

# Soccer Without Borders

*2011 Annual Report*



**OUR MISSION:** We use soccer as a vehicle for positive change, providing under-served youth a toolkit for growth, inclusion and personal success.

We run community-led, year-round youth development programs and camps in the USA and abroad. At every level, we prioritize a **focus on the whole person** and a **process-oriented** approach, while investing in local input to ensure **authenticity**.

Our five main program activities provide consistency and structure across programs, while also maintaining the flexibility necessary to be relevant across borders.



## TABLE OF CONTENTS

Letter from the Executive Director	3	SWB Kampala, Uganda	12
Perspectives	4	Seasonal Programs Spotlight	13
2011 At a Glance	5	Camps Spotlight	14
2011 At a Glance Cont	6	Camps Spotlight Cont	15
What We Do: 5 Activities	7	The SWB Team	16
What We Do: Programs	8	Advisory Board	17
SWB Baltimore, MD, USA	9	Financial Position	18
SWB Oakland, CA, USA	10	Partners & Supporters	19
SWB Granada, Nicaragua	11	Partners & Supporters Cont	20





## **Dear Friends,**

*So often throughout the year, I am asked the one-two punch of non-profit questions: what exactly does Soccer Without Borders do and why do you do it? I am immediately curious. I wonder if this person, like me, has experienced the power of a team to guide young people as they navigate adolescence, and grow into adulthood. Perhaps this person knows life in the margins, and can connect with the way that SWB engages populations too often overlooked. Perhaps the inquirer would best understand SWB for the way it brings together people from more than 40 countries each year, inspired by a shared passion and mobilized by the desire to achieve their goals. Each time, as I respond, I am reminded that impact is all about perspective.*

*As we close the door on 2011, we are proud to share with you this Annual Report, which highlights the efforts of those who give life to our mission around the world. Piecing together this snapshot of what we do and why, we have included a range of perspectives to give a voice to our programs. Ostensibly, SWB implements a team-based model that engages under-served youth through five core activities which facilitate the development of crucial life-skills. This I hope you'll find we explain clearly.*

*As you read, though, I encourage you to take a few minutes to hear these perspectives, reading between the lines. There, I think you'll find that the way SWB affects lives is farther-reaching than any field, any activity, any workshop, or any statistic. The impact of SWB is best understood through the experiences of those whom we serve, and the many who provide this service.*

*With that in mind, thank you to all of you who have made the evolution and expansion of SWB in 2011 possible through your time, creativity, generosity, and attention. We look forward to providing expanded program opportunities, particularly in our Domestic Programs, and to deepening our impact and the means by which we measure it, in the coming year.*

**Mary McVeigh**  
**Executive Director**



## Perspectives: SWB Graduates Return as Coaches



“SWB to me is a place of respect, honesty and loyalty. It is more than a soccer club, it is a place where youth come together as one to play the sport that they love. While playing side by side, they encounter a few of life’s greatest gifts: friendship, knowledge of self, and of course happiness.”

*-- Ye-Htet Soe, former player & current assistant coach, SWB Oakland*



“I love the organization because it arrived at a difficult time in my life and helped me to overcome that situation and look at life with more happiness. As a participant, I developed my ideas in the office . . . and my skills on the field. I learned to love how wonderful soccer is.”

*-- Hassell Chavez Bustamante, former player & current assistant coach, SWB Granada*





## 2011 At A Glance



**1304** SWB program participants

**26,152** volunteer hours

SWB youth and staff came from **41** countries

An average of **14** hours/week of free programs available to core program participants

*December:* Earned recognition from Oakland, CA mayor Jean Quan for outstanding service to immigrant populations.

*August & December:* Began programming with two camps in Glendale and Anaheim, CA with the IRC in LA and the Tiyya Foundation.

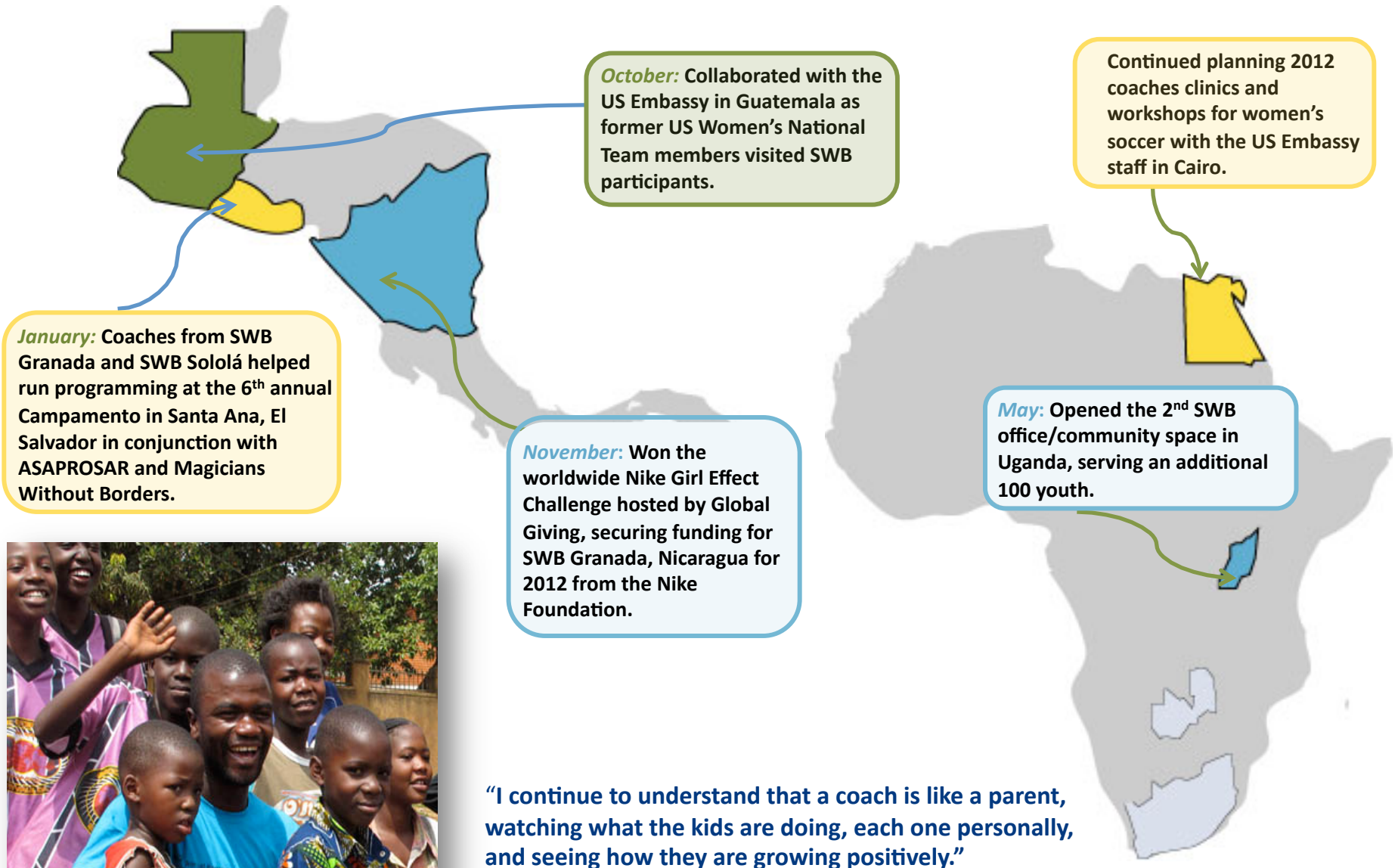
*June:* Hosted the 1<sup>st</sup> Annual City Cup tournament to celebrate World Refugee Day in Brooklyn, NY.

*April:* Began a seasonal program for the refugee and immigrant community in Greeley, CO, SWB's 4<sup>th</sup> domestic program.

*December:* Opened East Coast Headquarters in Boston, MA.

*November:* Baltimore Director Jill Pardini was awarded a fellowship from the Open Society Institute to work full-time for SWB.

# 2011 At A Glance



**"I continue to understand that a coach is like a parent, watching what the kids are doing, each one personally, and seeing how they are growing positively."**

-- Raphael Murumbi (left), Director, SWB Kampala

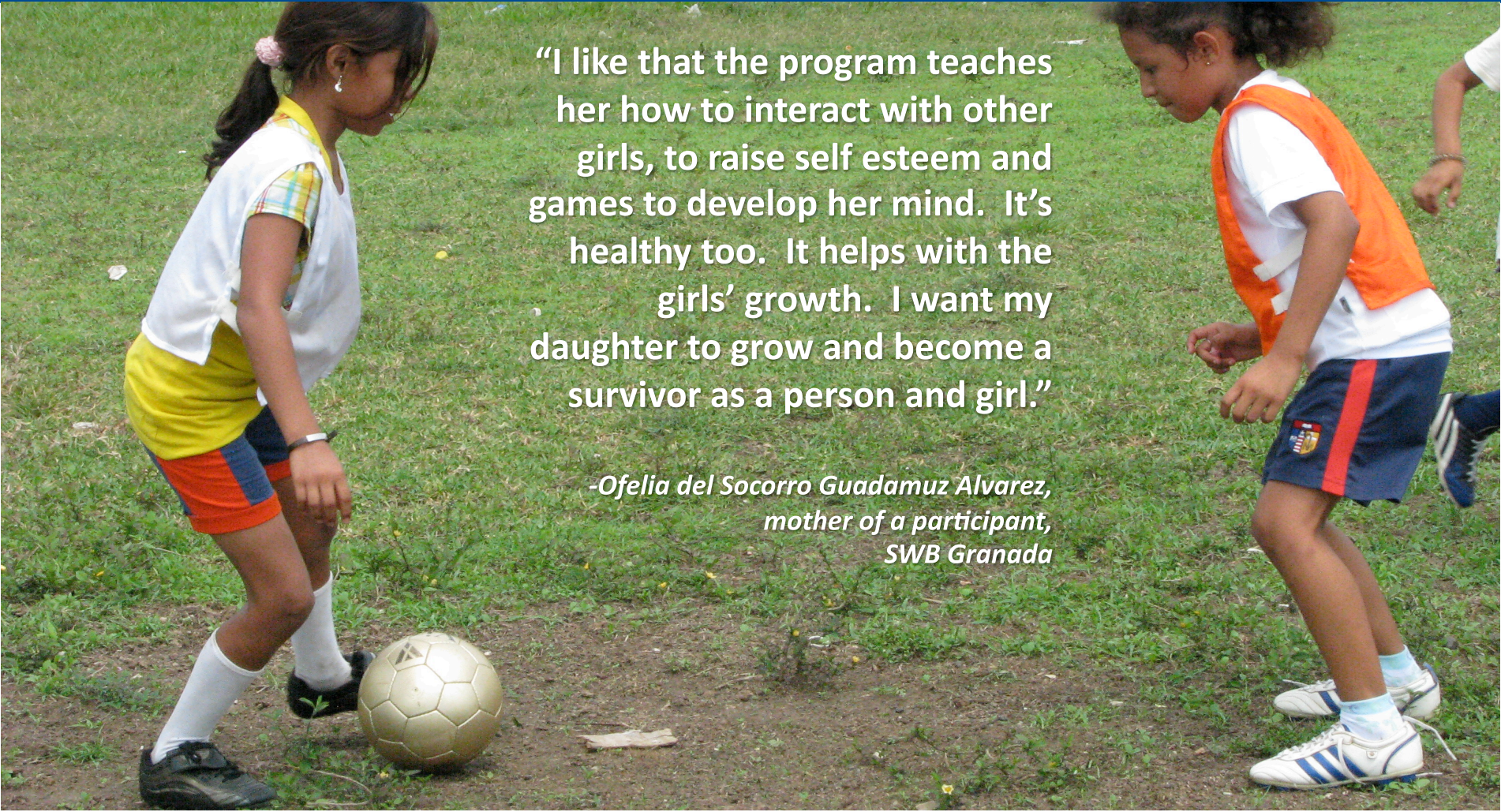


# What We Do: 5 Activities





## What We Do: Programs



"I like that the program teaches her how to interact with other girls, to raise self esteem and games to develop her mind. It's healthy too. It helps with the girls' growth. I want my daughter to grow and become a survivor as a person and girl."

*-Ofelia del Socorro Guadamuz Alvarez,  
mother of a participant,  
SWB Granada*

**SWB Core Programs offer activities**

**3-5 days per week, on and off the field**

**40+ weeks per year, 90+ minutes per session**



# BALTIMORE, MD, USA

## Core Program

### 2011 Highlights

- Added under-14 boys team
- Participated in an event in conjunction with the 7th Annual Mayor's International Festival
- Established seven new partnerships to carry out programming and increase the number of coaches, mentors, tutors, and volunteers

### By the Numbers

Participants attendance rate was **83%**

Team members originated from **9** different countries and spoke **8** distinct first languages

**6** different press outlets featured SWB Baltimore, including NPR and the *Baltimore Sun*

### Looking Ahead: 2012 and Beyond

- Add a part-time Academic Director through Coach Across America and summer internships
- Launch an eight member Advisory Board
- Create programming for girls

**Founded In:** 2010

**Program Location:** Baltimore, MD, USA

**Population Served:** Refugee and Asylee Youth

**Participant/Coach Ratio:** 10/1

**Youth Served:** 32



“We feel safe around them. We feel like we can ask them any question we want. Everything we want to know, we come to them and they help us. It’s kind of like a family.”

-- Glory B., SWB Baltimore participant, age 16, on his team and coaches

## Core Program

“It is home. Everybody in here is my family. We laugh together, we eat together, we’re mad together, and we win together.” – Soung L., SWB Oakland participant, age 15

**Founded In:** 2007

**Program Location:** Oakland, CA, USA

**Population Served:** Newcomer Refugee and Immigrant Youth

**Participant/Coach Ratio:** 14/1

**Youth Served:** 85



## OAKLAND, CA, USA

### 2011 Highlights

- Began year-round program for middle school youth, with high school participants as coaches/mentors
- Formed a partnership with Albany-Berkeley SC, allowing SWB to expand from 2 to 4 teams
- Won two ACCYSL championships, with undefeated seasons in both the U-16 and U-19 boys age groups
- Expanded summer work opportunities for older participants through 5 summer camps

### By the Numbers

Teams visited **5** State Parks on fieldtrips

Youth represented **22** different countries

**13** girls played on their first-ever team

**95%** high school graduation rate for participants

### Looking Ahead: 2012 and Beyond

- Expand counseling services for 11th/12th grade participants
- Offer more coaching opportunities for high-school aged youth



# GRANADA, NICARAGUA

## Core Program

### 2011 Highlights

- Expanded from 2 to 3 teams
- Hosted the Global Peace Games in Managua to celebrate the International Day of Peace
- Increased connections with families through house visits, open houses, and parent participation
- Partnered with US Embassy to complete clinics and coaching courses in four Nicaraguan cities

### By the Numbers

**286.5** hours in team-building activities

**39** girls completed their first-ever SWB seasons

Participation points were exchanged for **2,160** items, ranging from soccer gear to school supplies

### Looking Ahead: 2012 and Beyond

- Further develop scholarship program and implement graduation program
- Increase community outreach efforts throughout the city of Granada and the country
- Hire on-site coordinator

"I love SWB. It is the greatest thing that exists for girls here in Granada." -- Katherine B. E., SWB Granada participant, age 11



**Founded In:** 2006

**Program Location:** Granada, Nicaragua

**Population Served:** Girls (ages 7-19)

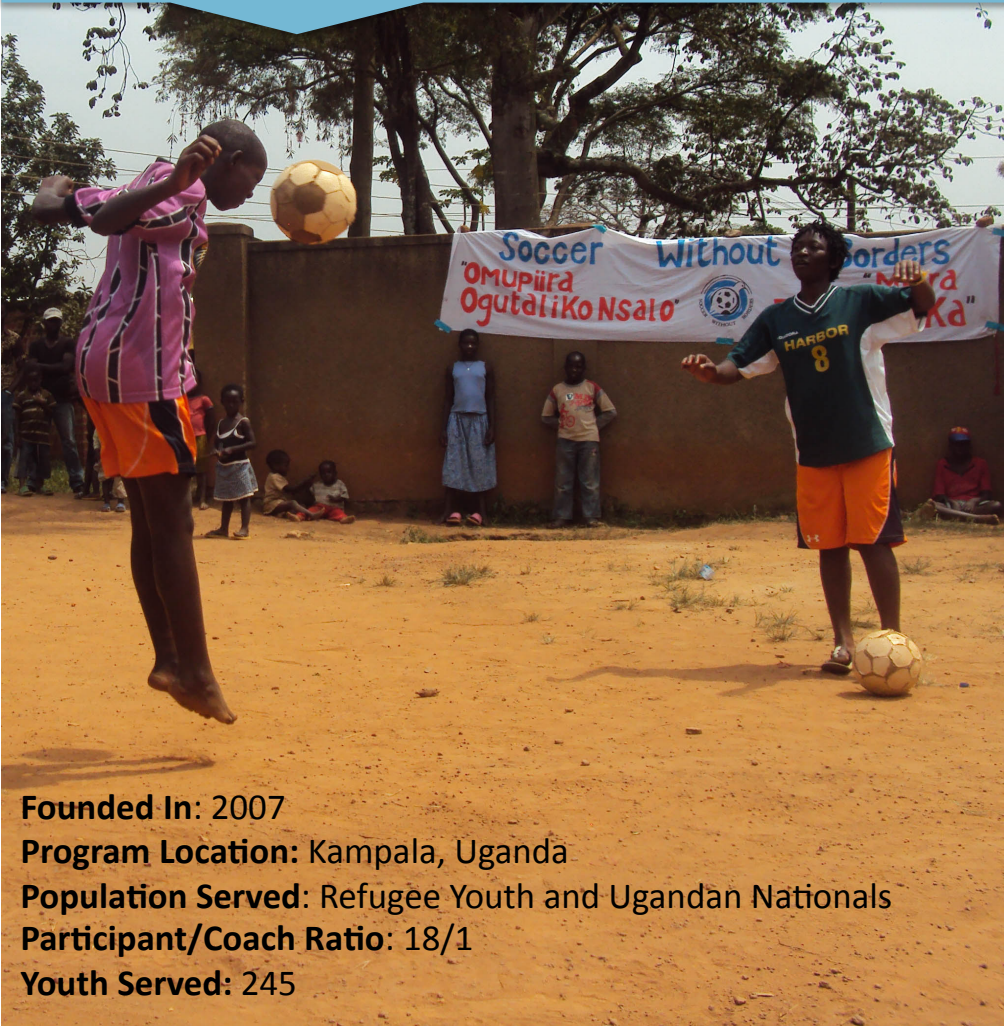
**Participant/Coach Ratio:** 12/1

**Youth Served:** 108

## Core Program

“SWB is for everyone, and it does not separate people. It just brings them together. It does not say, ‘Let’s put these ones here from Congo, and these ones from Uganda over there.’ Here, all the people from other countries are one.”

-- Aaron, SWB Kampala participant, age 11



**Founded In:** 2007

**Program Location:** Kampala, Uganda

**Population Served:** Refugee Youth and Ugandan Nationals

**Participant/Coach Ratio:** 18/1

**Youth Served:** 245

## KAMPALA, UGANDA

### 2011 Highlights

- Opened SWB office/community center in the Nsambya neighborhood of Kampala
- Expanded local staff from 2 to 6
- Began programming for out-of-school youth
- Established Sunday league for children in Nsambya

### By the Numbers

Kampala coaches hailed from **4** countries

**120** girls and women played in the SWB Kampala Women’s World Cup

Program leaders facilitated **90** hours of weekly activities

### Looking Ahead: 2012 and Beyond

- Broaden programming for girls in Kampala
- Expand evening office activity offerings
- Extend monitoring capabilities, including participant profiles
- Offer formal coaches trainings to staff



# Seasonal Programs

## Greeley, CO, USA

- Served more than 100 refugee youth, largely from Burma and Somalia
- Offered a mentoring program to connect younger participants with high school-aged youth leaders from their community

**Founded In:** 2011  
**Population Served:**  
Refugee Youth  
**Youth Served:** 105

## New York, NY, USA

**Founded In:** 2008  
**Population Served:**  
Refugee Youth  
**Youth Served:** 45

- Engaged participants through weekend soccer, in partnership with International Rescue Committee tutoring program
- Held the 1st annual “City Cup” with more than 75 refugee families joining for tournament-style play, team-building activities, and skills-clinics

## Sololá, Guatemala

- Shifted focus to engaging girls
- Offered more than 10 hours/week of girl-specific soccer practices, academic support and team-building activities
- Engaged more than 100 indigenous youth in surrounding villages, in addition to 50 within Sololá

**Founded In:** 2009  
**Population Served:**  
Indigenous Youth and Girls  
**Youth Served:** 150



**SWB Seasonal Programs**  
**offer activities**  
**1-2 days/week**  
**20+ weeks/year**

# Camps

SWB Camps utilize condensed versions of our year-round program activities, and offer programming during key periods of transition and down-time for underserved youth.

*2011 camps featured the following elements:*

## **SOCCER**

- Technical training
- Tactical training
- Physical training
- Small-sided games
- Soccer Olympics

## **WORKSHOPS**

- Nutrition
- Hydration
- Conflict resolution
- Yoga
- Dance

## **TEAM-BUILDING**

- Name games
- Cooperative games
- Leadership opportunities
- Scavenger hunts
- Team challenges

## **CULTURE EXCHANGE**

- Multi-national participants
- International coaches
- Home-stays
- Peer-to-peer discussions
- Cross-cultural pen pals

**SWB Camps offer  
underserved youth  
12+ hours of activities  
per week**





# Camps

## Santa Ana, El Salvador

*January*

1 week, 60 hours

25 youth served



## Sololá, Guatemala

*March*

1 week, 30 hours

70 youth served, 11 coaches trained  
11 Volunteer Coaches from 8 NCAA  
programs



## Glendale and Anaheim, CA, USA

*August, December*

2 weeks, 30 hours

105 youth served



## Granada, Nicaragua

*January, May, July*

3 weeks, 90 hours

170 youth served, 10 coaches trained  
56 Volunteer Coaches from 18 NCAA  
programs, 10 high schools



## Oakland and San Jose, CA, USA

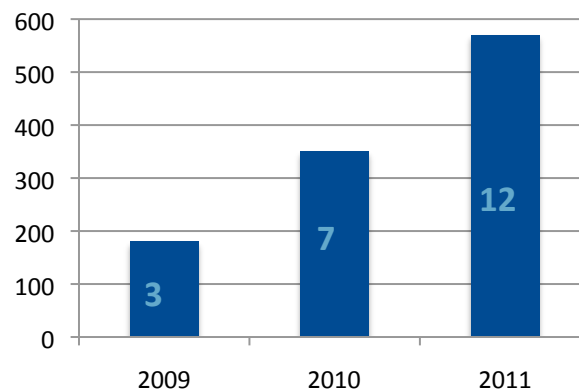
*July, August*

5 weeks, 100 hours

204 youth served, 12 coaches trained



## # of Youth Served, and # of SWB Camps by Year



# The Soccer Without Borders Team

## Executive and Administrative Team

Ben Gucciardi  
Mary McVeigh  
Karima Modjadidi  
Laila Nossier  
Jill Pardini  
Myra Sack  
Lindsey Whitford

## Domestic Program Team

### *Baltimore City, MD, USA*

Remi Bene  
Gina Gabelia  
Lena Liberman  
Jill Pardini

### *Greeley, CO, USA*

Meghan Belaski  
Craig Gordon  
Abby Smith  
Amy Snider

### *Los Angeles, CA, USA*

John O'Brien

### *New York City, NY, USA*

Karilyn Anderson  
Meghan Duesing

Dustin Monahan  
Anthony Peters  
Kajan Ratnakumar  
Demetrios Yatrakis

### *Oakland, CA, USA*

Sergio Davalos  
Carlos Flores  
Ben Gucciardi  
Hamza Hachim  
Prospero Herrera  
Danny Kim  
Shea Morrissey  
Rachel Newell  
Laila Nossier  
Ye-Htet Soe

## International Program Team

### *Granada, Nicaragua*

Veronica Balladares  
Anna Barrett  
Alex Board  
Estefan Bolaños  
Zoey Bouchelle  
Larkin Brown  
Ann Cook  
Karen Miguel Espinoza Juarez  
Brittany Lane  
Humberto José Largaespada  
Mary McVeigh

Becky Poskin  
Cesar Augusto Morales Rivera  
Miranda Rivera  
Meg Sanborn  
Kevin Cristo Vega Rivera  
Myra Sack  
Alex Warren  
Lindsey Whitford

### *Kampala, Uganda*

Courtney Bell  
Jacques Bwira  
Alison Carney  
Travis Dezenendorf  
Nick Dreher  
Sarah Ferrari  
Cory Kuklick  
Heather Luboff  
Olivier Matanda  
Jeremiah Lukeka Muiingamo  
Byamungu Murumbi  
Raphael Murumbi  
Adam Nagy  
Iga Ronald  
Junior Kasereka Shabusha  
Ethan Shapiro  
Stefan Viragh

### *Sololá, Guatemala*

Marisa Boge  
Julie Colhoff

Brittany Larson  
Ava Murphey  
Luis Roman Palacios  
Alex Raich  
Stephanie Seyward

## Support Staff

Leonardo Benitez  
Zoey Bouchelle  
Dagoberto Fernandez  
April Kater  
Dave Koken  
Alexa Kokinos  
Anna Lippi  
Chris Markham  
Lauren Markham  
Susan McVeigh  
Lucas Richardson  
Katie Stolz  
Evan Weiss  
Mariel Wilner

"My internship with SWB was an incredible experience. I felt part of something powerful and was able to take away countless invaluable lessons from my time in Guatemala. I can't begin to describe what a transformative experience it was- everything from experiencing a rich and exciting culture, to doing meaningful work, to forming friendships beyond language barriers and cultural differences- everything about it had such an impact and still greatly affects my life."

-Ava Murphey, SWB Sololá Intern





## SWB Advisory Board

**Ann Cook**

Associate Head Coach, Pennsylvania State University

**Tim Cross**

President, YouthBuild International

**Manish Doshi**

Partner and CFO, Meeta M Doshi DDS; Director of Coaching, El Cerrito FC

**Greg Lalas**

Editor in Chief, MLSsoccer.com; Founder, Kicking + Screening Soccer Film Festival

**Jeff McIntyre**

Founder and President, Ruffneck Scarves

**John O'Brien**

Former Professional Player, US National and Olympic Teams/AJAX

**Bill Price**

Founder and President, Driva Solutions

**Lisette Rodriguez**

Director of Capacity Building, Edna McConnell Clark Foundation

**Melissa Roth**

Vice President and General Counsel, Global Rescue

**Michael Sack**

Education Director, Youth Empowerment Services

"What makes Soccer Without Borders unique is the way the **love of sport** combines with lessons on **leadership, empowerment, and teamwork**. SWB's ability to cultivate these essential elements into life lessons, particularly with girls, serves the youth directly involved in their programs and, just as importantly, the communities in which they live and play."

*-- Lisette Rodriguez, Director of Capacity Building, Edna McConnell Clark Foundation and SWB Advisor*



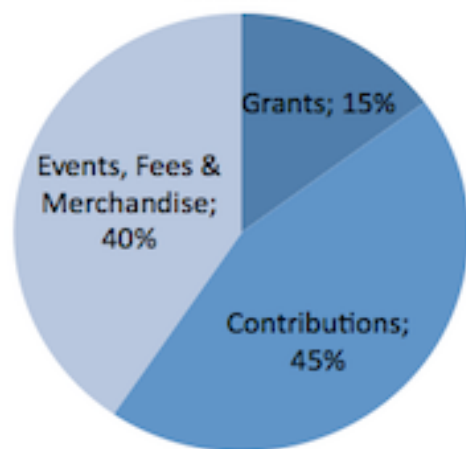
Former US National Team standout and SWB advisor John O'Brien builds awareness and support for the growing SWB Los Angeles through events in Pasadena, Carson, Anaheim and Santa Monica.

Former WUSA midfielder and SWB advisor Ann Cook represents SWB at a clinic and coaching courses in Nicaragua, in partnership with the US Embassy.

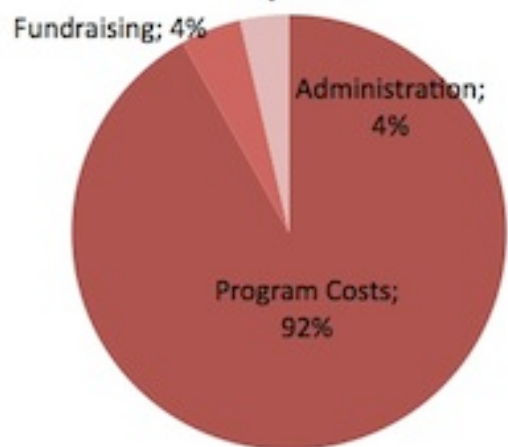


# Financial Position

**Income**



**Expenses**



## Income

<b>Unrestricted</b>	<b>\$77,807</b>
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Grants	-
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Individual & Business Donations	\$38,193
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Events, Merchandise, Fees	\$39,614
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<b>Restricted</b>	<b>\$133,833</b>
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Grants	\$31,613
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Individual & Business Donations	\$56,477
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Events, Merchandise, Fees	\$46,393
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<b>TOTAL</b>	<b>\$212,290</b>
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## Expenses

Administration	\$6,544
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Marketing/Fundraising	\$8,151
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Program Costs	\$165,700
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<b>TOTAL</b>	<b>\$180,395</b>
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<b>Income-Expense = Net Revenue/(Loss)</b>	<b>\$31,895</b>
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# Partners & Supporters

## Network Memberships

Up2Us  
Streetfootballworld

## Organizational In-Kind Support

Anna Lippi, CPA  
Coaching Corps  
Global Rescue  
Goodwin Procter  
MetroLacrosse  
Ruffneck Scarves  
Salesforce

*Julia Blanco at her event "Girls in the Game", a clinic at the Home Depot Center in partnership with the LA Galaxy, August 2011*



## Top 2011 Sponsors

Albany-Berkeley Soccer Club  
Angus Held Foundation  
Bellingham Bay Coffee Roasters  
Grand Rapids Crew Juniors  
Kicking and Screening Film Festival  
Laughing Lotus Yoga Center  
Los Angeles Galaxy  
Lutheran Family Services  
Nike Foundation-Girl Effect Fund  
Oakland Fund for Children and Youth  
Oakland Unified School District  
Open Meadows Foundation  
Open Society Foundation  
Semifreddi's Bakery  
Skidmore Men's and Women's Soccer  
Up2Us  
Valley Presbyterian Hospital, CA  
Warner University

## Top 2011 Supporters

The Avrakotos/Warren Family  
The Abbott Family  
The Ball Family  
The Bettinger Family  
The Blanco Family  
The Boge Family  
The Doshi Family  
The Dreher Family  
The Ellis Family  
The Falletta Family  
The Ferrari Family  
The Geffert Family  
The Goldman Family  
The Hafez Family  
The Joslin Family  
The Rosenbluth Family  
The Tantum Family

"When I (first) heard about Soccer Without Borders, I knew this was a perfect way to for me to get involved and make a difference. The stories about the obstacles faced by teens in Granada were inspirational. SWB is changing the lives of families all over the world."

— Julia B., SWB Ambassador, age 17

# Partners & Supporters

## Domestic Program Partners

### ***Baltimore, MD, USA- Core***

The ASSOCIATED: Jewish Community  
Baltimore Blast  
Baltimore City Community College  
Baltimore City Public School System  
Baltimore Resettlement Center  
Goodnow Community Center  
Goucher College- UMOJA Club  
International Rescue Committee  
Loyola University Maryland  
Maryland Office for Refugees and Asylees  
Morton and Sophia Macht Foundation  
Open Society Institute Baltimore  
Refugee Youth Project  
The Y of Central Maryland

### ***Greeley, CO, USA- Seasonal***

CO Storm Academy  
Colorado Rapids Women  
Laura Musser Foundation

### ***Los Angeles, CA, USA- Camp***

International Rescue Committee  
Tiyya Foundation

### ***New York City, NY, USA- Seasonal***

Brooklyn International High School  
International Rescue Committee

### ***Oakland, CA, USA- Core and Camp***

Albany-Berkeley Soccer Club  
Coaching Corps  
International Rescue Committee  
Oakland Fund for Children and Youth  
Oakland International High School  
Oakland Unified School District – Department  
of Transitional Students and Families  
Refugee Transitions  
Soccer Silicon Valley Community Foundation

### ***San Jose, CA, USA- Camp***

Refugee Transitions

## International Program Partners

### ***Granada, Nicaragua- Core and Camp***

Academia de Talentos FIFA sponsored program,  
Euro Café  
Girl Effect Fund, Nike Foundation  
Hotel Con Corazon  
IND – Instituto Nicaraguense de Deportes  
FENIFUT – Football Federation of Nicaragua  
Open Meadows Foundation  
US Embassy in Managua

### ***Kampala, Uganda-Core***

HOPE School  
Rainbow House  
Skidmore Men's and Women's Soccer  
YARID- Young African Refugee for Integral  
Development

### ***Santa Ana, El Salvador- Camp***

ASAPROSAR  
Magicians Without Borders

### ***Sololá, Guatemala- Seasonal and Camp***

ARQUITLAN  
Centro Juvenil Waxaqi  
Colegio Maya  
Pujujil Community Council  
Universidad del Valle de Guatemala



*Painting done by a local Mayan artist,  
representing SWB in the community, given as  
a gift to the Sololá program*





“Sport can no longer be considered a luxury within any society but is rather an important investment in the present and future”

--United Nations



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

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