Dear Friends,

As I write this note, the COVID-19 pandemic is altering life for everyone. Before I introduce 2019, let me assure you that Grassroot Soccer (GRS) has responded very quickly. Some things won’t change; our mission of ensuring the health of adolescents and our strategy of scaling through partnerships are more appropriate now than ever before. We remain focused on delivering impact through the 3A’s of adolescent health: building young people’s health Assets, facilitating their Access to services, and promoting their Adherence to medication and healthy behaviors.

In reflecting upon our work in 2019 throughout this report, we acknowledge that 2020 will be a year of new challenges. We have already added new content around COVID-19 and shared this as an open source curriculum. Over 600 organizations have downloaded this curriculum and the feedback is very positive. We are also adapting to new ways to deliver content and support adolescents. The need for effective health interventions for adolescents has never been greater. Fortunately, as this report demonstrates, GRS is deeply embedded in the communities where we work, we have a large network of partners across Africa who are embedded locally and regionally, and we are well-positioned to be a stabilizing force for adolescents.

While there may be global uncertainty around what lies ahead, here’s what we know for sure: before the COVID-19 pandemic, African adolescents were already nine times more likely to die from preventable causes than adolescents in high income countries. Among many factors, they face a triad of three critical health issues: HIV/AIDS, lack of family planning knowledge and access, and gender-based violence. Throughout this report you’ll find examples of how GRS is addressing these factors through our 3C’s approach: evidence-based soccer-based Curriculum, Coaches who are caring mentors, and a Culture that promotes safe spaces and fun.

In 2019, GRS increased our impact by working with more youth, becoming a stronger partner, and continuing to listen to youth to ensure our programs are designed with their needs at the center. We worked closely with government agencies on multiple levels — from the Ministry of Education in Ethiopia to the US Peace Corps to the Ministry of Health in Zambia — to make GRS programs a component of their educational and health systems, we continued our research and launched an exciting new NIH-funded study in Zambia, we collaborated with 118 partners in 21 countries, and we reached over 1.3 million youth.

None of this work would be possible without you. We are incredibly grateful to our donors and partners for working side by side with us to improve the lives of adolescents.

Many thanks,

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 & Impact

3C's
- Curriculum: SKILLZ soccer-based health curriculum
- Coaches: Caring adults and mentors
- Culture: Vital conversation, safe spaces, inspiration, and fun

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

I joined Grassroot Soccer as a Coach. I love this experience as it has shown me that there are more ways of giving to the community and I have the potential to have great impact not only in my country but in the world at large.

Rejoice Blessing Muruge
GRS COACH, ZIMBABWE
Challenge

Improvements in health are key to lifting people out of poverty.

BILL & MELINDA GATES
2020 Annual Letter

The number of adolescents in sub-Saharan Africa is exploding, and they face daunting health challenges. By 2050, sub-Saharan Africa is projected to have more adolescents than any other region. African adolescents are 9X more likely to die from preventable causes than adolescents in high income countries (World Health Organization).

Leading health experts and economists agree that health is key to economic development and poverty reduction. The The Lancet Commission on Adolescent Health and Wellbeing has estimated that every dollar invested in adolescent health yields a 10x economic return.

Grassroot Soccer focuses on three of the most critical health issues facing adolescents, which are intrinsically linked:

HIV/AIDS
Leading cause of death among all adolescents in Africa

Sexual & Reproductive Health
Pregnancy and childbirth leading cause of death among 15-19 year old girls

Harmful gender norms & gender-based violence
30% of girls and women experience gender-based violence

Impact

Grassroot Soccer is dedicated to improving the health of adolescents and we use evaluation, including formal research, to understand the impact of what we do and constantly improve. Here are some highlights from the year

ASSETS

Gender based violence is very prevalent in the communities where GRS works. For example, in South Africa, it’s estimated that over 40% of women will be raped in their lifetime and more than a third of girls have experienced sexual violence before the age of 18. Root causes include a lack of gender equality, and acceptance of violence in relationships. GRS works to change these by addressing them head-on.

ACCESS

Adolescents’ lack of access to youth-friendly, convenient health services is a major problem. If adolescents aren’t able to test for HIV or pregnancy, use contraception, receive treatments for sexually transmitted infections, or seek rape counseling, they will not be able to thrive now or in adulthood. At GRS we help adolescents access services by partnering with clinical providers, holding fun, free health events, and training Coaches to support participants to get the care they need.

ADHERENCE

There are 1.7 million adolescents living with HIV (ALHIV) in sub-Saharan Africa, where health care systems are often not designed to meet their needs. ALHIV are at greater risk of dying than younger children and adults living with HIV. If treated, they will live longer and will not spread the infections to others. Yet they face many challenges in adhering to treatment, such as fear of disclosure and stigma, lack of youth-friendly services, and fatigue in managing chronic illness. For example, in Zambia, only approximately 60% of ALHIV are on treatment. That’s why GRS developed SKILLZ Plus, a program which helps ALHIV thrive using a network of supportive peers and Coaches openly living with HIV.

In Zambia, where SKILLZ Plus launched in 2015, GRS has increased the number of HIV-positive youth reached by 11X in four years (from 250 to 2,792).

GRS participants show a 25% increase in gender equitable beliefs, such as: it’s not ok for a boy to hit his girlfriend or have non-consensual sex with her, or that it’s ok for girls to carry condoms or disagree with boys.

OVER

1.3 MILLION YOUTH
reached in 2019 with health and life skills programming.*
Program Highlights

Grassroot Soccer knows that taking a differentiated approach to working with young people is critical to meeting them where they are. GRS programs are specifically tailored to address the unique vulnerabilities and needs of adolescents. We collaborate with strategic partners to ensure adolescents are supported along the continuum of care.

2019 saw the significant expansion of GRS’s SKILLZ Boy program, which promotes gender equity and positive masculinity in order to improve health outcomes for adolescent boys and girls in their communities. Funded by Swedish Postcode Lottery Foundation, GRS’s “Equalize!” project was grounded in research GRS conducted in Nigeria which showed significant gains in gender equitable attitudes, health knowledge, and self-esteem. GRS expanded this evidence-based program to three new countries: South Africa, Zambia, and Zimbabwe, for a total of 11 countries. Data showed a 34% increase in gender equitable norms for boys in the project.

GRS celebrated a decade of partnership with FIFA, leveraging the power of soccer to deliver game-changing health and life skills programming, provide community-based services and mobilization, and utilize FIFA Football for Hope Centers in Khayelitsha, Alexandra, and Bulawayo to serve as safe spaces for young people and their communities. Grassroot Soccer has supported FIFA’s legacy through partnering with local organizations to deliver adolescent health programs at Football for Hope Centers in Tanzania and Lesotho. Through our centers in South Africa, GRS also engaged the South African Football Association to reach adolescent boys and young men via a medium they know and love.

Under the Population Services International-led flagship USAID project, “Going the Last Mile for HIV Control Project in Zimbabwe,” GRS Coaches generated demand for voluntary medical male circumcision (VMMC) and condoms among adolescent boys and young men ages 15-29. Leveraging GRS’s award-winning Make the Cut intervention, and linking them to PSI’s clinical services, GRS motivated 3,100 adolescent boys and young men to get circumcised – averting nearly 800 HIV infections.

Engaging adolescent boys and young men to achieve gender equality and better health outcomes

GRS global board member Christen Press joined fellow U.S. Women’s National Soccer Team teammate Tobin Heath at the GRS Equalize! tournament in South Africa to highlight gender equality.
GRS continues to work with young people where the need is highest. With the support of PEPFAR/USAID, GRS reached over 54,000 orphans and vulnerable children and youth with HIV and gender-based violence prevention mixed-sex programs in 2019 – including 18,210 in South Africa together with mothers2mothers and FHI 360, and 49,691 in Malawi together with JHUCCP and Catholic Health Commission-Lilongwe.


Through partnership and collaboration with government, clinical, and community partners, GRS is scaling its SKILLZ Plus program to improve adolescent adherence and well-being. In 2019, the Zambian Ministry of Health (MOH) referred over 90% of GRS’s SKILLZ Plus participants, who were then supported by GRS for support and treatment adherence. GRS is working closely alongside Chisomo Community Programme and the Eastern Province Health Office-MOH to ensure that all ALHIV in the province get the support and treatment they need.

South African National AIDS Conference found that SKILLZ for Life increased participants’ knowledge of HIV/AIDS, sexual and reproductive health, healthy living, and social inclusion of people living with intellectual disability, while creating safe spaces for young people living with disabilities to discuss abuse and seek support through strong connections with their Coaches.

In partnership with FHI360, GRS provided access to health and social services for 20,000 girls in Zimbabwe and South Africa through PEPFAR’s DREAMS initiative, a flagship program that has reduced new HIV infections by 25% amongst adolescent girls and young women since its launch in 2015.

In Nigeria, Nike supported GRS and Youth Empowerment Development Initiative (YEDI) to enhance in-school SKILLZ programming for girls and boys with a World AIDS Day NIKE SKILLZ Health Cup soccer tournament focusing on supporting adolescents to access health services. Nike Ambassador Simi Adeagbo played a pivotal role in inspiring GRS Coaches and participants alike.

With support from the Vitol Foundation under the Total Health Project, GRS is ensuring adolescent girls have the support they need to repeatedly access SRHR services, and launched Teen Clubs to promote long-term adherence to healthy behaviors learned in SKILLZ programming.
Grassroot Soccer is on the road to building more integrative and transformational partnerships. In 2019, GRS worked with 118 partners in 21 countries and across five key collaboration areas: capability, knowledge, advocacy, implementation, and resources.

**CASE STUDY**
**Partners in Health, Malawi**
Partners in Health (PIH) and GRS started working together in Neno, Malawi in 2019 across all five collaboration areas. By combining GRS expertise in adolescent health and youth engagement with PIH’s clinical expertise and focus on health system strengthening, the two organizations have been able to co-design a youth-centered, holistic approach to improve adolescent health outcomes. The partnership includes SKILLZ health programs for young adolescents which help them to understand their sexual and reproductive health rights, develop health-seeking behaviors, and access youth-friendly health services. It also incorporates clinical mentorship for service providers, youth-friendly health events and national level advocacy for adolescent girls and youth-friendly services. Together, PIH and GRS are addressing the Three A’s of adolescent health and demonstrating the transformational value of partnering.

In addition to the African countries on the map, in 2019 GRS worked with partners in:

<table>
<thead>
<tr>
<th>Country</th>
<th>Partners</th>
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<tbody>
<tr>
<td>DOMINICAN REPUBLIC</td>
<td>1</td>
</tr>
<tr>
<td>PAPUA NEW GUINEA</td>
<td>4</td>
</tr>
<tr>
<td>SCOTLAND</td>
<td>1</td>
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<td>USA</td>
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In the Grassroot Soccer SKILLZ Girl programme I came to realize that I am special, unique, and beautiful. I have seen that I should not consider my feelings alone but have respect for other girls and how they feel. I also discovered that my choices are important. What I want in life has to be decided by me because other people may make the wrong decisions for me, which could affect my future for years to come. I was encouraged to go and get tested in order for me to know my status and how I can maintain it.
The coach invited me to attend SKILLZ Plus activities, I learnt a lot, and this made me come to understand that just because you have the HIV virus it’s not the end of life. This helped me to think positively about my life knowing that I am the same with other people. I want to provide counsel and be an activist to my fellow peers and spread this information on positive living... because the GRS support programme helps society to accept people living with HIV...

Mwiza Banda
GRS PARTICIPANT, ZAMBIA
Supporter Events

A few highlights from 2019:

**Changemaker Cup NYC**
The scene at the first Changemaker Cup NYC was charged, with more than 100 players giving their all in the battle for the title of Changemaker Cup Champions. The success of the 2019 Changemaker Cup NYC will provide funding for 4,000 young people to participate in GRS programs, connecting them with the mentors, information, and health services they need to thrive.

*BATTERY PARK*
New York City, New York

**Goldman Sachs Equalizer Tournament**
Nearly 100 intrepid Goldman Sachs employees took a break from their busy work day and convened in Battery Park for the second annual Equalizer Cup. The Equalizer Cup brings together Goldman employees in support of Grassroot Soccer’s work challenging negative gender norms, decreasing gender-based violence, and engaging boys and young men in creating more gender-equitable communities.

*BATTERY PARK*
New York City, New York

**NYC Marathon**
Year after year, mile after mile, Grassroot Soccer supporters are pounding pavement, tackling trails, and taking on bike tours in support of adolescent health. The runners on Team GRS who participated in the 2019 TCS New York City Marathon approached the event with enthusiasm, dedication, and their fair share of unique pre-race traditions.

*New York City, New York*

**Changemaker Cup UK**
The pitch was packed with pro legends, including Rio Ferdinand, Laurent Manuel, Park Ji-sung, and Niko Kranjčar – a rare sight at a single tournament. GRS Global Ambassadors Robert Piérès, Rachel Riley, Oguchi Onyewu, and Quinton Fortune also delivered a win for adolescent health with their lively presence at the event. Alongside them were players on 14 teams, each competing to take home the title of Champion Changemaker. The second-annual Changemaker Cup UK brought together allies of adolescent health, raising £110,000 to empower youth through GRS programming.

*STAMFORD BRIDGE*
London, England

**Classy Gives (represented in CA and SA)**
Grassroot Soccer was delighted to host ten of our friends from Classy as part of their #ClassyGives staff initiative. Each year, Classy employees band together as a community to fundraise for a nonprofit using Classy’s own technology. We were humbled and grateful to be the focus of this year’s efforts. The top ten Classy fundraisers spent a week with Grassroot Soccer South Africa, witnessing firsthand the impact sport and community can have on adolescent health.

*San Diego, California to Soweto, South Africa*

**Equalize! Tournament South Africa**
World Cup champions and US National Team players Christen Press, a GRS Board Member and Global Ambassador, and GRS supporter Tobin Heath spent a lively day at the Equalize! tournament in Khayelitsha. The Equalize! program focuses on working with adolescent boys and young men to champion change when it comes to gender inequality, and to promote access to health services. Many thanks to Swedish Postcode for supporting this initiative!

*Khayelitsha, South Africa*

**Atherton Tournament**
Eighty-five eager Grassroot Soccer supporters of all ages gathered for a fun day of soccer and socializing, while raising funds to empower 1,000 youth. The day started out with 3v3 pool play consisting of mixed-age teams put together at random and resulting in an impressive level of community spirit, with most teams made up of perfect strangers. The more experienced players did a wonderful job including the young upstarts, in a display of the power of soccer to bring people together.

*SACRED HEART SCHOOL*
Atherton, California

**Equalize! Tournament**
World Cup champions and US National Team players Christen Press, a GRS Board Member and Global Ambassador, and Grassroot Soccer supporter Tobin Heath spent a lively day at the Equalize! tournament in Khayelitsha. The Equalize! program focuses on working with adolescent boys and young men to champion change when it comes to gender inequality, and to promote access to health services. Many thanks to Swedish Postcode for supporting this initiative!

*Khayelitsha, South Africa*
Grassroot Soccer supporters from around the world gathered in London to mark the 2019 World AIDS Day Gala. The convening of world-class athletes, celebrities, thought leaders, and supporters raised over $1 million, which will empower thousands of youth with access to GRS’s award-winning health-based curriculum.

Thematically, the gala focused on the empowerment of girls and young women, a point brought home by GRS Global Board Member and Gala Chair Fiona Ferguson during a stirring speech as she remarked “In so many parts of the world, the spread of HIV and the proliferation of gender-based violence are deeply intertwined.” She offered a vision of hope too, letting guests know that “Grassroot Soccer Coaches empower youth to make healthier choices that can have profound impact on the rest of their lives; and for girls who traditionally experience less power in their lives, this can unlock a completely different future.”

Two-time World Cup Champion and US National Team player Christen Press took the stage for a Q&A, bringing the team’s message of gender parity across the world. Gender-based sexual violence contributes to the spread of HIV – girls who have experienced sexual violence are 1.5 times more likely to contract HIV. Press, a GRS Global Board Member and Global Ambassador, carried the momentum from her visit to Khayelitsha, South Africa earlier in the week, where she participated in the GRS Equalize! Tournament.

The 2019 World AIDS Day Gala, emceed by the talented George Lamb, was marked by appearances from Sir Alex Ferguson, Grassroot Soccer Global Ambassador Rachel Riley, renowned designer Stella McCartney, two-time World Cup Champion and U.S. National Team player Tobin Heath, and a special video message from David Beckham, OBE. The evening’s excitement continued in lively competition for an impressive selection of auction prizes, donated by a host of generous supporters.

GRS Zimbabwe Curriculum Development and Training Officer and former Zimbabwe Women’s National Team player Amelia Chifodya gave an inspiring speech with a rousing call to action, while speaking to the unifying power of sport. “Soccer unites everyone. Wherever there’s soccer, people from different races, different nationalities come together in harmony.”

GRS Global Board Member and Gala Chair Fiona Ferguson delivers a rousing speech

GRS supporter and former Board Chair Gregg Lemkau, legendary Man United coach Sir Alex Ferguson, and esteemed college and international coach Bobby Clark

GRS Co-Founder Ethan Zohn with GRS Zimbabwe Curriculum Development and Training Officer and former Zimbabwe Women’s National Team player Amelia Chifodya

GRS Global Board Member and Gala Chair Fiona Ferguson
Females need a seat at the table. We desire an invitation to be seated there and, in some cases when this isn’t available, you know what? We need to learn to create our own table. Because I believe girls with dreams can become women with vision. May we proudly support and empower each other to carry out our vision, because it is not enough to simply just talk about equality. It isn’t enough to simply believe in it. One must work at it.

Let us work at it together.

Kunda Mwitwa
GRS COACH, ZAMBIA

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, http://www.grassrootsoccer.org/financials.
In 2019, Grassroot Soccer was proud to welcome one returning and three new Directors to the Global Board.

- **Seb Bishop**
  CEO
  Summerill & Bishop Ltd.

- **Dr. Brian Antony Brink**
  BSc: MBBCh
  DMed (HON) (Witwatersrand)

- **Cynthia Carroll**
  Former CEO, Anglo American PLC, Former Chair, DeBeers,
  Former Chair, Anglo American Platinum, Former Chair,
  Vedanta Holdings

- **Thomas S. Clark, MD**
  CEO and Founder
  Grassroot Soccer

- **Tom Crotty**
  Senior Advisor
  Battery Ventures

- **Jennifer Diamond**
  President
  Diamond Foundation

- **Fiona Ferguson**
  Mother / Mentor

- **Ken French**
  Roth Family Distinguished Professor of Finance,
  Tuck School of Business at Dartmouth College

- **George Lightbody**
  Partner
  Lazy Brown Dog Ventures

- **Angela Mwanza**
  Senior Vice President of Wealth Management
  UBS

- **Methembe Ndlovu**
  Co-Founder
  Grassroot Soccer

- **Christen Press**
  Professional Soccer Player,
  U.S. Women’s National Soccer Team and National Women’s Soccer League,
  Co-Founder, re-inc

- **Todd Sisitsky**
  Managing Partner
  TPG Capital

- **Lisa Stuart**
  MSW, MPA

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Senior Advisor
Capital One

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Co-Head of Global Investment Banking, J.P. Morgan Securities LLC

**James (Jim) McCaffrey**
Senior Managing Director
Eastdil Secured
Global Ambassadors

Grassroot Soccer is proud to have these international ambassadors on the team, helping to raise awareness for our cause while inspiring our participants, coaches, and team.

Knowing that I can inspire other young people gives me the motivation to be a coach; they look up to me for mentorship and information on HIV and Sexual and Reproductive Health and Rights. My exciting moments as a coach come during vital conversations and home visits. This is the time I get to know my participants personally and understand them best.

Fiona Chisuta
GRS Coach, Zambia
Our Supporters

Grassroot Soccer would like to thank our institutional donors and partners. Those listed below contributed over $10,000 in grant funding to GRS in 2019:
**Donor List**

Grassroot Soccer is very grateful to the following individuals and institutions for their unrestricted support.

### $1,000,000
- Shari and Tom Crotty

### $500,000+
- Vickie A. and Kenneth R. French
- Lisa and Scott Stuart

### $100,000-$499,999
- Beth and David Blood
- Fiona and Dave Cornack
- Fiona and Mark Ferguson
- Kate and Gregg Lemkau
- Jenny and Gordon Singer

### $50,000-$99,999
- Katie Hall and Tom Knutsen
- Aneta and Iain Gunn
- Nokiro and David Gallagher
- Emilie Jacobs and Rowan Finnegan

### $10,000-$9,999
- Film and Entertainment Soccer
- Amy C. Falls and Hartley Rogers
- The Elkes Foundation III
- Brian Dineen
- Kathy and David Clem
- Haise and Kevin Hiler
- Holly Hagens and Todd Sisitsky
- Franck Attal

### $1,000-$9,999
- Jennifer and Robert Donald
- King-Guffey Family Foundation
- Debbie and Jonathan Klein
- Dominique and George Lightbody

### $500-$499
- Kathie and David Blood
- Brian Ahsing
- Rich Portogallo
- Jennifer and Michael Abbate
- Pam Ahsing

### $100-$99
- Jennifer and Mark Herman, The Carl and Ruth Shapiro Family Foundation
- Catherine Bronkhorst
- Heidrick & Struggles

### $50-$49
- Farah Asemi
- Christian Benigni
- Bill and Melinda Gates Foundation
- Jennifer and Michael Borislows

### $25-$49
- Annette and Paul Carbone
- Chad and Anna Cipolla
- Veronique Chou
- Gretl Dupre' Galgon and HerRay!

### $10-$24
- John Hamilton
- Andrea and Nicholas Kukrika
- Sabrina and Matthew LeBlanc
- Susan and Bill Boyle

### Acknowledgments

GRS also gratefully acknowledges the thousands of donors who gave in other amounts. These gifts made a substantial contribution to our work.

Grassroot Soccer would like to thank and acknowledge the following schools and community organizations for participating in student-led fundraising events and campaigns for our cause:

- Brandeis University
- Brown University
- Castleton University Men’s Soccer
- Claremont McKenna College
- Clarkson University
- Hanover High School, NH
- Holton Arms School
- Largo High School
- Middlebury College
- Notre Dame University
- Plainfield Elementary School, NH
- Rochester Institute of Technology
- Sacred Heart Schools, Atherton, CA
- Sarah Lawrence College
- Seoul Foreign School
- Solomon Schechter School of Westchester, NY (now The Leffell School)
- St. Paul’s School
- SUNY Cortland
- Temple University
- Town of Middlebury, Vermont
- Tufts University
- Vassar College
- Wesleyan University
- Yale University