



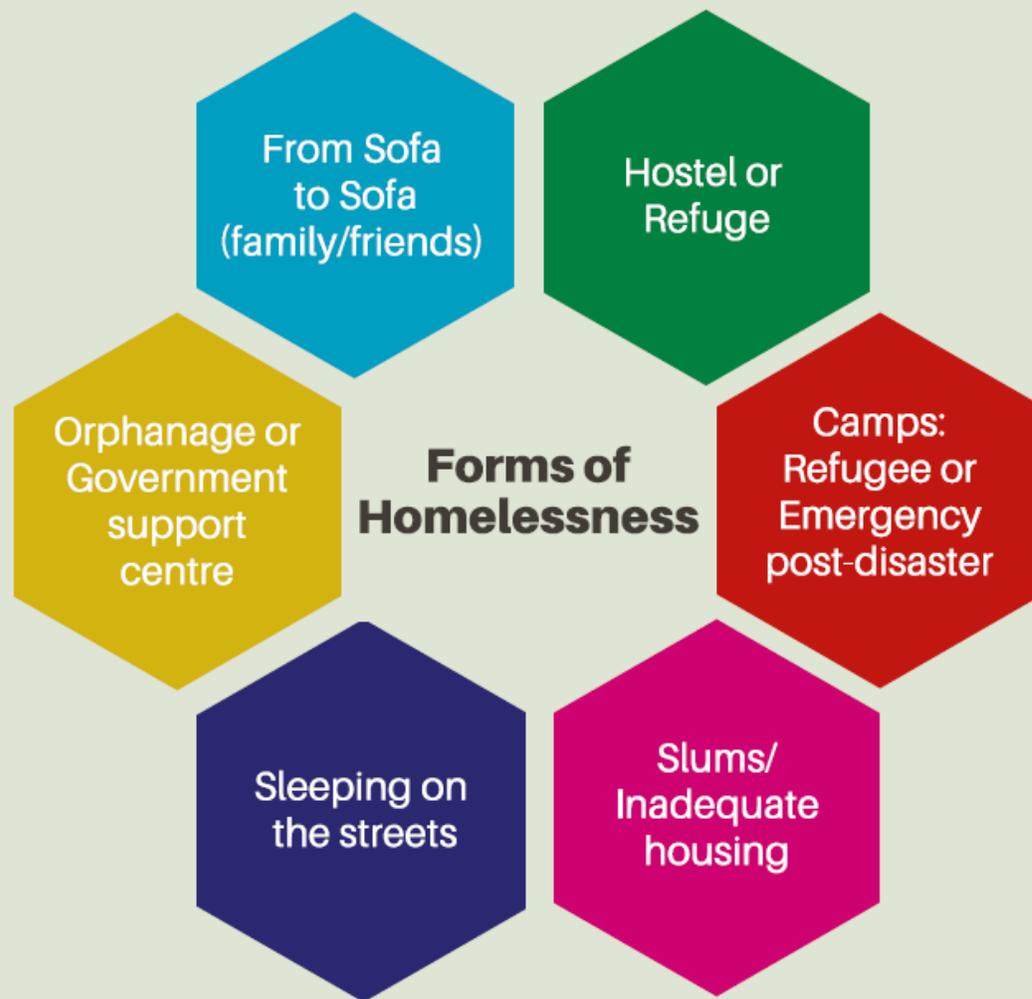
# **“Homelessness and the Homeless World Cup”**

**Zoë Hopkins, International Partnerships Manager at HWC Foundation**

**#MoreThanAGame**

## What is homelessness?

**Homelessness** can manifest itself in a number of different forms and has countless diverse causes - often linked to poverty. Those below are not exhaustive, but are common forms:



**Anyone can become homeless, but these particular groups are often at higher risk:** Those on low income/in poverty-stricken countries, of a minority race, LGBTQI+, living with HIV/AIDS and/or disabilities, fleeing war or natural disaster, seeking asylum, recovering from addiction, trauma or abuse and having spent time in state-sponsored institutions, including prisons, mental health support centres, youth care homes and the military.



**“Everyone should have a home; it’s a right not a privilege.”**

Archbishop Emeritus  
Desmond Tutu, Cape Town  
2006 Homeless World Cup.

## WHY USE FOOTBALL?...

- Globally known and popular sport
- Accessibility / easy to play
- Gives a sense of team spirit
- Universal language across cultures
- A strong tool to deliver education, training, psycho-social support

Video link: [Cardiff 2019 HWC](#)





## STRATEGY OVERVIEW

**HWCF VISION: A WORLD WITHOUT HOMELESSNESS**

**MISSION: : TO USE FOOTBALL TO SUPPORT AND INSPIRE PEOPLE WHO ARE HOMELESS TO **CHANGE THEIR OWN LIVES**; AND TO **CHANGE PERCEPTIONS** AND ATTITUDES TOWARDS PEOPLE WHO ARE EXPERIENCING HOMELESSNESS.**

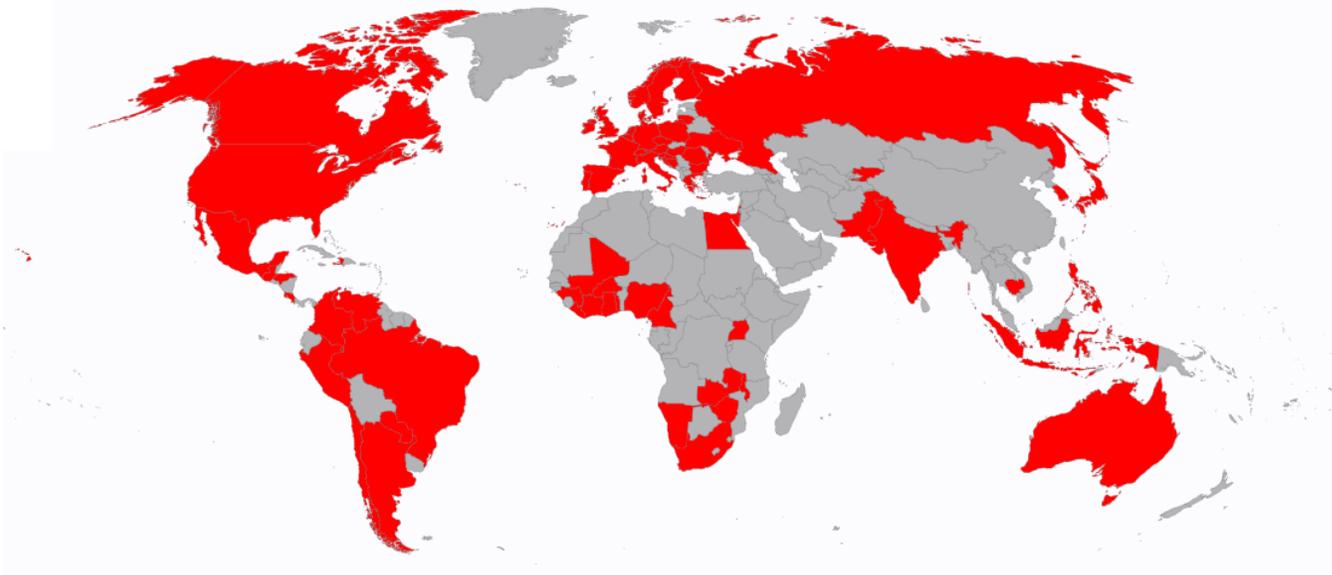




# Our Year-Round Impact

70+ countries with HWCF Street Football Partners across 5 Continents  
>40 women's programmes, 25 vocational training, 22 recovery programmes, 21 health, 13 disability inclusion

>300 local tournaments  
1 annual tournament



## Work of the Partners:



**Ireland** – [Using football to reconnect with society](#)



**Malawi** – [Using football to educate about water and hygiene](#)

## How do we Inspire Global Change?

>500 players attend each Homeless World Cup

### Of those participants in Cardiff 2019:

- 94% say the Homeless World Cup positively impacted their lives
- 83% improved social relations with family and friends
- 77% changed their lives significantly because of their involvement with football



Each year, our Street Football Partners inspire 100,000 homeless or at risk people to change their lives.



## 17 Years, 17 Tournaments

- 2003 Graz
- 2004 Gothenburg
- 2005 Edinburgh
- 2006 Cape Town
- 2007 Copenhagen
- 2008 Melbourne
- 2009 Milan
- 2010 Rio de Janeiro
- 2011 Paris
- 2012 Mexico City
- 2013 Poznan
- 2014 Chile
- 2015 Amsterdam
- 2016 Glasgow
- 2017 Oslo
- 2018 Mexico
- 2019 Cardiff



# Changing Perceptions

Impact on the host city/country:

- Public Opinions on Homelessness Changes
- Global Media Attention – 2million live views
- Focus on Cultural Diversity
- Focus on Inequality and Social Mobility



## Changing Public Perception

**Spectators** attending the Cardiff 2019 Homeless World Cup and watching online reported:

- **90% now have a more positive attitude towards homeless people as a result of the event**
- **62% felt the event made them more aware about the issue of homelessness**
- **83% were proud their city was hosting the event**

By showing the **human side of homelessness**, we aim to help **breakdown stereotypes** and change the ways in which we think and talk about homelessness.





## HWCF and Refereeing

- 11 Referee Courses
- 7 countries
- 130 referees trained



**HOMELESS  
WORLD CUP  
FOUNDATION**





# Additional activities at Cardiff 2019

## Public Engagement



# The Future of HWCF

By 2025 we aim to change the lives of 2 million homeless people or those at risk of homelessness:

- **Grow the Global Network of Street Football Partners to 100**
- **Strengthen our Street Football Partners** to better serve the needs of homeless or at- risk populations
- **Change Perceptions on homelessness** amongst the general public and policy makers
- **Use the new film The Beautiful Game** to help promote our partners' work and raise awareness to end homelessness



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**The Ball Has Been  
Passed to YOU...**

**For more information visit:**

[Homelessworldcup.org](http://Homelessworldcup.org)

**Or follow us on social media:**

[facebook.com/homelessworldcup](https://facebook.com/homelessworldcup)

[instagram.com/homelessworldcup/](https://instagram.com/homelessworldcup/)

[twitter.com/homelesswrldcup](https://twitter.com/homelesswrldcup)

[www.youtube.com/user/Homeless  
WorldCup](https://www.youtube.com/user/HomelessWorldCup)

**THANK YOU!! 😊**