

GRASSROOTSOCCER 

2018

# Annual Report

EDUCATE. INSPIRE. MOBILIZE.



A LETTER FROM

# Tommy Clark

Dear Friends,

Adolescence is an exciting yet dangerous time in one's life. Young people have to make important decisions by themselves often for the first time – and at a time when their brains are not fully developed and poor decision making is common.

Nowhere is the danger higher than in Africa, where adolescents have the greatest health challenges and worse health outcomes than anywhere else on the planet, largely related to preventable diseases like HIV. Threatening to compound this situation is a predicted population explosion in Africa, where the adolescent population is estimated to double in the next 30 years. This can either be seen as a source of instability – or a huge opportunity. Our investment in adolescents will determine the outcome.

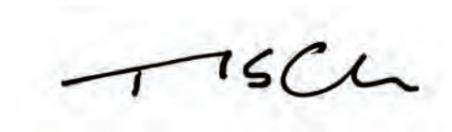
At Grassroot Soccer, we know that with support and encouragement from peers and adults, opportunities for growth, and services that respond to their unique health and development needs, adolescents can break long-standing cycles of poverty and inequality, and live healthier lives.

Over the next five years, Grassroot Soccer plans to impact millions of adolescents through partnerships.

We have committed to scaling dramatically in order to achieve greater impact and help improve adolescent health outcomes in high-need geographies across the globe. Greater impact will mean reaching more young people, providing the highest-quality programs, and strengthening linkages across the full health continuum.

We are committed to working hand-in-hand with our partners to maximize impact and outcomes towards improving adolescent health. As donors, implementers, policymakers, researchers, funders and allies, your vision, knowledge, passion and experience are invaluable. Working together, we can ensure that young people have the mentors, information, and health services they need to thrive.

Many thanks for your dedication to our work,



Thomas S. Clark, MD  
CEO & Founder



# Our Mission

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

## OUR MODEL

# 3C'S



### Curriculum

SKILLZ soccer-based health curriculum



### Coaches

Caring adults and mentors



### Culture

Vital conversation, safe spaces, inspiration, and fun

## OUR IMPACT

# 3A'S



### Assets

Increased health knowledge and the confidence to use it



### Access

Increased uptake of high-quality health services



### Adherence

Adherence to medical treatment, therapy, and healthy behaviors

# Data

Grassroot Soccer is dedicated to improving the health of adolescents. We use evaluation, including formal research, to understand the impact of what we do and constantly improve.

# 200,000+

**YOUTH** Reached in 2018 with health and life skills programming

## Assets

### +45%

Increase in adolescent boys who say that unequal power in relationships can contribute to the spread of HIV

### +35%

Increase in girls who say they have talked about dating/relationships with an adult they trust in the last 3 months

### +20%

Increase in participants' gender-equitable norms and beliefs

### +20%

Increase in participants feeling they are supported in their lives

## Access

OVER  
99,000

Sexual and reproductive health services accessed by adolescents

OVER  
55,000

Adolescents tested for HIV

## Adherence



Viral Suppression

Participants in a Baylor/GRS program in Malawi demonstrated self-efficacy to disclose and have a viral load suppression rate which is higher than the national average.

OVER  
3,200

HIV+ adolescents enrolled in care & support clubs



# Program Highlights



## Ford Foundation BUILD Grant

Support from the Ford Foundation BUILD program has enabled key organizational development initiatives and activities, including the development of a financial sustainability plan, the development and piloting of new innovative curricula, and a government engagement strategy. The Ford Foundation partnership will ensure Grassroot Soccer has strong foundations for growth and sustainability.



## Total Health

With leadership from the Vitol Foundation, and additional support from multiple partners including ActionAid, Bohemian Foundation, BT Supporters Club, Comic Relief, FIFA, Ford Foundation, Johnson & Johnson, MAC AIDS Fund, Swedish Postcode Foundation, and TDH Schweiz, Grassroot Soccer's "Total Health" project aims to reach over 80,000 young people in Zimbabwe and Zambia with life-saving health information and access to health services and treatment. This four-year project will run through 2020 and will support key national government efforts to improve the sexual and reproductive health of young people.



© Nandi Bwanali/One Community

## USAID/PEPFAR

With the support of the American people through USAID and the Peace Corps, and funded by PEPFAR, Grassroot Soccer supported over **44,000** adolescent girls and young women in **10** countries in 2018. Through PEPFAR's DREAMS (Determined Resilient Empowered AIDS-Free Mentored Safe) program, GRS ensured that adolescent girls and young women build their social and health **assets**, have **access** to youth-friendly services, and are able to **adhere** to behaviors that will keep them safe and healthy.

PEPFAR funding has catalyzed new innovative projects to work with adolescent boys and young men, as well as orphans and vulnerable children, two of the most vulnerable and hard-to-reach groups.

GRS thanks the following organizations for their partnership: Peace Corps (multi-country), Catholic Relief Services (Malawi), FHI360 (Zimbabwe & South Africa), Jhpiego (Tanzania), mothers2mothers (South Africa), the Centre for Communication Impact (South Africa), PSI (Zimbabwe), Save the Children (Malawi), Concern Worldwide (Malawi), GAIA (Malawi), and JHUCCP (Malawi).

44,000+  
ADOLESCENT GIRLS



10  
COUNTRIES



# Program Highlights

## ExxonMobil Foundation

Support from longtime partner ExxonMobil has allowed Grassroot Soccer to work in partnership with five local organizations: Tchova Tchova Communications Programs (Mozambique), Young Women's Christian Association and Southstar Sports Development Association (Papua New Guinea), Youth Empowerment Development Initiative (Nigeria), and Biriaelat (Equatorial Guinea). These partnerships engage young people around key health issues including HIV and malaria

prevention, care, and treatment; development of healthy relationships and positive gender norms; and prevention of violence against women and girls. In 2018, GRS and our partners supported over 48,400 young people to build their assets and almost 30,000 young people to access services including testing for HIV, malaria testing and treatment, distribution of long-lasting insecticide bed nets, contraception, and gender-based violence services.



At first I thought that nothing good can ever come out from me [...] But given the platform and the chance to speak to my peers for advice during our Grassroot Soccer sessions, I was able to see that it's not the end of the world. I can still change it, I can still make a better self out of myself. I can still reach my goals – it's still possible. Only if I just believe in what I am doing, I will definitely get there.



**Hope Peter**

GRS participant, South Africa

# Leading The Conversation

## Partnerships for Impact at the 2018 Adolescent Health Partnership Forum

Grassroot Soccer hosted its first [Adolescent Health Partnership Forum](#) from April 10-12, 2018 in Soweto, South Africa, to harness the power of partnerships, influence the global adolescent health agenda, and achieve collective impact for today's youth and tomorrow's future. More than 75 participants from 14 countries and 63 organizations representing government, civil society, academia, private sector, and development partners came together to share their knowledge and experiences, participate in Grassroot Soccer's sport-based and youth-focused learning activities, and discuss how to improve collaboration and deliver better health outcomes for young people. Over the three days, participants were challenged to identify solutions and best practices across issues and sectors to promote health and well-being for all adolescents and ultimately contribute towards achieving the Sustainable Development Goals.



If we are going to make a difference in young people's health, there is no other way than partnering.

*Dr. Saiqa Mullick*  
WITS Reproductive Health Institute



# Leading The Conversation

## Grassroot Soccer at the 2018 International AIDS Conference

The International AIDS Conference (IAC) is the largest global health conference in the world, with over 15,000 attendees. At [IAC 2018 in Amsterdam](#), Grassroot Soccer hosted a one-day workshop called “Changing the Game in Adolescent-Centered Design: Assets, Access, Adherence.” Together with partner organizations and the adolescents we serve, we shared innovations and failures in using adolescent-centered design principles in HIV and sexual and reproductive health and rights that keep youth at the forefront. Key to the day was the Youth Game Changers Panel, where young voices from GRS, PEPFAR’s DREAMS Ambassadors program, Women Deliver, Girl Effect, and Avert shared their perspectives in each panel discussion, creating a cross-generational and multi-sector dialogue.

*Among the GRS Pre-Conference expert speakers were:*

**Linda-Gail Bekker**  
President of the International AIDS Society

**Lauren Marks**  
Director of Private Sector Engagement for PEPFAR

**Jocelyn Wyatt**  
CEO of IDEO.org

**Robin Gorna**  
Co-Lead of SheDecides

**Dr. Brian Brink**  
GRS Global Board Member, Expert and Leader in HIV/AIDS

At the OPTIONS Consortium Insights to Impact pre-conference event, GRS was presented with the Demand Creation Innovation award for “Best Demonstrated Impact” for our Make the Cut voluntary medical male circumcision intervention.

A total of 5 poster presentations featured GRS’s work across a range of geographies and programs.

GRS was featured in the Global Village at PEPFAR’s MenStar booth, where delegates engaged in live demonstrations of our SKILLZ Health activities.

GRS young leader Taonga Kennedy participated in multiple youth engagement events, including a session hosted by Sentebale with HRH the Duke of Sussex, and a roundtable hosted by the #GenEndIt coalition.



© International AIDS Society / Matthijs Immink



# Supporter Events



## Changemaker Cup

In May 2018, a dedicated group of Grassroot Soccer supporters gathered in London on the hallowed turf of Stamford Bridge. The 11 teams competed in the inaugural 7v7 Grassroot Soccer [Changemaker Cup](#), which provided funding for 1,800 adolescents to participate in GRS programs, connecting them with mentors, information, and health services they need to thrive. Among the players at the event was GRS Ambassador Robert Pirés.

## Goldman Sachs Equalizer Cup

In August 2018 the Goldman Sachs Women's Network, alongside Goldman Sachs partners Gregg Lemkau and Julian Salisbury, hosted the [Equalizer Cup](#) tournament in New York City to benefit Grassroot Soccer and improve the lives of youth in developing countries. With 12 co-ed teams playing hard to win the bracket, more than \$250,000 was raised from the event, empowering 8,500 adolescents to overcome their greatest health challenges and live healthier lives.

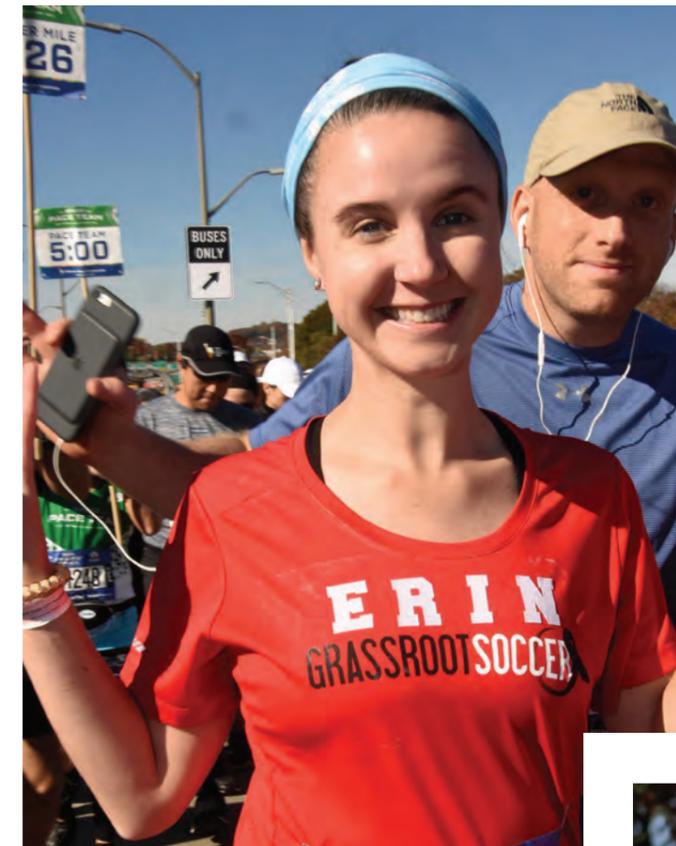


## Soccer and Endurance Events

Year after year, [mile after mile](#), and kick after kick, Grassroot Soccer supporters from around the world are taking to the pitch, pounding the pavement, and hosting their own events in support of adolescent health.

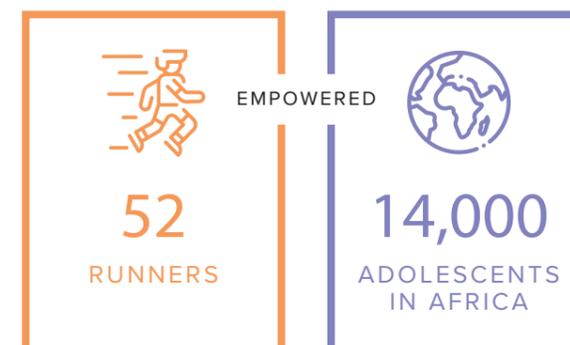


*In addition to the Changemaker and Goldman Sachs Equalizer Cups, in 2018 GRS supporters organized:*



Team GRS runners from across the globe participated in the 2018 TCS New York City Marathon and Bank of America Chicago Marathon with enthusiasm and dedication, raising critical funds to change the lives of youth.

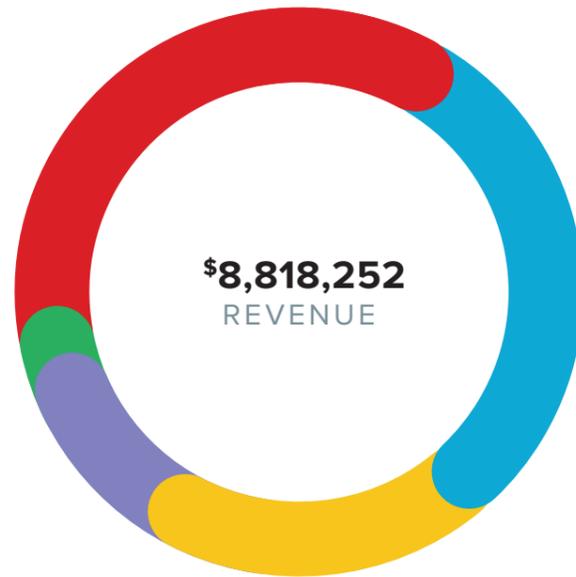
Our partners at Vitol have led the pack in the last two years, with a total of 27 employees raising \$300,000 on behalf of youth in Africa through the TCS New York City Marathon!



# Financials

The figures below represent unaudited financials for the year 2018. Full audited financial statements will be posted on our website, [www.grassrootsoccer.org](http://www.grassrootsoccer.org), when available.

- 1% Other Income  
\$55,511
- 14% Corporate/Corporate Foundations  
\$1,281,723
- 18% US Government  
\$1,554,819
- 29% Private Foundations  
\$2,558,279
- 38% Individuals  
\$3,367,920



- 10% Fundraising  
\$957,104
- 10% Management & General  
\$887,517
- 80% Programs Services  
\$7,318,976



Grassroot Soccer has a deep commitment to our donors and we encourage you to take a look at our record of accountability. You can find more information about this commitment on our website, [www.grassrootsoccer.org/financials](http://www.grassrootsoccer.org/financials).



As an HIV-positive youth who has suffered from depression, it was really hard to get help for my mental health problems because everyone was focused on my HIV status, but forgot about every other aspect of health. There is a common misconception that if you can deal with the virus, then you can deal with all other problems. For so many young people, this is not true. Everything is intertwined, and everything has an effect on the well-being of young people living with HIV [...] The time is now to take our words and transform them into actions – actions that are not only beneficial, but have a long-standing effect.



**Taonga  
Kennedy**

GRS Training Fellow and  
Master Coach, Zambia

# Global Ambassadors

Oguchi Onyewu

Christen Press

Bacary Sagna

Freddie Ljungberg

Robert Pirés

*In addition, Grassroot Soccer was thrilled to welcome two new Global Ambassadors in 2018:*



### Quinton Fortune

Fortune’s impressive career has included massive success with Manchester United and participation in the 1998 and 2002 World Cup competitions. The former midfielder played 46 times for South Africa and is considered part of the dream team of South African soccer. Fortune is a strong advocate of education for all as well as gender equality, and speaks out against gender-based violence.

### Rachel Riley

Riley is an accomplished UK television host and presenter. Her credits include co-host of the popular TV quiz Countdown and presenter on The Gadget Show, It’s Not Rocket Science, and Friday Night Football and Fantasy Football Club, both on Sky Sports. She is passionate about math and science, and is an advocate for adolescent education across the globe.



Adolescents want what everyone else wants. We seem to forget that we have been adolescents. We forget they have the same right to health as everyone else...They want security, safety, trust, confidentiality, respect, and more—in both health centers and schools.

## Amanda Dlamini



Development Activist and former South African National Women’s Soccer Team Player  
Panelist at GRS 2018 Adolescent Health Partnership Forum

# Global Board of Directors

## Gregg R. Lemkau, Chair

Co-Head of the Investment Banking Division  
Goldman Sachs

## Seb Bishop

CEO  
Summerill & Bishop Ltd.

## Dr. Brian Antony Brink

BSc; MBChB  
DMed (HON) (Witwatersrand)

## Cynthia Carroll

Former Chair, Vedanta Holdings and Former  
CEO, Anglo American PLC

## Thomas S. Clark, M.D.

CEO and Founder  
Grassroot Soccer

## Tom Crotty

Senior Advisor  
Battery Ventures

## Jennifer Diamond

President  
Diamond Foundation

## Jonathan Klein

Co-Founder and Chairman  
Getty Images, Inc.

## George Lightbody

Partner  
Lazy Brown Dog Ventures

## Angela Mwanza

Senior Vice President of Investments  
UBS

## Methembe Ndlovu

Co-Founder  
Grassroot Soccer

## Lisa Stuart

MSW, MPA

*In 2018, Grassroot Soccer was proud to welcome three new Directors to the Global Board:*



## Ken French

Roth Family  
Distinguished Professor  
of Finance  
Tuck School of Business  
at Dartmouth College



## Christen Press

Professional Soccer  
Player, U.S. Women's  
National Soccer Team  
and National Women's  
Soccer League



## Todd Sisitsky

Managing Partner  
TPG Capital



We played a game called SOCCER EQUALITY and that further opened my eyes to gender equality. Now, I'm a very good boy at home; if you see my mother and sister, ask them, I'm a changed person right now.

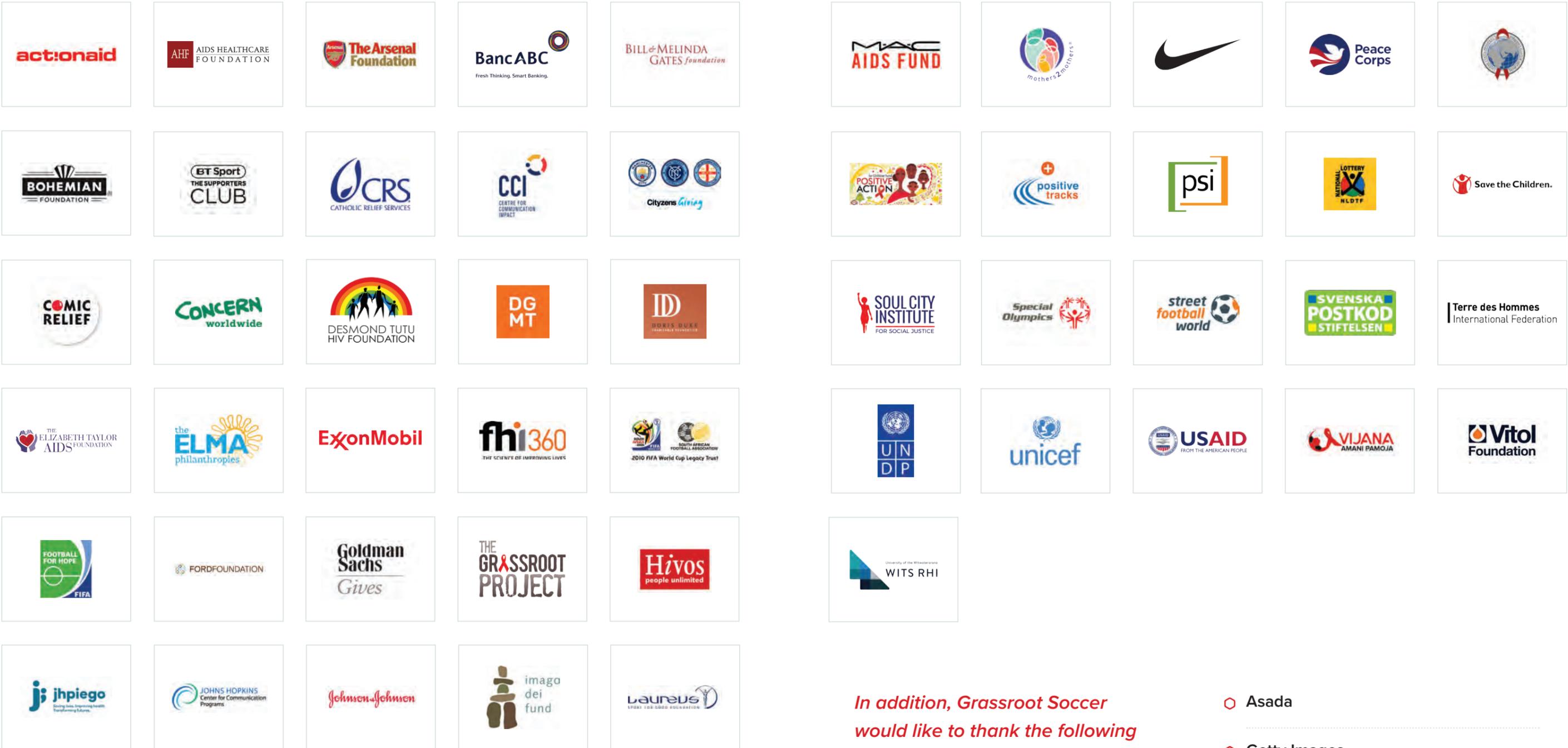


## Oshinowo Gabriel

SKILLZ Guyz Participant through YEDI, Nigeria

# Our Supporters

In addition to our generous individual supporters, Grassroot Soccer would like to thank our institutional donors and partners:



*In addition, Grassroot Soccer would like to thank the following for their generous in-kind support in 2018:*

- Asada
- Getty Images
- KRā Sports Drink



**GRASSROOTSOCCER**



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[www.grassrootsoccer.org](http://www.grassrootsoccer.org)