



Play Soccer So They Can

A "How to" for your event

This resource package includes the steps for a successful event and some suggested event formats. If there are any questions or concerns regarding the event or OA Projects (OA), including where the funds go and how you can get involved, please reach us at the contacts listed below.

Purpose of Play Soccer So They Can:

The main purpose of this community is to bring people together to play soccer so that war-affected children and youth can too. The type of event will vary depending on the organizer (you). Some may have the time and ability to organize a small tournament or even multiple games. Whereas, others may decide to organize a simple game between fellow students (or players) or to simply ask everyone who is playing in their usual Saturday soccer game to bring \$5 or more.

As long as the participants enjoy themselves and some funds are raised to help build a better future for war-affected communities, the event is a success. The funds from this year's event will support grassroots community rebuilding in northern Uganda.

Current Situation in northern Uganda:

In northern Uganda, OA has partnered with local organizations that use soccer to rebuild their war-affected communities. Northern Uganda is emerging from over twenty years of civil war characterized by the use of child soldiers, the displacement of hundreds of thousands of people, and the destruction of the local culture and way of life. OA's primary partner in northern Uganda, the Youth Coalition for Peace, is using soccer to empower children and other youth to participate in rebuilding their community. The conflict destroyed community infrastructure and created divides amongst the general population, leaving children and youth disconnected and without opportunities to participate in community-building activities. Soccer is one of the few authentic platforms that allows for many of the existing divides to be bridged. And, OA is committed to supporting a locally driven peacebuilding framework that helps the youth to rebuild their communities.

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Your Support and How to Follow It:

Your contribution and effort will directly impact the ability of local, grassroots programs to enable war-affected youth to play soccer in a community-building capacity. This will help ravaged communities build and sustain a peaceful environment.

There will be blog posts, [Twitter](#) and [Facebook updates](#), and photo and [video journals](#) during the projects so that you will be able to see exactly how your support is having an impact (contact information is below).

Example video journal (northern Uganda #7):
<http://www.youtube.com/watch?v=O65zoGnJRsk>

This document has two main parts: (1) generic steps for organizing your event and (2) some specific examples for people to use as a guide (e.g., if you are a school teacher).

Generic Steps for a Successful “Play Soccer So They Can” Event

Before Game Day:

Choose Field Location for Event:

- Contact your local field rental office and decide on time/location of game
 - Soccer and community organizations or universities/colleges/schools are usually able/willing to donate field time. Alternatively, most direct field rentals are made through local school boards or municipalities/cities.
 - Suggested time for event: 2 hours is a minimum time; 3 hours is useful for registration/setup and clean-up/debrief time, especially with larger groups. However, these numbers are just a suggestion, as the event can be as short or as long as the organizers decide.
 - You may just want to meet in the local park for a small-sided game.

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Decide on the Cost Per Player:

- Ask all participants to donate or fundraise the recommended amount or more
 - We recommend \$5-\$10 for students and \$15-\$20 for adults
 - Encourage the use of pledge sheets (particularly with younger players, as this can lead to a lot of fundraising from family members who would not otherwise participate). We have attached a pledge sheet for your use.
 - What your funds can do:

Amount	What it can do
\$2	Plants a tree at a rehabilitated community soccer field
\$20	Puts a soccer ball in the hands of a peacebuilding program
\$25	Sends a war-affected child to a 5-day soccer camp for peace
\$80	Trains a local coach for three days
\$210	Provides an equipment kit for a team, school, or community group
\$1125	Puts goal posts on a rehabilitated field

Promoting Your Event:

- Your form of promotion will depend entirely on the type and size of event you are organizing. If you are hosting a game between two teams that are already scheduled to play, a simple e-mail to the coaches and/or team list is recommended.
- Information essential to put into any promotion is date, time, and location of event; suggested donation; format of event; who is welcome; and, purpose of event.
- If you are hosting a larger event or would like to reach out to your community, you could:
 - Facebook groups/contacts, e-mail local soccer clubs and leagues (ask for mass emails and a website post), post on any local soccer forums, and put up posters at universities/colleges, soccer fields, or recreation centers
 - Announce on Twitter and to local newspapers, television, and radio stations. (email OA if you would like a press release template)

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Suggestions for larger-scale events:

- Ask for relative level of soccer experience and identify keepers/goalies to help in making teams

Sponsorship of Event (this is not necessary but will add a lot to your event)

- Contact local businesses and organizations that might be interested in sponsoring the event, in the form of:
 - In-kind donations of food or drink for the event
 - Gift Certificates for biggest individual fundraiser(s)
 - A matching fund (partial or complete) to the amount your event raises

Details to Complete Event

- Finalize game or tournament format and logistics (this will be based on the number of people or teams, or both, coming to your event)
- Find referees, directly or via local soccer organizations (you can also use format where players play on the honour system and referee themselves)
- Organize someone to takes photos of the event

Days Right before Event:

- Remind everyone about date, time and location. If the list of participants is small enough, a phone call is also suggested.
- Give directions to field if appropriate and encourage people to carpool, take the bus, or even ride their bike.
- Encourage individuals to continue fundraising and let them know if there are any prizes to be won (having 1 of 2 gift certificates to give to the top individual fundraisers is a great way to motivate people).

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On Game Day:

Suggested Format of Game Day:

1. Collect funds from participants before play starts
2. Confirm attendance with team delegation
3. Thank people for coming and supporting war-affected children and youth, also review format of event and emphasize fun and sportsmanship
4. Play
5. Take pictures and videos if you can (to be sent after the game is complete, to OA along with a story about the event; OA will post some of the stories and photos at www.oaprojects.org),
6. Thank yous and debriefing (e.g., let everyone know how they can track their support)

After Game Day:

- **Send collected funds to OA Projects, by Cheque or Money Order**
 - Mailing address:

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- E-mail your photos, videos and story(ies) about the event to OA; oa@oaprojects.org
 - This story could be why you organized the event, be short anecdotes from the event itself, or be a selection of quotes from the participants about how they feel about their contributions.
- Inform OA if you want to receive notifications when the project activities in northern Uganda are taking place.

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Specific Examples to Guide Individuals

1. University/College Student

- Organize a game during a break in classes, on the weekend, or in the evening and collect pledges from participants for playing. (could also ask spectators, teachers, supervisors, or administrators to also make donations and to come watch the game or tournament)
- Organize a department-wide game, in which faculty take on students
- Organize a game between two departments, and challenge each department to raise the most money
- Ask your intramural teammates (or teams) to donate at your regularly scheduled game(s)
- If you play on the varsity team, organize an event either within your team's network or with your opposing team. For example, ask for a donation from the players and coaches playing in your regularly scheduled weekend game.

2. High School/ Elementary School Student

- Organize a tournament at lunch time or after school and collect donations for playing
- Organize a lunch time or after school game between students and teachers
- If you play on your school team, organize an event between your team and one from a different school. Or organize an event between your team and another team at your school (e.g. boys team versus girls team)
- Organize a small soccer tournament between classes from your school or teams from different schools (e.g., 4 to 6 teams, 7-a-side, shorter games, etc.)

3. Community Player or Coach

- Organize for every player, from each team, in your usual Saturday game to bring \$5 or more
- Ask every team playing in your league to join you and your team in asking each of their players to bring \$5 to the weekend game.

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- Reach out to other leagues (different level in skill, age, or gender) to see if more teams would be willing to also participate during that weekend.
- If your team is scheduled to be part of a tournament during the weekend, contact the coaches of the other teams involved and invite them to join you and your team in fundraising
- Organize a parents versus players game, within your team
- Organize a game made up of coaches/volunteers/parents from your club

4. School Teacher

- Organize a game between your co-workers and collect donations from the teachers (teachers could also ask their students to bring in a small amount to support their effort in the game);
- Organize a game between your co-workers and challenge your soccer team(s) to a friendly game and collect pledges from players;
- Invite teachers (coaches) from other schools to organize their own event at their respective school and see which school collects the most money; and,
- Organize a game between teachers (coaches) from your school and teachers (coaches) from another school.

5. (a) School Board, or (b) Soccer Association, Member

- Send teachers, coaches, and administrators the information about the event (i.e., the 2-page introductory document available at www.oaprojects.org) and encourage them to participate (see examples above for ways that teachers and coaches could organize an appropriate event);
- Send same information to contacts in other school districts or associations and encourage them to inform their teachers, coaches and administrators
- Contact teams in regularly scheduled games and invite them to participate in the event by asking their players (or team) to bring a suggested donation to the game.
- Organize a game(s) or tournament(s) for teams in your school district, or league, to participate in.

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Again, these are just some of the ways in which you can structure your event. You probably know what format would work best for you and the event you want to organize. We encourage you to decide on a format that is not too complicated and easily implemented by you (or your team), especially as this may be your first time organizing an event like this. If you have other ideas for event structures, and need a bit of support or guidance, we will be happy to provide it -- just let us know how we can help.

We would like to thank you for being a part of our first every Play Soccer So They Can event. We are all excited about the potential for this community to provide real and lasting support for local youth working to rebuild their own communities.

OA Projects (OA), a Victoria and Vancouver-based grassroots and youth-driven non-profit that uses the unifying power of soccer to build safer and healthier communities for war-affected children. ("Opportunitas Aequa" is Latin for Equal Opportunity).

"There is no more powerful a tool for reconciliation, for youth, than the game of soccer."

Lt. General Romeo Dallaire (Canadian Senator and Former UN General in Rwanda), upon receiving a brief presentation on OA.

Contacts and Links

E-mail: oa@oaprojects.org

Phone: +1 778 990 7292 (Gavin)

Mailing Address (send collected funds via cheque or money order, made payable to OA or OA Projects or Opportunitas Aequa):

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OA's Website: www.oaprojects.org

OA's YouTube Chanel: www.youtube.com/oafilms

OA's Facebook Group: <http://www.facebook.com/group.php?gid=7142328244&ref=ts>

OA's Executive Director page on Twitter: <http://twitter.com/GavinHollett>

Please consider the environment before printing this or any materials for the event. We encourage you to use online media or recycled materials for any promotion of the event.

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