

JOINING THE FIGHT AGAINST AIDS THROUGH THE GAME OF SOCCER



GOALS FOR GIRLS®



“Sport has the power to change the world, the power to inspire, the power to unite people in a way that little else can. It speaks to people in a language they understand. Sport can create hope where there was once despair. It is an instrument for peace, even more powerful than governments. It breaks down racial barriers. It laughs in the face of all kinds of discrimination. The heroes sport creates are examples of this power. They are valiant, not only on the playing field but also in the community, spreading hope and inspiration to the world.”

— *Nelson Mandela*



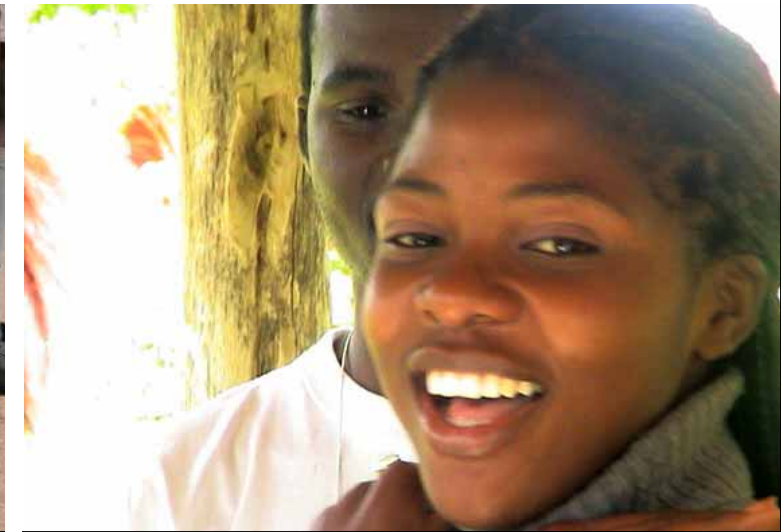
GOALS FOR GIRLS

PORT ELIZABETH, SOUTH AFRICA

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cover art: Mark Beisser
photography: Alice Keeney, bottom right Ian Oliver



Who We Are And Why We Are Doing This Project

We are a select soccer team of 14- to 16-year old girls from Washington, DC who have been playing soccer together for six years. We want to bring our love of soccer and all the game has done for us to girls in South Africa who may not have the same opportunities that we have had. We want to teach them how to play this wonderful game so they can experience the fun and excitement



ment we love so much, and to learn the joy and satisfaction of being strong young women who can excel both personally and as part of a team.

We know that there is a devastating AIDS epidemic going on in South Africa right now, and we believe that teaching young girls to play soccer will give them the tools and the right goals they may need to avoid some of the pitfalls that can lead to an unhealthy lifestyle. We know from our own experience that being part of a team that works hard to stay in great physical shape and to be there for each other has been extremely important in boosting our self esteem and helping us avoid peer pressure and behaviors that could lead us into unhealthy lifestyles.



What is Goals for Girls

Goals for Girls is an international program for young girls that blends cultural exchange and education through the medium of soccer. The game of soccer creates a safe, team-based environment where young people from different cultures can build relationships and explore important and sensitive issues. In 2007, **Goals for Girls** will focus on HIV prevention and life skills for girls from Washington, DC and South Africa.

Goals for Girls will allow us to be ambassadors from our nation's capital and to do something positive for the world. With the help of our South African program partners, we will conduct a soccer clinic and life skills camp for 100 young teenage girls in Port Elizabeth, South Africa in June/July, 2007. During this soccer clinic and life skills camp the 100 campers will:

- Learn about HIV/AIDS awareness and prevention techniques including positive lifestyle decision-making skills
- Learn soccer skills and techniques through high-level coaching, tutoring, and tournament play
- Receive **Goals for Girls** HIV Prevention Handbook and Magazine
- Receive **Goals for Girls** Soccer Techniques and Strategy Handbook
- Receive brand new pair of sport shoes, socks and a jersey
- Receive brand new soccer ball
- Receive daily breakfast and lunch
- **Goals for Girls** Graduation Certificate and individual and team awards

Another goal of this project is to learn about the country and culture of South Africa, and to discover the differences—and similarities—of what it's like to be a young woman in the new millennium. **Goals for Girls** will help us create a sister team relationship with girls in Port Elizabeth with the hopes of one day hosting them in Washington, DC.

We have plenty of talent and enthusiasm to contribute to **Goals for Girls**, and we are trying to raise the funds we need to carry out our project and keep it going for years to come.

We need your help to make Goals for Girls a success!

HIV/AIDS: A DEVASTATING PROBLEM

The HIV/AIDS pandemic has reached crisis proportions and represents one of the worst public health problems in human history.

Sub-Saharan Africa is currently home to 76% of the world's AIDS cases.

PHOTOS: CAROL ROKOFF



“We are all teenage girls. We have a lot of the same issues even though we are from different places in the world.”

— Clare, Striker



PHOTO: ALICE KEENEY

VULNERABILITY: YOUNG PEOPLE

Of the 29.4 million people living with HIV/AIDS in southern Africa, 10 million are between the ages of 15 and 24, and 3 million are children under age 15. In several countries, more than 30% of the population is infected with HIV. Young people must receive age-appropriate prevention information before they begin making decisions about sexual activity. With the right set of skills, young people can make the right decisions and avoid the risk of contracting HIV.

“Not a lot of people know how bad AIDS is. We want to help make girls our age aware.”

— Rachel, Midfield

VULNERABILITY: WOMEN AND GIRLS

Women and girls are 2.5 times more likely to contract HIV than men and boys. Close to 5 million young women and girls across Africa carry the virus, and their numbers are increasing by well over a million a year. The game of soccer gives young girls an outlet that allows them to use team work and peer-to-peer communication to more effectively face the challenges of HIV/AIDS.

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PHOTO: CAROL ROKOFF



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“We want to build lasting friendships with girls our age in South Africa.”

— Lizzie, Defender



WHY SOCCER?

By far the most popular sport in the world, soccer sets the stage for effective learning because it breaks down cultural barriers, creates opportunities to teach from the game, and brings communities together around important health issues. Soccer also provides natural role models and educators in the form of coaches, professional players, and peers. Soccer captures the attention of young people in an environment where they feel comfortable exploring serious and sensitive issues.

“We want to go to South Africa because we want to help people.”

—Natalie, Striker

Goals for Girls Camp

Goals for Girls will use the Extra Time approach for the life skills and HIV prevention activities of the camp. Extra Time uses a series of interactive activities that encourage young people to explore issues relating to HIV/AIDS and to gain the necessary skills to lead healthy lives. These skills include critical thinking, communication, self-esteem, and decision-making. The hallmark of this program is that it is taught through the medium of soccer.

OBJECTIVES

- Develop basic soccer skills and proper fitness techniques
- Increase understanding about HIV/AIDS and prevention
- Encourage dialogue between young women from different cultures
- Inspire youth participants to teach others in their community

SOCCKER SKILLS

U.S. coaches and players from **Goals for Girls** will prepare and implement daily

soccer and fitness activities including: dribbling; trapping; shooting; heading; and passing. As the camp progresses, the activities will become more advanced.

LIFE SKILLS

U.S. coaching staff from **Goals for Girls**, with their South African partners, will plan and implement daily life skills and HIV prevention activities. By creating a safe, team-based environment, the participants can share their feelings, beliefs, and ideas about HIV/AIDS.

MONITORING AND EVALUATION TO MEASURE SUCCESS

Goals for Girls has adapted Extra Time's "HIV Survey" and "Activity Feedback Form" to measure the effectiveness of the camp in transferring critical HIV prevention information, and fostering cultural exchange between the U.S. and South African youth participants

CAMP DAY

GOALS FOR GIRLS

Soccer Skills & HIV Prevention Camp

CAMP PARTICIPANTS

- U.S. Players: 12 (14-16 years old)
- U.S. Coaches: 3 (adults)
- South African girls: 100 (12-15 years old)

TYPICAL CAMP DAY

9-12 am

- Soccer skills
- Soccer drills
- Small-sided games
- Fitness

12-1 pm

Lunch

1-3 pm

- Life skills/culture share
- HIV prevention games
- Life skills activities
- Cultural exchange

3-4 pm

Soccer matches

GRADUATION DAY

9-12 am

- Soccer tournament
- Lunch/reception
- Talent show/festival

How to Help



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BECOME A CONTRIBUTING PARTNER!

Join the team and help us make **Goals for Girls** a true success! Your tax-deductible contribution will ensure that we maximize the impact of **Goals for Girls**.

With the right mix of partners, **Goals for Girls** can become a long-term, sustainable program. We have a vision for conducting **Goals for Girls** camps in Africa and Asia and developing exchange programs to the U.S. for **Goals for Girls** graduates in succeeding years.

100% of your contribution will be applied to **Goals for Girls**. All administrative costs are being covered by DC Soccer, an all-volunteer organization.

CONTRIBUTIONS WILL HELP DEFRAY THE COSTS OF:

Life Skills HIV Prevention Soccer Camp

- soccer equipment donation for community
- water and daily breakfast and lunch for youth campers
- graduation day celebration

Travel Logistics

- airfare
- in-country transportation
- lodging

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HOW DOES IT WORK?

Goals for Girls makes it easy to get involved and all contributions are tax-deductible. DC Soccer, a 501c(3) charitable organization, will send a tax receipt for your contribution.

Visit DC Soccer online to make your contribution through PayPal® using a credit card: dcsoccer.com/goalsforgirls

Or make checks payable to:
"DC Soccer"
c/o DC Soccer
6119 3rd Street, NW
Washington, DC 20011
USA

*Please reference **Goals for Girls** in the memo line to ensure your contribution is correctly applied and a receipt is issued.

AN OPPORTUNITY FOR EXPOSURE

Contributing to **Goals for Girls** is a win-win! Contributing companies and organizations will be recognized in all media coverage and at all official **Goals for Girls** events including-fundraising activities in the U.S. and project activities in South Africa. Logos will be prominently displayed on all promotional materials and the web sites of DC Blast and DC Soccer. Contributing individuals will be recognized on the web sites of DC Blast and DC Soccer.

A final project report complete with results and photos that can be used for public relations purposes will be made available upon request.

*For more details about becoming a contributing partner to **Goals for Girls**, please contact:*
Ian Oliver, President, DC Soccer
(202)550-4829 ian@dcsoccer.com
www.dcbblast.net www.dcsoccer.com

Partner Bios

The following institutions support **Goals for Girls** by marketing and promoting the project to potential sponsors and by endorsing its objectives. These institutions are not providing financial support for **Goals for Girls**.



Johnnic Communications Rights Management is a company that specializes in representation management of numerous international brands and organizations in South Africa. JCRM is a wholly owned subsidiary of Johnnic Communications Ltd, a company listed on the Johannesburg Stock Exchange and the largest media and entertainment company in South Africa.

WASHINGTON SOCCER CLUB (WSC)

Washington Soccer Club is a premier travel soccer club supporting boys and girls youth soccer teams in the metropolitan Washington DC area.



The Washington Freedom is the world's premier women's soccer club and the only premier-based female youth soccer club in the United States. The Freedom Soccer Club is a comprehensive program that offers the female player a wide range of programs and services.



DC Center for the Development and Promotion of Soccer (DC Soccer) is a non-profit organization supporting the game of soccer in the nation's capital through inner-city youth soccer scholarships, online information portals, and community resource partnerships.

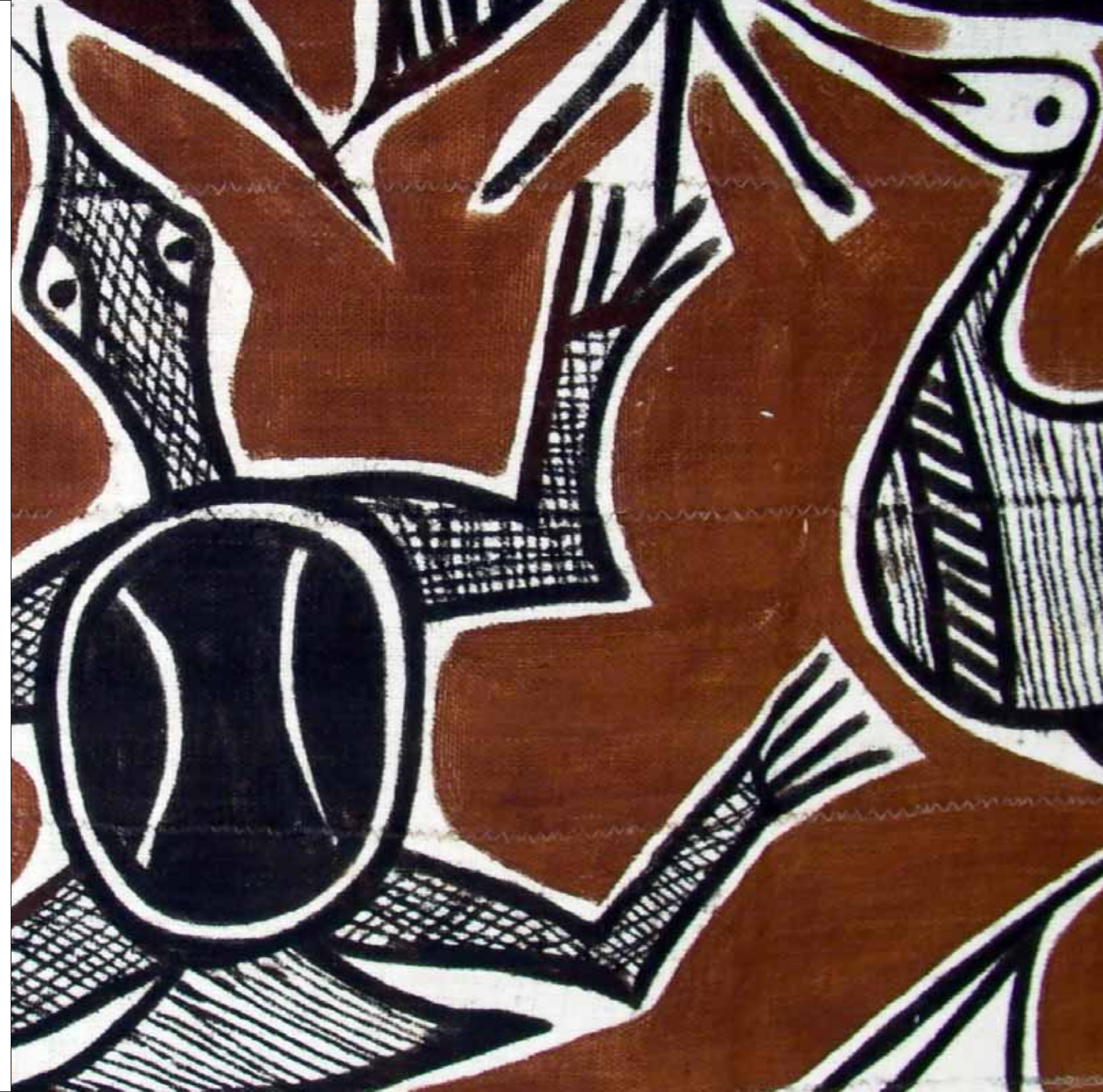
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PHOTOGRAPHY CONTRIBUTED BY:

alice keeney photography
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