

# CREATING BELONGING



**SOCCER WITHOUT BORDERS**

**ANNUAL REPORT 2020**





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**Photography** courtesy of SWB Staff,  
Balasz Gardi, Al Milligan, Mike  
Woitalla

This eis for the fiscal year from  
August 1, 2019 - July 31, 2020







## FROM OUR ED & PRESIDENT

Dear Friends,

We share this Annual Report with you all knowing that between the lines and behind the photos is a profound sense of uncertainty, loss and grief that has touched every one of us. The Covid-19 pandemic placed the health of our organization and communities at risk as never before. We want to thank all of the first responders, teachers, healthcare workers, and other frontline workers and service providers who have worked tirelessly throughout. Thank you to our Soccer Without Borders' staff who shouldered new responsibilities, transformed programs and service models, and adapted to new limitations. Each member of SWB rose to the challenges of our time, reaching beyond their social isolation to touch the lives of our participants, colleagues, and community.

This report shares the trajectory of a year that began with ambitious plans for expansion, collective action, and new programming to advance gender equity. We came into the year racing to put those plans into action, creating the first Global Goal 5 Accelerator and expanding our global Women's Sports Corps in partnership with Women Win, deepening our social-emotional learning and restorative justice work with unaccompanied minors, expanding our services for refugee youth in Colorado and Maryland, and restoring full programming in Nicaragua after the disruptions from ongoing civil unrest. Our eyes were big and our heads were full of possibilities.

SWB Seattle was the first within Soccer Without Borders to experience the impacts of the Covid-19 pandemic with schools and fields closing in early March 2020. Within months, 9 out of 10 youth worldwide were experiencing a disruption in their ability to go to school. This crisis not only interrupted classroom learning, but created a sense of isolation that spread as widely and quickly as the pandemic itself.

Soccer Without Borders was uniquely suited to meet the moment because **our core product has never been soccer**. Our primary purpose has always been **social inclusion**, achieved by putting **youth first** and surrounding them with **meaningful relationships**. Meaningful relationships - between coaches and participants, between teammates, between mentors and families, between every member of the SWB family- don't

fade times of distress. Rather, meaningful relationships tether us to the comfort, hope, and resilience that can only come from being a part of a caring community that values each and every individual.

We are direct-service providers who serve young people in out-of-school time contexts throughout the year. We are coaches, educators, mentors, connectors, and community leaders. We are the people that kids go to when they need help. We have always met kids where they are. We have always been in the business of **combatting isolation with belonging**.

In the Spring of 2020, our staff came together across locations to adapt our in-person programming to new and challenging circumstances. With creativity and with safety top of mind, innovations such as the Stay Home Season, the Virtual Summer Academy, the Keep the Ball Moving video, and the Creating Belonging campaign, strengthened cohesion within and beyond SWB. We responded to urgent family needs by distributing food, meals, technology, and other necessary resources. The efforts of SWB staff also fueled intentional reflection on the legacies of racism and built transformative new systems for centering equity at all levels of our organization.

Although there are more challenges to come, Soccer Without Borders has become a more resilient organization, grounded in our values and with renewed appreciation for the profound importance of our work. We continue to serve our participants with positivity, empathy, and hope. We are grateful to all of our partners, donors, families, and friends who have provided invaluable support along the way.

Together,

Mary Connor, Co-Founder & Executive Director  
Tammy Reder, President, Board of Directors

SWB DELIVERS YEAR-ROUND PROGRAMMING IN CALIFORNIA, COLORADO, MARYLAND, MASSACHUSETTS, WASHINGTON STATE, NICARAGUA, AND UGANDA



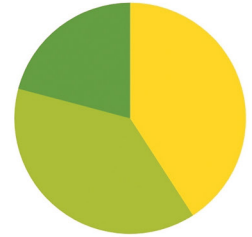
## BY THE NUMBERS

2,671

REGISTERED PROGRAM  
PARTICIPANTS IN FY 2020  
(INCLUDING SUMMER PROGRAMS)



GENDER IDENTITY:  
52% MALE • 48% FEMALE



REGION OF ORIGIN:  
41% CENT & SOUTH AMERICA •  
38% EAST AFRICA • 21% OTHER



62

COUNTRIES REPRESENTED

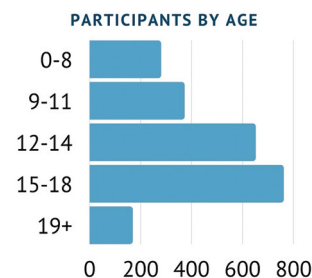
46

LANGUAGES SPOKEN  
BY PARTICIPANTS



97%

2020 HIGH SCHOOL  
GRADUATION RATE



32 ALUMNI COACHES  
130+ PARTICIPANT YOUTH  
EMPLOYEES



# PROGRAM IMPACT

**6,000** Pounds (3,000 kgs) of posho flour rations were distributed to over 200 families in our SWB Uganda community. Cuts to the World Food Programme during the pandemic left thousands of refugee families without sufficient food. This donation was made possible by former SWB team leaders, Women's Sports Corps fellows, and Youth Festival volunteers, as well as community leaders, and the Nsambya Sports Club.

**“PlayProud gave me the tools, skills and confidence to have conversations that will make all students feel included, no matter how they identify.”** - Emily Sherman, SWB Baltimore Director. Emily and Lucas Holmes represented the SWB staff at [PlayProud workshops](#) hosted by SWB partner, street-footballworld. The conferences united leaders from youth development organizations, equipping them with the skills to ensure an inclusive, safe space for LGBTQ youth on and off the field.

**73** Girls in Nicaragua received academic scholarships through the Fútbol Sin Fronteras (FSF) Granada Programa Educativo in 2020. With support from the Tom Pope Memorial Fund and the Girls Rights Project, the FSF educational program provides holistic support including tutoring, leadership development workshops, and computer access in addition to soccer training and other SWB activities. The 2020 scholarship program also funded school uniforms for 98 girls.

**“Through SWB, I learned leadership skills, which have led to me having this scholarship opportunity.”** - [Shiham](#), alumna, is the first Soccer Without Borders' participant to receive a Posse Foundation Scholarship. She currently attends the University of Puget Sound on a full scholarship and hopes to become a nurse. Originally from the Democratic Republic of Congo, Shiham and her family arrived in Oakland in 2013 and she quickly flourished as part of the SWB Oakland community.



## PANDEMIC RESPONSE

AT THE START OF THE COVID-19 PANDEMIC,  
BETWEEN MARCH & JULY OF 2020 WE PROVIDED:

1,876

ONE-ON-ONE MEETINGS  
WITH PARTICIPANTS

Including tutoring/academic  
support, mentorship, emotional  
support & more.



1,045

FOOD DELIVERIES &  
REFERRALS

115

PARTICIPANTS RECEIVED  
LAPTOPS AND/OR INTERNET  
ACCESS



216

SOCCER BALLS DISTRIBUTED  
FOR AT HOME USE

774

HOMEWORK & SUMMER  
PROGRAM KIT DELIVERIES

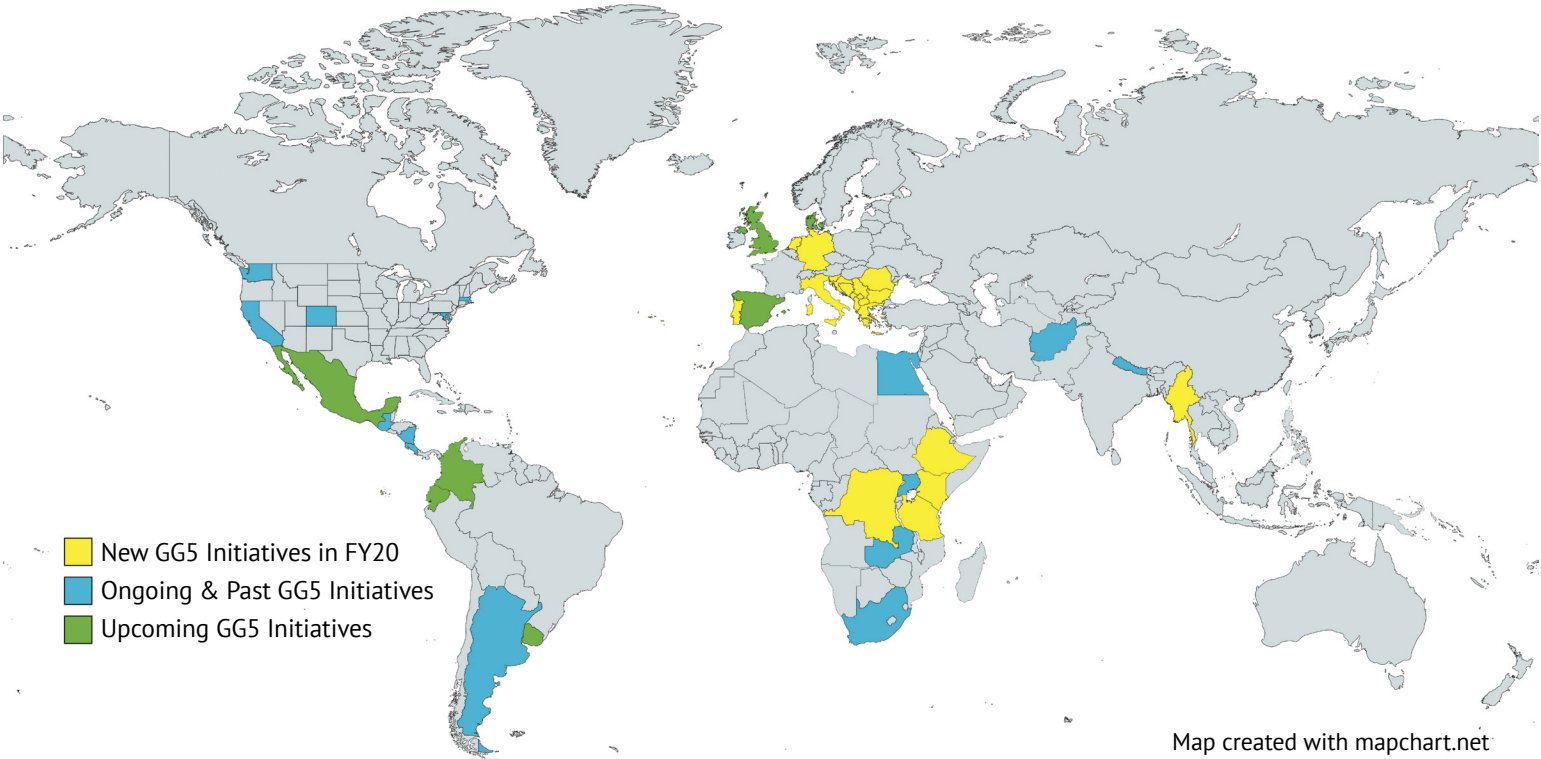






Since 2007, Soccer Without Borders has been getting girls in the game with a focus on girls from cultural backgrounds who are typically excluded from sport. Through year-round programming, coaching courses, accelerators, and the Women's Sports Corps fellowship, SWB is supporting girls, women, and organizations to break barriers on the pitch and off.

Building on momentum from the 2019 Women's World Cup and in collaboration with our global partners, SWB greatly expanded our investment in girls programs during the 2020 fiscal year, reaching youth in 21 new countries.



## THE GLOBAL GOAL 5 ACCELERATOR (GG5)

In partnership with Women Win and Common Goal, our latest initiative takes a collaborative approach to advancing gender equality through soccer and sport-for-development organizations. The Accelerator's name refers to the UN Sustainable Development Goal #5: Gender Equality.

As part of a regional cohort, female coaches participate in an in-person workshop focused on experiential learning opportunities, sharing best practices, and creating organization-specific Gender Action Plans. During a 10-month program, GG5 Champions bring their learnings and action plans back to local communities, and are supported to accelerate progress toward their Goal 5 commitments.



**WATCH:** [East Africa Global Goal 5 Accelerator](#)





# IMPACT: GIRLS IN THE GAME

## GLOBAL GOAL 5 OUR CONTRIBUTION

10,000+

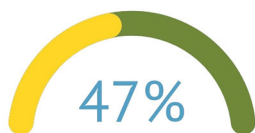
GIRLS IMPACTED, MOST PLAYING  
ON THEIR FIRST-EVER TEAM

Investing in girls creates a ripple effect that carries through to their family, community, and their future. Girls who play sports improve academically, increase confidence and make healthier choices.



100%

GIRLS HIGH SCHOOL  
GRADUATION RATE IN 2020



OF CORE PROGRAM PARTICIPANTS  
IDENTIFY AS GIRLS

Globally, less than 10% of soccer players are female. SWB creates pathways to get girls to the field.



OF SWB COACHES ARE  
FEMALE

If she can see it, she can be it. Our coaches are dedicated role models for our participants.

250+

FEMALE COACHES TRAINED BY  
SOCCER WITHOUT BORDERS



50+

COUNTRIES REPRESENTED BY  
GIRLS IN CORE PROGRAMS

33

PROGRAMS  
IMPLEMENTED



7

PLANNED NEW  
PROGRAMS

SWB Uganda kicked off the first-ever [Global Goal Five Accelerator](#), collaborating with female coaches from eight organizations in the Democratic Republic of Congo, Ethiopia, Kenya, and Tanzania to design coach action plans that accelerate girls' programming.

**Partners:** Common Goal, Women Win

40 women from organizations throughout Uganda attended the second annual [Women Take the Lead Workshop](#) in Kabale. Petra Landers (Germany) and Magidah Nantanda (Uganda) led workshops focusing on inclusive coaching, restorative practices, eliminating barriers to participation, soccer skills, and more. We estimate that those coaches reached an additional 500 youth when they brought their new skills to their home programs.

**Partners:** German Federal Foreign Office, streetfootballworld



Thanks to the support of individual donors, Soccer Without Borders supported 10 [Women's Sports Corps](#) fellows in Kenya, Uganda, Myanmar, and Nicaragua. In Nicaragua, all five fellows were SWB alumnae and they expanded program reach by holding leadership camps for girls in Boaco and Bluefields.

**Partners:** US Embassy of Managua, Women Win

Soccer Without Borders partnered on the design and implementation of the adidas [Breaking Barriers](#) program, working with Champions from six organizations from the Netherlands, Italy, Germany, Poland, Portugal, and the Balkans. The program will expand to Denmark, Spain, and the UK in 2021.

**Partners:** adidas, streetfootballworld, Women Win, 17 sport

In continued collaboration with our global partners, SWB has planned Accelerators for the United States (Aurora, CO; Baltimore, MD; Greater Boston, MA; Greeley, CO; Oakland, CA) and in Latin America (Colombia, Ecuador, Mexico, Nicaragua, Uruguay) in FY21 and beyond.

COMMON  
GOAL

WOMEN'S SPORT  
CORPS

Women Win



# ANNUAL HIGHLIGHTS

**OUR MANTRAS** define the unique culture that is consistent across all SWB locations, programs, and teams. With such a diverse range of people and programs, our mantras guide us to prioritize what matters most. These mantras are a tether for our SWB coaches and were particularly critical when the pandemic put a halt to in-person activities.



## YOU PLAY YOUR BEST WHEN YOU'RE SMILING

*Joy is contagious. We aim to create a playing and working environment that prioritizes well-being. If you are happy and having fun, your team will be happy and having fun too.*

**97%** of SWB seniors graduated in 2020 despite unprecedented disruption to the final months of high school. With official ceremonies canceled, SWB coaches still brought the joy with graduation caravans visiting participants' homes to celebrate their achievements.

**87%** is our SWB staff retention rate from 2020-21. The early months of the pandemic were uncertain for adults too, but our staff took care of each other, prioritizing well-being and cohesiveness. From virtual bonding events to motivating playlists, our team showed commitment to each other and our mission.

## CELEBRATE THE PASS MORE THAN THE GOAL

*We recognize the long-term nature of youth development work. We celebrate small, everyday triumphs that are part of learning and growing. We believe that with a focus on ensuring a consistent, high quality process, positive outcomes will follow.*

**120** teams from five countries participated in the [Stay Home Season](#), a five-week virtual season originally created for SWB participants that grew to reach youth worldwide. Teams competed against each other, earning points for attendance at virtual sessions and by completing social impact community service challenges.

**105** organizations signed on to "[A Call to Address Youth Isolation During the COVID-19 Crisis](#)," led by Soccer Without Borders and America Scores. In this letter, the sport-based youth development community put forth a united front in its commitment to combating isolation. This joint advocacy was emblematic of the shared action take by SWB and our community partners to create belonging.

## GET THEM TO THE FIELD

*We proactively work to eliminate financial, social, logistical, and cultural barriers for participants to get to the field. We practice a "do what it takes" mentality when it comes to supporting our youth to access opportunities.*

**8** soccer leagues organized and hosted by Soccer Without Borders, engaging over 60 teams. In the [SWB Oakland Champions League](#), teams circled up together before and after every match, and awarded each other points for fair play. Referees served as on-field mediators and coaches for both teams, rather than solely rule-enforcers.

**700** refugee youth attended the finale of the ninth annual SWB Uganda Youth Festival in January 2020. The festival smashed attendance records each day. Refugee and Ugandan youth came together for a co-ed soccer tournament, dance parties, meals, and a community cleanup.





# OUR MANTRAS IN ACTION

## WE'RE GLAD YOU'RE HERE

*Whether a participant, volunteer, or staff member, everyone should feel welcomed, valued, and included at SWB. Immediately setting a positive, welcoming tone is important for establishing a safe and inclusive space.*

**1,004** virtual programming hours were logged by the Dundalk Middle School (Baltimore) program from March-August 2020. Our coaching staff created engaging soccer and academic Zoom sessions that not only retained current participants, but also welcomed new students to SWB.

**71%** of SWB Nicaragua coaches are program alumnae. Five Fútbol Sin Fronteras Granada (Soccer Without Borders, FSF) alumnae used their time as [Women's Sports Corps Fellows](#) to lead camps and coaching clinics in other regions of Nicaragua, aimed at increasing girls' participation in sport. They reached over 300 girls ages 10-20 through soccer camps and leadership workshops, and participated in coaching seminars led by senior FSF staff members.



## LEAVE YOUR SHOES AT THE DOOR

*Our community includes people from all over the world, with different customs, beliefs, and backgrounds. We prioritize learning from each other with authenticity and humility.*

**0** shoes worn in the [SWB Uganda Co-Ed Barefoot League](#), where points aren't just earned by winning games, but also for fair-play, team spirit, respect for officials, teammates, and opponents. With girls serving as captains for every team, 2020 marked the second season of the league, featuring 12 teams of refugee boys and girls aged 12-16.

**61** people used their heads, shoulders, knees, and toes to "[Keep the Ball Moving](#)" and bring the SWB community together across five continents. Our juggling challenge brought awareness to our Creating Belonging campaign and united us despite the distances widened by the COVID-19



## KNOW THE "THINGY THINGY"

*Sometimes participants don't know how to express themselves or communicate what they need. As adults in a guiding role, our coaches are there to support self-expression through listening and asking questions. Getting to know their participants and team, sometimes coaches know what the "thingy thingy" without even being told."*

**1,045** food deliveries were made by SWB staff in 2020. This was just one way that coaches became navigators to help our community members access critical needs. Our team also delivered laptops and soccer balls, and made referrals to housing and unemployment assistance programs for participants' families.

**575** youth from U.S. sites participated in the [Virtual Summer Academy](#), a five-week program addressing social isolation and language loss. VSA participants received 40 hours of English language development, 15 hours of fitness activities, 2.5 hours of one-on-one mentoring, and participated in virtual team gatherings.



FIFA FOUNDATION

## Soccer Without Borders overcoming barriers in Uganda

(FIFA.com) 25 Oct 2019



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Our house | Your agenda



ON MIGRATION: ALIGNING SPORT'S EFFORTS IN THE REFUGEE & MIGRATION CRISIS, MODERATED BY  
WE ARE ALL HUMAN FOUNDATION  
SEPTEMBER 12 – THE LOUNGE



MARY MCVEIGH  
CONNOR  
Co-Founder & Exec Dir.  
Soccer Without Borders



SCARLET CRONIN  
Sr. Dir., Private Sector  
Partnerships – Tent  
Partnerships for Refugees



NILS KASTBERG  
Board Member –  
Special Olympics



TAYLOR SMITH  
Exec. Director –  
Free to Run



CLAUDIA ROMO  
EDELMAN  
Founder – We Are All  
Human Foundation

#SAMETEAM

@beyondsport



Tommy Thompson  
@tomthom11

Great to be back working with  
@soccerwoborders!! ❤️



GLOBAL GOAL #10

## THE SPORT FOR REDUCED INEQUALITIES COLLECTIVE IMPACT AWARD

Supported by



BEYOND  
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THE GLOBAL GOALS  
17 Sustainable Development



EARTHQUAKES  
SAN JOSE



\*This photo was taken prior to COVID-19\*

## COMMUNITY: Soccer Without Borders' Eric Cortez helps under-served youth



FIFA Women's World Cup  
@FIFAWWC

With the help of the FIFA Foundation, @soccerwoborders  
has been helping young migrants in Uganda 🇪🇬🏆❤️

And girls have been playing a particularly active role 💪



Warshan Hussin (right), Soccer Without Borders

SBNATION

SOCCER

## A common goal

How young refugees find belonging and  
opportunity through soccer.



**SoccerAmericaDaily**

## The sport that unites: Soccer Without Borders makes young newcomers to the USA feel at home



**“SWB provides opportunity to every player in an environment that gives a safe space and sense of belonging.”**  
- Eric Cortez, SWB Oakland Program Coordinator





## BOARD OF DIRECTORS

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 Natasha Qidwai  
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 Himanshu Sharma  
 Amanda Tan

### SEATTLE

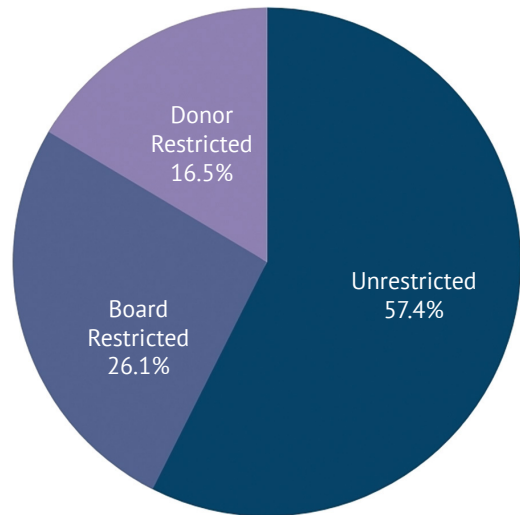
Toaha Ahmad  
 Kraig Baker  
 Ari Biswas  
 Carlos Enriquez  
 Chrissy Hilt  
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 Teresa Towey



# 2020 FINANCIALS

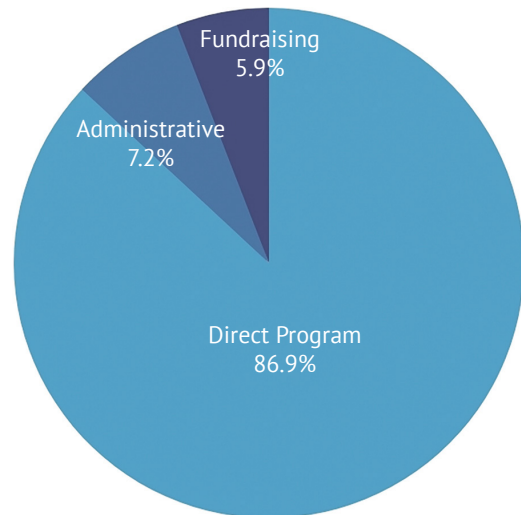
## ASSETS

<b>Total Ending Net Assets:</b>		<b>\$1,014,315</b>
Unrestricted:	57.4%	\$582,415
Board Restricted:	26.1%	\$265,000
Donor Restricted:	16.5%	\$166,900



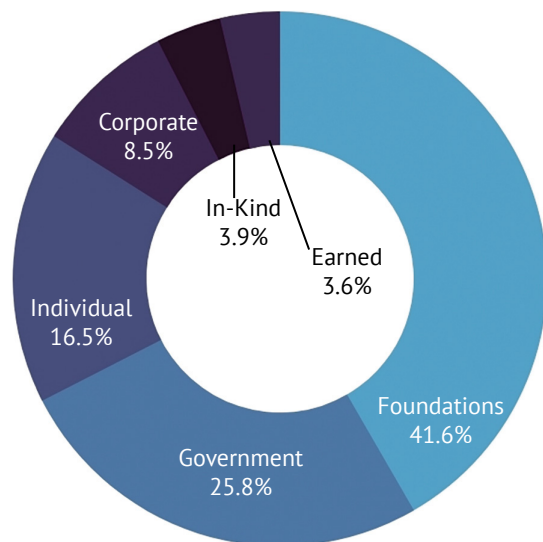
## EXPENSES

<b>Total Expenses:</b>		<b>\$2,265,767</b>
Direct Program	86.9%	\$1,969,280
Administrative	7.2%	\$163,373
Fundraising	5.9%	\$133,114



## REVENUES

<b>Total Revenues:</b>		<b>\$2,401,634</b>
Foundations	41.6%	\$1,000,167
Government	25.8%	\$620,167
Individual	16.5%	\$396,082
Corporate	8.5%	\$203,959
In-Kind	3.9%	\$94,464
Earned/Events	3.6%	\$86,795



August 1, 2019 - July 31, 2020. These financials were independently audited by Kevin P. Martin & Associates, P.C.





2019 marked the start of SWB's partnership with Capelli Sport as our "Official Uniform Provider." Matching Capelli kits make game day even more exciting!



In 2020, AS Roman and Jamaica Women's National Team defender Allyson Swaby joined Common Goal, pledging 1% of her earnings to SWB Boston.



**“Having Soccer Without Borders present every day at Aurora West has already led to higher school engagement and fewer behavioral issues.”**  
- Morgan Norwood, Aurora West Community School Coordinator  
The Aurora, CO program began in FY20

## REGIONAL SITE PARTNERS

### BALTIMORE

Abell Foundation  
Baltimore Children and Youth Fund  
Baltimore City Community College  
Baltimore County Public Schools  
Baltimore Women's Giving Circle  
Family League of Baltimore City  
France-Merrick Foundation  
Harry & Jeannette Weinberg Foundation  
Marion I. & Henry J. Knott Foundation  
Maryland Office for Refugees & Asylees  
Under Armour

### BOSTON

Anna B. Stearns Foundation  
New Balance Foundation  
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### COLORADO

Angus Held Foundation  
ACTION Zone - Aurora Public Schools  
Children's Hospital Colorado  
Colorado Dept of Human Services  
Colorado Health Foundation  
Greeley-Evans School District  
United Way of Weld County  
Weld County Community Foundation

### OAKLAND

Alameda Cty Behavioral Health Services  
Albany Berkeley Soccer Club  
California Refugee Programs Bureau  
East Bay Asian Youth Center  
Hellman Foundation  
La Familia Counseling Services

Oakland Fund for Children & Youth  
Oakland International High School  
Oakland Unified School District  
Olympic Club Foundation  
Refugee & Immigrant Transitions

### SEATTLE

Kandelina  
Seattle Parks and Recreation  
Seattle World School  
Seattle Youth Soccer Association  
T-Mobile Foundation

**For a complete list of partners,  
please visit:**  
[soccerwithoutborders.org/partners](https://soccerwithoutborders.org/partners)







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