started as street paper vendor in Melbourne in 2005 and went to her first Street Soccer training session in January 2005. As the only female there, Tracey had every reason to be nervous about trying to break into the boys club. She didn't expect to go back to another training session, and certainly never dreamed that seven months later she would be representing her country in the Homeless World Cup.

As well as feeling physically and mentally healthier, Tracey also noticed her self-esteem and confidence improve as a result of the experience. As she says: "I'm not scared to try new things anymore."

In July 2005, Tracey was selected to be part of the first Australian team to participate in the Homeless World Cup in Edinburgh. Tracey says: "It was a once in a lifetime experience. My old life doesn't exist anymore because of the Homeless World Cup."

On return to Melbourne, one of the first things Tracey noticed was her children's new-found respect for her – they are very proud to have a mum who went overseas to play for Australia! Recently Tracey moved into transitional housing, a lovely two bedroom house where her children sometimes stay with her now. She has also started a part-time job in a laundrette, and is getting back into the swing of soccer training.

# Partner & Sponsor Response

## International Partners

- **NIKE**

***Maria Bobenrieth, Corporate Responsibility Director for Nike Europe, Middle East and Africa:***

"Nike is immensely proud to support the Homeless World Cup. This report confirms our belief that sport can be a very powerful tool for positive social change. We applaud Mel and his team for combining the magic of sport with an innovative social program and turning it into a world-class event. Most of all we congratulate and thank all of the participants for entertaining us with their athletic skill and inspiring us with their personal courage."

- **UEFA**

***CEO UEFA, Lars-Christer Olsson:***

"UEFA as the governing body of European football is particularly committed to supporting football at grass roots level and the opportunity sport has for development. We have been involved with the Homeless World Cup since its inception and appreciate the enormous power this vehicle has to help people move on with their lives. The results announced within this 2005 Homeless World Cup Impact Report demonstrate why UEFA is pleased to be a patron of this excellent initiative. We continue to support the fast growing positive impact the Homeless World Cup is having and would like to extend our congratulations to all the players who have taken the courageous step to move forwards with their lives."

- **International Network of Street Papers**

***Shane Halpin, Executive Director, International Network of Street Papers:***

"We were very pleased that the 2005 Homeless World Cup exceeded expectations and appears to have achieved a tipping point. This is good news, both for the teams involved and for the organisers."

## **Edinburgh Sponsors**

***Councillor Ricky Henderson, Executive Member for Sport, Culture & Leisure, City of Edinburgh Council:***

"The City of Edinburgh Council was delighted to be involved with the Homeless World Cup 2005 and even more so that it was such a huge success. For the Council this event worked brilliantly on two levels. Firstly, it allowed us to host a celebration of football, which is recognised all over the world as the "people's game". It attracted residents and visitors to a happy and colourful spectacle in the centre of the city in late July, a couple of weeks after staging the G8 protests and Make Poverty History events. Secondly, we share the real aspiration of the event to help homeless people out of poverty and into new lives through their own efforts. The evidence that competitors have made such positive changes to their lives demonstrates the wonderful results of the Homeless World Cup. It moves on to South Africa in 2006 and beyond with our best wishes."

***Communities Minister, Malcolm Chisholm:***

"The spirit of the homelessness legislation in Scotland reflects a better understanding of how people become homeless and any one of us could become homeless. It reflects what we all now see in our daily lives, all around us, that people who are homeless need help to rebuild their lives and that, with help, they truly can. I am proud that last year Edinburgh was able to play host to the Homeless World Cup. The message was simple. A person who is homeless is still an individual, someone who wants to rebuild their life, share experiences, make friends, make their families proud. Thousands of people cheered on teams from across the world and I believe the tournament demonstrated a powerful example of what can be achieved by homeless people to regain control of their lives and served as a real challenge to the old-fashioned negative feelings regarding homelessness."

## Background

During a bright, sunny July 2005, The Homeless World Cup brought together **27 countries** to participate in the 3rd annual street soccer tournament. It was held in Princes Street Gardens, Edinburgh, Scotland and attracted crowds of over 50,000 throughout the week.

The participating countries welcomed were:

Argentina, Australia, Austria, Brazil, Canada, Czech Republic, England, France, Germany, Hong Kong China, Ireland, Italy, Netherlands, Namibia, Norway, Poland, Portugal, Russia, Scotland, Slovakia, South Africa, Spain, Sweden, Switzerland, Ukraine, USA, Wales

Originally it was planned that 32 countries would be united in their fight against global poverty. However unfortunately 5 African nations were denied visa's - Burundi, Cameroon, Kenya, Nigeria, Zambia.

A total of **253 players registered**, including 5 female players (Australia: 2; Portugal: 1; USA: 2) who brought with them extra spirit and spark to the tournament. **217 players participated due to the 5 team ban.**

The average age of the players was 29 (The eldest player: 69, Augusto de Paula Viana, Brazil & the youngest player: 17, Rael Fiechter, Switzerland). 50 per cent of the players were between 17 & 25 years old.

Vive el Football!