



Kids 4 Kids Footy Challenge

For many street children, football often is the only escape from hardships of life on the streets when they find some joy amidst the hunger, abuse and fear which they experience.

"It is great that the Street Child World Cup will use this game, which is loved all over the world, to help give kids a fairer deal. No child should have to be on the streets, so if football can be a part of making a difference, that's fantastic." Gary Lineker

PLAY KIDS 4 KIDS FOOTY CHALLENGE and...

- Enjoy football fun while raising awareness and funds for Street Child World Cup
- Improve physical ability, health, encourage teamwork and leadership
- Be part of an important international project
- Win special Brazilian football workshop, a chance to create an international link with a project in Brazil, a trophy or a Brazilian ball

Street Child World Cup is the world's first international football tournament for street children aimed at securing their human rights. In March 2010, 8 teams of street children aged 14 – 16 will head to Durban in South Africa to compete in a 7 a side football tournament to showcase their talent and campaign to ensure their rights are protected and their voice is heard. The teams will represent 8 countries including South Africa, Brazil, India, UK, Ukraine, Nicaragua, Philippines and Tanzania.

ABC Trust is a London based charity dedicated to helping street children and vulnerable young people of Brazil, we are representing Team Brazil for Street Child World Cup.



Aim:

We are asking schools to get involved in the Kids for Kids Footy challenge to help raise awareness and funding to help street children in Brazil realise their dream of going to South Africa and enjoy the beautiful game as well as create lasting change to help transform their own futures. At the same time, each participating school will have the chance to be part of an important and exciting project, a chance to win Brazilian soccer workshop and enjoy many other benefits...

Benefits for schools

- Be part of an international project
- Help street children their own age
- Help make lasting social change
- Strengthen participation in sport
- Improve skills and techniques
- Encourage teamwork & leadership
- Enhance pupils' education on human rights, poverty and SCWC
- Enhance global awareness and reinforce their role as global citizen
- Individual certificate for each pupil
- Certificate & letter of thanks to each participating school
- Benefit from our Marketing & PR for Street Child World Cup
- Top fundraising school will be awarded a trophy, a free Brazilian football workshop with Brazilian Soccer Schools and be invited to create an international link with our partner projects in Brazil
- All participating schools will have the chance to win a trophy each or a full size Brazilian football (conditions apply, see guide)
- Help make history happen!

Get Involved

The challenge:

This is a fantastic way for schools to play a part in Street Child World Cup and help make a difference to street children, so please get involved and play for Kids 4 Kids Footy Challenge.

Schools throughout the UK are being asked to create their own football fun day during **Kids 4 Kids Footy Week, 1st—5th February 2010** with a minimum of 2 teams to play in a match raising a minimum of £250 per team (£500 per school). For example, a team of 10 pupils can raise £25 per player which can be easily achieved by individual collection from friends, family, relatives and neighbours. Schools can also do their own tournament, for schools with minimum of 4 teams and raise £1000 will be provided with 1 hour free Brazilian Soccer Schools training before the tournament. To be eligible for the top fundraising school prize, schools must have paid in all funds raised by sending a cheque to ABC Trust by 12th February 2010. A full resource pack will be sent to each school.



"I've played football as a teenager with the world watching me. The Street Child World Cup is a brilliant project which will help hundreds of thousands of teenagers who have been forced to live on the streets by getting the world to listen to them and give them a fair chance." Theo Walcott, Arsenal striker

Challenge Guideline:

- A minimum of 2 teams per school
- No limit for number of players per team but 10 recommended to make Fundraising easier.
- More than 2 teams can participate in the challenge i.e. several teams for a fun tournament
- Each match should be between 2 teams from the same age group
- Girls and boys are encouraged to participate to keep in the spirit of Street Child World Cup – which will include mixed teams

Resource Pack

- Info and DVD highlighting issues of street children in Brazil, ABC's work and our partner projects
- Street Child World Cup info
- Team Brazil info
- Full fundraising guide: full of useful tips on how to maximise fundraising
- ABC Trust sponsorship form
- Poster for each school

Why help street children in Brazil?

Every day, children are forced to face the violence, extreme poverty and isolation of life on the streets of Brazil. For many, there is little hope for the future.

- An estimated 7 million children either work or live on the streets of Brazil (Unicef)
- 60% of children do not complete primary education
- 1,000 children die of hunger and malnutrition each day
- Many street children turn to drug abuse, petty crime and violence as a means of survival
- little access to education forces children to stay on the streets
- Street children are not recognised as human beings

Street Child World Cup is aimed at giving these children a voice, a chance to showcase their talent and ensure their rights are protected and their lives change for the better. You can help make this happen, by simply taking part.

Where will the money go?

We aim to raise a minimum of £15000. All funds raised from the challenge will go towards funding Team Brazil to help realise their dream of participating in Street Child World Cup. This includes covering cost of football kit, coaching/training, medical assistance, food, transport, accommodation and professional team leaders.

How to sign up:

You can sign up to the Kids 4 Kids Footy Challenge by simply filling in a registration form and a pledge form. To register or for more information please get in touch:

Contact

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