



UNPROTECTED  
SEX

SEX +  
ALCOHOL

ECTED

OLDER  
PARTNERS

**GRASSROOTSOCCER**  
PARTNERSHIPS

# — WHO WE ARE

Founded in 2002, Grassroot Soccer (GRS) uses the power of soccer to educate, inspire and mobilize youth and their communities to live healthier lives.

Grassroot Soccer operates its own flagship programs in South Africa, Zambia and Zimbabwe, and has worked with partners to launch soccer-based development initiatives with more than 40 governments, corporations, and civil society partners in nearly 50 countries worldwide.



## OUR MODEL.

GRS has designed an innovative and diverse menu of comprehensive youth-targeted interventions that use sport to directly impact risk reduction, promote healthy behaviors, and increase the uptake of health services. We believe that sharing our model and curriculum with local implementing partners is the most effective and sustainable way to bring about large-scale change.



## CAPACITY.

With an annual budget of over \$7 million, more than 100 employees and 1400 volunteers, GRS has reached more than 685,000 young people through youth-centered life skills, behavior change and HIV prevention curricula, and trained more than 10,000 community change makers through our dynamic Training of Coaches workshops.



## RECOGNITION.

In addition to numerous awards that GRS and its staff and volunteers have won, Grassroot Soccer has been awarded a 4-Star Rating from Charity Navigator and the Guidestar Seal. Both are symbols of transparency and accountability from premier sources of non-profit information.

# WE

**SUPPORT** the design of effective and sustainable programs and help partners define benchmark measures of success.

**ENGAGE** our partners in our collaborative Research & Development methodology to develop discovery-based educational and behavior change curricula in line with their specific needs, capacity and operating environment.

**DEVELOP** the capacity of our partners – through applied skills-based training workshops – to integrate curricula into their overall youth programming approach.

**ASSIST** partners to actively measure the impact of their programs and use results to inform ongoing program improvements.



# — OUR APPROACH

## **(1) PROGRAM DESIGN SUPPORT.**

Community owned and driven programs are at the core of GRS's approach. We support our partners to engage their target communities in the design of efficient and culturally appropriate interventions and implementation plans.

## **(2) CURRICULUM DEVELOPMENT.**

Informed by years of field experience and technical expertise in instructional design, our curriculum development process uses a system of formative research, field-testing, and piloting to develop scalable learning tools. Gathering quantitative and qualitative data as well as input from key local stakeholders, we produce unique and culturally relevant, evidence-based curricula tailored to local contexts.

## **(3) TRAINING DELIVERY.**

All strong curricula require even stronger training systems. GRS has assembled years of training experience and documentation to design our crosscutting and participatory learning training approach. Our training model infuses culture into each program and develops local peer educators and mentors that young people respect and admire.

## **(4) IMPACT AND KNOWLEDGE MANAGEMENT.**

Rigorous monitoring efforts and ongoing evaluation are essential components of GRS's methodology. Customized monitoring and evaluation tools are designed to help partners closely monitor activities and outputs, measure impact and analyze that impact to inform program efficiency and improvements.

# PROGRAM DESIGN SUPPORT

Grassroot Soccer's technical assistance model is focused on the comprehensive process of "startup to sustainability" and ensures partners build capacity in order to support and grow their programs locally.

Working in close collaboration with partners, we ensure that each sport-based youth life skills program aligns with an organization's mission, strategic priorities, and resources. We kick off the design phase by gathering a clear understanding of our partner's capacity, objectives and needs. Our technical team then provides guidance on best practices and offers tools and resources to help the partner develop efficient and effective implementation plans.

Working hand in hand, GRS's technical design team typically leads partners through the following processes:

- Project scoping and timeline development
- Coach recruitment and selection
- Program delivery and implementation planning
- Staffing infrastructure and management support outline
- Design of monitoring data flow and planning of program evaluations
- Financial and narrative reporting processes
- Sustainable scale-up





## **— CURRICULUM DEVELOPMENT**

GRS's curricula builds life skills that encourage youth to adopt healthy behaviors. In collaboration with implementing partners, key local stakeholders, and public health experts, we design interactive behavior change programs that establish trust, challenge stigma and discrimination, and deliver critical messages about HIV, health, and life skills.

Through a series of interactive activities and discussions, students gain a tangible understanding of potential barriers to their development and get a chance to practice the skills necessary for sustainable behavior change.

Key curricular objectives typically include: making healthy choices, risk avoidance, building support networks, reducing stigma and discrimination, increasing knowledge about HIV testing and treatment, addressing gender issues and assessing values.

### **FIELD-TESTING.**

To develop a new program, we first conduct secondary research and contact research advisors to identify evidence-based material. We then draft test sessions and conduct short pre- and post-surveys and qualitative activities to see what young people learn from the sessions, how the material can be made locally relevant, and how the sessions are received by participants and Coaches.

### **PILOTING.**

Piloting a new program involves formal outcome and process evaluation to determine its impact. We identify ways in which the program can be improved through quantitative and qualitative data.

### **SCALE-UP.**

If deemed effective, GRS works with partners to identify strategic channels for scaling-up and sustaining programs. This includes replication and adoption by other partners such as government, NGOs, private sector, and community structures.

# — TRAINING DELIVERY

With the goal of building effective mentors and community change makers, GRS technical experts deliver training to partner organization staff to ensure they acquire the skills needed to manage and deliver a unique, highly interactive, and successful program. Investing in training and recruitment of this essential human resource, the frontline trainers and mentors, cannot be underestimated. These local role models, or Coaches, are our primary point of contact with youth and the key to success of any program. Therefore, GRS has developed a toolkit of key training resources to support Coaches.



## TRAINING CURRICULUM.

With each unique curriculum, GRS develops Training Curricula – facilitator’s guides to running various trainings including: Training of Coaches, Training of Master Coaches, Development Courses, and Coach Support Visits.



## TRAINING WORKSHOPS.

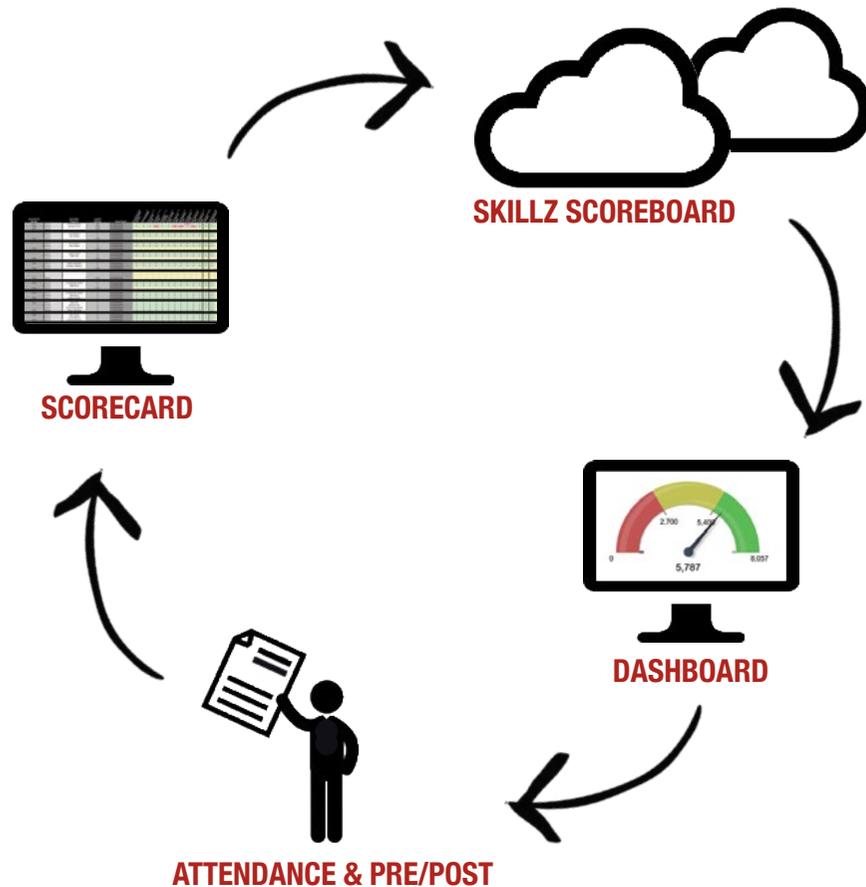
Intensive multi-day workshops enable staff and future Coaches to train on key programmatic components such as, how to deliver a participatory learning and behavior change intervention and conduct basic monitoring and evaluation.



## CARING COACHES.

Key to the GRS methodology is the ability to transform staff and volunteers in to youth-friendly “Caring Coaches.” Workshop participants explore and put into practice the concepts of praise, creating personal connections, vital conversations, creating safe spaces, gender awareness, child protection in the event of a disclosure, and group-management techniques.

# — IMPACT AND KNOWLEDGE MANAGEMENT



Commitment to simple, consistent and effective monitoring and evaluation (M&E) practices have established Grassroot Soccer as a leader among peer NGOs in measuring the impact of our programs. At the core of our technical approach to M&E is capturing process and outcome data and using that data to continually update and improve project outcomes.

GRS designs customized M&E tools and data flow systems to help partners closely **monitor activities and outputs**, and **measure and analyze impact** to inform program efficiency and improvements.

In collaboration with experts from Salesforce.com, Grassroot Soccer has developed an innovative online monitoring and evaluation database—the SKILLZ Scoreboard—that facilitates timely data collection, analysis, and reporting. It enables partners to incorporate data in decision-making at all levels, from local program management to organizational strategy.

Customized technical assistance from GRS enables the integration of program data from implementing partners into the SKILLZ Scoreboard and in turn, the creation of project-specific reports for our partners. With online and offline capabilities, the SKILLZ Scoreboard is an effective database platform for partners of all varieties.

The logo for Grassroots Soccer features the words "GRASSROOTS" in red and "SOCCER" in white, both in a bold, sans-serif font. To the right of the text is a red silhouette of a soccer player in mid-air, kicking a ball.

**GRASSROOTS**SOCCER

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