

Our Impact

Using the power of sport to provide a global platform for street children, we aim to affect change at three levels:

- **Individual:** empower former street children as ambassadors for the rights of all street children,
- **Local:** raise awareness of and increase support for our partner organisations working in-country to protect and support street children,
- **Global:** highlight the issues faced by street children and change the negative perceptions and treatment of street children worldwide.

WHAT WE'VE ACHIEVED

- **Inaugural 2010 Street Child World Cup** acts as a tipping point helping end illegal Police round-ups of street child in Durban.
- **2014 Street Child World Cup** results in:
 - I AM SOMEBODY tour in Pakistan achieving a national resolution for 1.5 million street children, led by our partners,
 - Brazilian Government invites our partner to participate in summit for a first National Policy for street children,
 - Street Child United secures funding to rebuild a derelict community, football pitch in Complexo da Penha, Rio de Janeiro, providing local at-risk-children a sustained alternative to the violent drugs trade.
- **2015 Street Child United Leaders Summit** identifies three specific rights most frequently denied to street children: the right to education, identity and protection from violence.
- **2016 Street Child Games** open in Rio de Janeiro, resulting in the development of the Rio Resolution by former street children delivering a strong set of recommendations for change.

Street Child Games: impact so far

THE UNITED NATIONS

The Rio Resolution has been received by the United Nations, who congratulated the participants for their hard work.

Ahmad Alhendawi, United Nations Secretary-General's Envoy on Youth said:

“Congratulations on the successful convening of the General Assembly of the Street Child Games and for producing the Rio Resolution. I've read the Resolution with great interest and I find it truly inspiring.

We take good note of the Resolution and we will reflect it in our work as appropriate, as well as share it with the relevant UN offices.”

STREET CHILD GAMES CONTRIBUTES TO GROUNDBREAKING UN GENERAL COMMENT

The young people at the Street Child Games joined street children worldwide in making their voices heard and influencing governments by feeding into new UN guidance on their rights - the forthcoming **UN General Comment on children in street situations**. The consultation was organised by the **Consortium for Street Children**.

GLOBAL MEDIA COVERAGE FOCUSED ON STREET CHILDREN'S RIGHTS

The Street Child Games reached an estimated **81 million people worldwide**. The coverage gained has an estimated advertising value equivalent to **more than £2.5 million***.

The Games secured in-depth and informed reporting in leading national media outlets around the world, including: **The Guardian**, **BBC**, **The Times of India**, **O Globo Esporte (Brazil)**, **ViceSports (International)**, **The Express Tribune (Pakistan)**.

*Analysis by Precious Media



Media: at a glance

THE GUARDIAN, GLOBAL DEVELOPMENT
12 APRIL 2016, INTERNATIONAL DAY FOR
STREET CHILDREN - USHA, TEAM INDIA
SPEAKS ON BEHALF OF STREET CHILDREN
WORLDWIDE

"I want to raise my voice for the rights of street children and street-dwelling families. And I demand that governments around the world ensure that all street children have a legal identity. We aren't begging for this, or asking for it as a favour. It's our human right."

THE EXPRESS TRIBUNE

"What can I say, I'm just happy," said Mehar after the event. "I am somebody and I just want to celebrate that."

THE TIMES OF INDIA

Ashok [India] has helped other youngsters get off the streets, and also trains youth in slums. "These big events are a great opportunity to showcase our talents."

AROUND THE RINGS

Innocent, Team Burundi said, "Through this competition, through the opportunity that these actions give to street kids, I think not only people from Burundi, but the whole world, are going to know that street kids are able to change the world."

THE LONDON EVENING STANDARD

Ms Ngalan [Team England] said: "A lot has happened in those two years. After I came back [from the 2014 Street Child World Cup] I decided I wanted to be a human rights lawyer and now I am studying law at university. I want to help children who are less fortunate than us to have social security and the safety net we have."

BBC SPORTSHOUR, WORLDWIDE

We're in Rio as 80 children from 9 countries compete at the first ever Street Child Games.

VICE SPORTS

John Wroe, CEO, SCU said, "Our job is to get the countries on the side of these young people. If they see them differently, then they will treat them differently. And we know we can do that through sport."

THE GUARDIAN, SPORT
27 APRIL 2016, 100 DAYS
UNTIL THE OLYMPIC GAMES

The inaugural Street Child Games gave former homeless children the chance to become medal winners last month, offering an inspiring example of how grassroots sport can elevate the most marginalised groups and give them the opportunity to show their potential.

81 million
people
worldwide

ESTIMATED AUDIENCE
REACHED

Social Highlights

CONGRESS GENERAL ASSEMBLY THUNDERCLAP
REACHED POTENTIAL AUDIENCE OF 750K

TWITTER

- 254 TWEETS = 250K IMPRESSIONS
- #STREETCHILDGAMES TRENDED IN PAKISTAN

INSTAGRAM

- USAIN BOLT (2.6M FOLLOWERS) LIKED POST OF SQUAD PAKISTAN CELEBRATING WIN



Teams move forward at home

The young people have returned home to their countries, continuing as Ambassadors and working with our partner organisations to raise awareness of the specific challenges street-connected children in their community face.

They will use the Rio Resolution as a lobbying tool to support their ongoing work on the frontline with street children.

“In Brazil I realised that street children face the same problems everywhere in the world. My aim now is to support Azad Foundation in its efforts for the rights of street children.”

SALMAN, SUPPORTED BY AZAD FOUNDATION & REPRESENTING PAKISTAN



Salman on the starting blocks at the Street Child Games.

“I will transform those that are living on the streets. First I will change my area and then the rest of the streets in Chennai.”

USHA, SUPPORTED BY KARUNALAYA & REPRESENTING INDIA



Moving forward together

WHAT'S NEXT?

We are committed to ensuring that every child living and working on the streets has the opportunity to be “Somebody” and to have their rights as a child safeguarded.

We will build on the impact we have achieved together, and continue to use the universal power of sport to provide a platform for street children to change the way they are negatively seen and treated.

Our focus will be to support our partners following their participation at the Street Child Games, whilst continuing preparations for the next Street Child World Cup in 2018 and developing our plans for the first Street Child Cricket World Cup in 2019.

STREET CHILD WORLD CUP, RUSSIA 2018

The third Street Child World Cup will take place ahead of the 2018 FIFA World Cup.

Teams of street-connected children from around the world will come together to play football, representing their country and the millions of children still living on the streets.

Alongside the football, the children will share their expertise at an international Congress, continuing to highlight and address the specific issues they face.

STREET CHILD CRICKET WORLD CUP, ENGLAND 2019

In 2019, the 12th Cricket World Cup will be held in England and Wales, inspiring millions of passionate fans worldwide.

In some of the countries in which our partner organisations work, cricket speaks even louder than football. We plan to harness this potential through the first Street Child Cricket World Cup, providing a vital and continued platform for street children's rights.

This is more than a game.

