

MEDIA & PRESS KIT

2018



GRASSROOTSOCCER 

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WHO WE ARE

MISSION

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

YEAR FOUNDED

2002

FEATURED SUPPORTERS

Supporters include The Arsenal Foundation, Bill & Melinda Gates Foundation, Elton John AIDS Foundation and United Nations Trust Fund, along with other generous supporters across business, health, and creative realms.

OFFICIAL WEBSITE

www.grassrootsoccer.org





OVERVIEW

Grassroot Soccer (GRS) is an international adolescent health organization that educates, inspires and mobilizes young people to overcome their greatest health challenges and live healthier, more productive lives.

GRS uses the power of soccer to connect young people with the mentors, information, and health services they need to thrive, and empowers adolescents to make educated choices about pressing health challenges such as HIV & AIDS, sexual health, gender-based violence, and malaria. GRS's evidence-based programs, led by trained local mentors, incorporate soccer into dynamic lessons about health and wellness that engage young people and break down cultural barriers.

With proven results and a constant focus on research and innovation, GRS has reached over 1.9 million young people in nearly 50 countries with adolescent-friendly





KEY FACTS

THE NEED

- In many parts of sub-Saharan Africa, adolescents face significant risks to their health and well-being. Too often, they lack information and support to access much-needed health services.
- Adolescents are among the most underserved populations around issues of disease, poverty and violence.
- While global AIDS-related deaths have been decreasing rapidly in the last decade, adolescents are the only age group for which this is not true.
- With an enormous youth bulge – almost 50% of the population under the age of 20 – we can and we must prepare young people on the African continent to be healthy, productive members of society.
- In southern Africa, young women are up to four times more likely than young men to be HIV+.

WHAT WE DO

EDUCATE

Adolescents Need Knowledge

Many young people lack a basic understanding of the facts around issues such as HIV, AIDS and sexual and reproductive health. For example, less than 30% of youth in developing countries have basic knowledge around HIV and AIDS.

Our Approach

The Grassroot Soccer SKILLZ curricula have been developed based on years of evaluation, research, and external evidence. Our curricula use soccer-based activities and lively discussions to engage learners, and they have been adapted to be culturally appropriate in different locations.

The Outcome

Grassroot Soccer graduates demonstrate significant improvements in knowledge of risky behaviors and awareness of local resources for support.

INSPIRE

Adolescents Need Inspiration

For those youths growing up in challenging circumstances where poverty, violence, and unemployment are ubiquitous, it can be difficult to envision a better future. Role models and mentors are important for inspiring hope and showing a young person what is possible.

Our Approach

Grassroot Soccer trains young community leaders, including local professional soccer players and youth leaders, to be health educators and Caring Coaches. Our Coaches connect personally with participants and become trusted mentors.

The Outcome

100% of Grassroot Soccer participants have access to a trained, supportive, accessible role model.



MOBILIZE

Adolescents Need Access to Health Services

Adolescence is a universal experience, but the quality and availability of adolescent-friendly health services is not.

Our Approach

Grassroot Soccer provides referrals to sexual and reproductive health services and social support. We organize voluntary counseling and testing soccer tournaments that provide opportunities to get tested for HIV and/or malaria in a safe, inclusive environment. We provide young people with the life skills they need to become agents of change, so they can break down harmful social norms that negatively impact their health.

The Outcome

Our graduates are much more likely to know their status, much more likely to talk to friends and family about health issues, much more likely to stay on treatment, and more likely to



IMPACT

Knowledge

Grassroot Soccer has educated over 1.9 million youth with health knowledge.

Behavior Change

Grassroot Soccer participants are 5 times less likely than their peers to begin have sex between the ages of 12-15 and 8 times less likely to have had more than one sexual partner.

Reduction of Stigma

Grassroot Soccer graduates are much less likely than their peers to stigmatize a classmate with HIV, a major barrier to stopping the spread of AIDS, and much more likely to speak with their family and friends about HIV.

Uptake of Testing

GRS program participants are 50% more likely to access HIV counseling and testing than other adolescents in their communities.

Gender Equity

Fifty percent of program participants are girls, and Grassroot Soccer offers innovative programming to meet their specific needs. Grassroot Soccer's participants have demonstrated a 63% improvement in their knowledge of sexual assault support services, along with improvements in attitudes towards the acceptability of violence in





RECOGNITION

2017

- 2017 [Classy Awards](#) winner

PREVIOUS YEARS

- [Beyond Sport Awards](#): Shortlist for Sport for Health Award, 2016 (GRS Zambia)
- Open Zambia Greatest Zambian Awards, [Charity of the Year](#), 2014
- [GreatNonprofits Top-Rated Award](#), 2013, 2014, 2015 & 2016
- [GOOD Pioneers of Health Award](#)
- [Women Deliver 50](#)
- CommPro.biz list of “[Ten Leading Socially Engaged Nonprofits](#)“, 2012
- GRS South Africa: Finalist, Sport for Health Category, [Beyond Sport Awards, 2011](#)
- Winner, Nike/Ashoka Sports for a Better World Collaborative Competition, 2008

ACCOUNTABILITY



CHARITY NAVIGATOR FOUR STAR RATING

Grassroot Soccer has been awarded the highest rating of Four Stars by Charity Navigator, America's premier independent charity evaluator. GRS has achieved the Four Star rating as a reflection of fiscal health, accountability and transparency. It is also based on our adherence to standards of good governance and ethical best practices, along with our commitment to making it easy for donors to find critical information about our organization.



GUIDESTAR PLATINUM LEVEL

Grassroot Soccer has achieved the GuideStar Nonprofit Profile Platinum level. GuideStar is the world's largest source of information about nonprofit organizations and a leader in advancing transparency in the nonprofit sector. This level demonstrates Grassroot Soccer's deep commitment to nonprofit transparency and accountability. You can view the Grassroot Soccer profile [here](#).



GREAT NONPROFITS

For the last four years, Grassroot Soccer has been honored with a prestigious Top-Rated Award by Great Nonprofits, the leading provider of user reviews about nonprofit organizations. You can view Grassroot Soccer's reviews [here](#).

KEY SPOKESPEOPLE



Thomas S. Clark, MD
Founder and CEO

Tommy Clark is a pediatrician and former professional soccer player. He conceived the idea for Grassroot Soccer after living and playing soccer in Zimbabwe. Tommy has been awarded the American Academy of Pediatrics Annie Dyson Child Advocacy Award, the Dartmouth College Martin Luther King Junior award, the International Association of Physicians in AIDS Care Nkosi Johnson Award, the Peace Abbey Courage of Conscience Award, and was named to the Alpha Omega Alpha national medical society.



Ethan Zohn
Co-Founder

In 2002, Ethan was the winner of CBS's reality TV program 'Survivor Africa', and he works to harness his celebrity for the benefit of Grassroot Soccer as an active member of our business development team and captain of our endurance events team. Ethan is a graduate of Vassar College, and he has played and coached soccer professionally in Zimbabwe, the United States, and as a member of the U.S. National team for the 1997 and 2004 Pan-American Maccabiah Games in Chile.

Grassroot Soccer also has subject and programming experts – in the United States and internationally – available for interviews. Media-ready photos can be accessed [here](#).

PRO AMBASSADORS



Robert Pirés

Pirés, a French footballer, had an amazing career both at the international and club levels. A standout for the French National Team, Pirés helped the team to victories in the 1998 FIFA World Cup and 2000 European Cup. During his time at Arsenal FC in the Barclays Premier League, he won three FA Cups and two League titles, including the club's famous unbeaten season of 2003-2004. He has also played for Spanish side Villareal and Barclays Premier League club Aston Villa.



Christen Press

A World Champion and Olympian, Press is a member of the U.S. Women's National Team, and was part of the squad that won the 2015 FIFA World Cup. On the U.S. team, she has consistently notched assists and goals in international play.

Press plays in the National Women's Soccer League for the Houston Dash.



Freddie Ljungberg

Ljungberg, originally from Sweden, had an illustrious 17-year playing career that included captaining the Swedish National Team and a successful 9-year stint with Arsenal FC. He played a critical role in Arsenal's success throughout the early 2000's when the Gunners were considered 'invincible.' Other highlights include a spell with West Ham United, prior to moving over to the MLS and playing for both the Seattle Sounders and the Chicago Fire.



Oguchi Onyewu

Onyewu, an American defender, earned over 60 caps with the U.S. Men's National Team and played for the U.S. at the 2006 and 2010 FIFA World Cups. He began his professional career in Europe in 2002 and received the 2006 U.S. Soccer Player of the Year award. During his professional career, he has played for clubs throughout Europe, including over 100 appearances for Standard Liege in the Belgian First Division. He currently plays for the Philadelphia Union in the MLS.



Bacary Sagna

Sagna plays right-back for Manchester City FC in the Barclays English Premier League and is also a member of the French National Team, playing in both the 2010 and 2014 World Cups. He previously played at Arsenal FC for seven seasons. He is considered one of the best right-backs in the world.



Alex Song

Song is a member of the Cameroon National Team and currently plays for Rubin Kazan, after most recently playing for West Ham United FC and FC Barcelona. He began his professional playing career in 2003 for the Bastia team in France. From 2005-2011 he played for Arsenal FC in the Barclays English Premier League, consistently performing as one of the top players. He played for Cameroon in the 2010 and 2014 FIFA World Cups.

IN THE NEWS

2017

Manchester United Legends Sir Alex Ferguson, David Beckham and Phil Neville Promote World AIDS Day at Grassroot Soccer Gala in London

(DailyMail.co.uk)

For World AIDS Day, an Urgent Call for More Attention to Men and Boys

(ScienceMag.org)

2016

Grassroot Soccer World AIDS Day Gala Raises Over \$1.1 Million for Youth

(grassrootsoccer.org)

Tackling the Stigma of HIV and AIDS

(comicroelief.com)

PREVIOUS YEARS

Arsenal Feature: Grassroot Soccer

(arsenal.com)

Ethan Zohn Uses Soccer to Fight AIDS in Africa (nbc.com)

Ethan Zohn Hosts Fundraiser for AIDS



CONTACT US

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To Donate:

www.grassrootsoccer.org/donate



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