AFC DREAM ASIA FOUNDATION

Football Cares
Patron of the Foundation, the AFC President Shaikh Salman bin Ebrahim Al Khalifa launched the Dream Asia Foundation on 1 March 2017, in Kuala Lumpur. The organisation implements Asian football’s desire to use the beautiful game as a tool for social development.
INTRODUCTION TO THE AFC DREAM ASIA FOUNDATION

The foundation provides funds and cooperates with major NGOs in the areas of:

- **CHILDREN & YOUTH**
  - Children’s Rights and Youth Issues, Facilitating Children’s Personal Development

- **INTEGRITY & EDUCATION**
  - Character Building Programmes, Awareness Seminars/Workshops and Campaigns

- **SOCIAL INCLUSION**
  - Gender Equality, Social Inclusion & Football for People with Differing Abilities

- **HEALTH**
  - Promote Healthy Lifestyle - Interventions, Campaigns & Advocacy

- **HUMANITARIAN AID**
  - Rebuilding After Disaster
Football has the unique ability to unite people across borders. It is a powerful force and us working in football have the responsibility to channel that power to positive causes.

The AFC Dream Asia Foundation will pool resources, through partnerships, using the power of football to help people in need across the Continent.

AFC President
Shaikh Salman bin Ebrahim Al Khalifa
OBJECTIVES

• To attain the maximum social impact of AFC’s SR initiatives.
• To ensure an effective outreach by forging more meaningful partnerships with UN & its agencies along with international/local organisations.
• To achieve more equitable distribution of funds for the larger good of disadvantaged & marginalised in Asia.

FUNDRAISING THROUGH:

• Corporate donations
• Individual contributions
• Sponsor activities
• AFC Champions League revenues earmarked for social responsibility
• Other fundraising events
• Any surplus from the SR budget directed to the Foundation

FUNDS DISTRIBUTION

The funds will be distributed based on application to the Foundation on a need basis.
The annual AFC Dream Asia Awards are the AFC’s way to recognise and honour exemplary commitment towards social development using football to bring about change.

The awards are presented in the following categories — Member Associations, Non-Governmental Organisation, Corporate and Individual.

**ELIGIBILITY FOR NOMINATIONS**

- Must have contributed to social development initiatives in the calendar year of the award
- In compliance with neutrality and non-discrimination provisions in the AFC Statutes
- Organisations must be registered entities
- Independence of any political or religious affiliations

**SELECTION PROCESS**

- Initial screening of applications by respective Member Associations
- Review and shortlisting of candidates by the AFC Social Responsibility Unit
- Evaluation will be based strictly on the set criteria
- The AFC Management will ultimately make the final decision on the award recipients.
EVALUATION CRITERIA

- Demonstrable commitment to social development
- Programme/project alignment with major national and/or global development agendas
- Effective and sustainable mobilisation of resources from the local community
- Demonstration of efficient management of resources, good governance practices, transparency, accountability and effective communication
- Tangible benefits and measurable impact on target communities
- Delivery of quality services to beneficiaries, while demonstrating efficient management of resources with transparency and accountability
- Efficient implementation with clear strategies, ensuring continuity
- Cooperation or partnering with existing football associations

PREVIOUS WINNERS

NOMINEES FOR ALL CATEGORIES CAN BE PROPOSED BY

- AFC Member Associations
- AFC Social Responsibility Chairperson or Committee

MEMBER ASSOCIATIONS

Japan Football Association (2017, 2015)
Qatar Football Association (2016, 2014)
Myanmar Football Federation (2013)
UAE Football Association (2012)
Football Federation Australia Limited (2010)

INDIVIDUAL

Nguyen Hoang Phuong Vietnam (2017)
Sultan Bin Fahad Bin Abdulaziz Saudi Arabia (2016)
Ramon Pedrosa Philippines (2015)
Scott Lee, Spirit of Soccer International (2014)

NGO

Football for All Vietnam (2017, 2015)
Moby Group Afghanistan (2016)
SALT Academy Cambodia (2014)
Reach Out To Asia (2011)

CORPORATE

Shell Qatar (2017)
Soong Ching Ling Foundation China PR (2016)
One World Play Project International (2015)
ESTEEL Corporation Islamic Republic of Iran (2014)
The AFC organises annual social responsibility activities in conjunction with the AFC Annual Awards in the country hosting the gala event. Football ambassadors from the host country and the nominees for the AFC Player of the Year Award in both the men’s and women’s categories help run the skills clinics and grassroots football matches, organised prior to the Annual Awards ceremony. The 2017 activity was a football and education programme for 200 refugee children residing in Thailand.

RECOGNITION AWARDED FOR AFC SOCIAL RESPONSIBILITY WORK FOR THREE CONSECUTIVE YEARS:

<table>
<thead>
<tr>
<th>SPORTS INDUSTRY AWARDS ASIA 2015</th>
<th>SPORTS INDUSTRY AWARDS ASIA 2016</th>
<th>SPORTS INDUSTRY AWARDS ASIA 2017</th>
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<tbody>
<tr>
<td>Best Sports Corporate Social Responsibility (CSR) Initiative</td>
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<tr>
<td>Silver Award: AFC Village</td>
<td>Gold Award: Ultra Durable Balls Contribution</td>
<td>Bronze Award: The Shree Seti Devi Higher Secondary School rebuilding project in Sindupalchowk, Nepal</td>
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<tr>
<td>Best Sports Participation / Amateur Event</td>
<td>Silver Award: AFC - Football for All Vietnam (FFAV)</td>
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<td>Silver Award: AFC - Football for All Vietnam (FFAV)</td>
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<tr>
<td>Best Sports Youth Programme</td>
<td>Gold Award: AFC - Football for All Vietnam (FFAV)</td>
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<tr>
<td>Gold Award: AFC - Football for All Vietnam (FFAV)</td>
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Background

- Two consecutive earthquakes in Nepal, on 25 April and 12 May 2015, killed approximately 10,000 people and left more than 25,000 people injured.
- Many schools in residential and rural areas were badly damaged.

AFC’s Commitment

In line with AFC President Shaikh Salman bin Ebrahim Al Khalifa's commitment to use football for social development, the Confederation committed funding to assist the people of Nepal affected by the tragedy.

The AFC decided to rebuild a school in one of the affected rural areas as part of its relief project initiatives.
NEPAL EARTHQUAKE - SCHOOL REBUILDING PROJECT

**LEGACY PROJECT**

- Working with the All Nepal Football Association (ANFA), the local football association and the AFC’s legacy partner Coaches Across Continents (CAC), a football education and awareness programme was implemented for the children living in the affected area.

**IDENTIFIED RELIEF PROJECT**

- Shree Seti Devi Higher Secondary School in Sindhupalchowk, Northern Nepal has been rebuilt, following damage by the earthquakes in May 2015.
- The school building consists of two blocks of two-storey buildings with 18 classrooms to cater for 800 children.
AFC VILLAGE - PHILIPPINES

BACKGROUND

- The AFC Village consists of 30 houses and a dedicated sports field.
- The building was constructed by AFC at Tacloban Province which was hit by a devastating typhoon in 2014.
- Laptops are provided by the AFC in the village community centre for all residents to use.
- Health awareness and general education are provided for the AFC Village community.

CHARACTER-BUILDING THROUGH FOOTBALL:

- Local coaches educated by Coaches Across Continents will lead a football social education programme in the village.
AFC PARTNERSHIP WITH DIFFERENT ORGANISATIONS

The AFC and One World Play Project (OWPP) signed a Memorandum of Understanding in September 2013 and the ultra-durable balls project is part of the partnership. The project leverages on the beautiful game as a platform to enrich lives and bring about positive social outcomes.

The One World Futbol is a gift for life: the footballs are ideal for use in tough environments and are virtually indestructible, making them last a lifetime. The One World Futbols are recognised as a breakthrough in ball technology—the ultra-durable balls never need a pump and never go flat.

DONATIONS ARE MADE TO RURAL SCHOOLS, DISABILITY ORGANISATIONS AND ORPHANAGES. AN ULTRA-DURABLE FOOTBALL DONATION EVENT COMPRISES:

1. Public health campaign - collaboration with NGOs, local government authorities and national team players.

2. Social responsibility seminar & workshop - for grassroots coaches, university students, NGOs and relevant government officials.

3. Football clinics - with presence of national team players.

RECOGNITION

• The ultra-durable balls project, which is based on the One World Futbol created by OWPP, won gold in the ‘Best Sports CSR Initiative’ category at the prestigious Asia Sports Industry Awards (SPIA) in 2016.
OUTCOME

- Total number of balls distributed to Member Associations since 2013: 141,590.
- 1.5 million children of different abilities have found their love for the game.
- 500 grassroots coaches attended social responsibility seminars to gain extended knowledge on using football as a platform for social development initiatives.
- Through the advocacy and awareness campaign, 200,00 people across Asia have learnt about pressing local health issues, girls and women empowerment, as well as understanding the needs of people with disabilities and the less fortunate.

It is the project’s mission to champion play anywhere and everywhere. Together with OWPP, the AFC is empowering children across Asia through the power of play.

As part of the project, the AFC works with its Member Associations, local NGOs and government stakeholders to organise social responsibility seminars. These cover key development areas such as character building, child psychology, health awareness, gender equality, and social inclusion.

The ultra-durable balls project is a key part of the five strategic social responsibility focus areas under the AFC’s Vision and Mission: children and youth, integrity and education, social inclusion, health and humanitarian relief.

The programme, combining a wide-reaching football donation with a social responsibility awareness aspect, has been recognised internationally.
A Memorandum of Understanding was signed between the AFC and IFCPF on 3 May 2016.

**OBJECTIVES**

- Establish a basis on which the AFC and IFCPF can collaborate to implement football-related programmes for children and adults with cerebral palsy.
- To increase the number of players including women and youth players.
- Encourage MAs to work closely with local CP football organisations, assist them with organising national championships and to compete internationally.
- Provide training to more CP football coaches and more qualified technical delegates in Asia.
- Qualify more classifiers and roll out the new classification system.

**AFC COMMITMENTS**

- Providing support via personnel, officials and instructors for CP football.
- Encouraging MAs and AFC partners to provide support.
- To promote events and workshops organised by IFCPF.

**IFCPF COMMITMENTS**

- To assist in planning & organising CP tournaments.
- To implement a coaching programme for interested MAs.
A cooperation agreement between the AFC and UNHCR was signed on 30 November 2016.

**OBJECTIVE**

Working towards a society that respects human dignity by empowering refugee youth through football

**COUNTRIES WITH ONGOING/CONCLUDED PROJECTS**

Projects in Malaysia, Thailand and Lebanon were concluded. A project in Bangladesh is ongoing.

**EXPECTED OUTCOME**

- Improving self-reliance, empowerment and social inclusion of refugee children, which enables them to grow into leaders who will be agents of change in their communities
- Motivated children equipped with values of sportsmanship and fair play, discipline and work ethics, teamwork and social connectedness, while nurturing their communication and teamwork skills
A cooperation agreement between AFC-International Federation of Red Cross and Red Crescent Societies (IFRC) was signed on 29 August 2017.

**OBJECTIVES**

- To provide a framework for regional partnerships between the two organisations
- To launch joint social development initiatives in the AFC’s Member Associations and IFRC’s National Societies.

**FOCUS AREAS**

**SAFETY**

**SOCIAL INCLUSION**

**EMERGENCIES**

**COUNTRIES WITH ONGOING/CONCLUDED PROJECTS**

Projects in China, Mongolia, Nepal, Philippines and Thailand were concluded.
ENGLISH PREMIER LEAGUE

OBJECTIVES

- Utilising the combined power of the AFC and English Premier League to leverage football’s role as a force for good.
- AFC – Premier League Football Social Development Conference
  Joint conference held in Hong Kong in July 2017

CONFERENCE TOPICS

AFC Member Associations, NGO partners, football coaches and ambassadors, special guests and media

Topics covered in panel discussions:
- Women’s participation in football
- Charitable foundations
- Football for participants with differing abilities

The conference was officiated by AFC General Secretary Dato’ Windsor John and Premier League Executive Chairman Richard Scudamore.

Conference legacy:
Legacy project initiated with Hong Kong FA for girls’ and women’s football development.
The AFC and SCORT Foundation signed a Memorandum of Understanding in November 2017 to establish a formal cooperation partnership to deliver tailored education programmes for children and young coaches. The partnership entails implementation of sport and educational activities for crisis-affected children.

The SCORT Foundation, based in Switzerland, is committed to building a world where children can play sports despite difficult conditions, guided by mentors and role models who inspire them. In order to achieve this goal, SCORT builds international development networks through sports/football. Its main partner is the Football Club Social Alliance (FCSA) through which SCORT identifies and links up with professional football clubs for its development projects.

A project in Lebanon was concluded. A project in Vietnam is ongoing.
UNITED WAY WORLDWIDE (UWW)

United Way Worldwide has a network of nearly 1,800 community-based national and regional offices in 45 countries and territories. UWW envisions a world where every individual has an opportunity to succeed, and entire communities thrive as a result. It creates opportunities for a better life for all by focusing on education, financial stability and health, the building blocks for a good life and a strong community. The UWW movement mobilises millions to action — to give, advocate and volunteer.

The AFC and UWW will implement joint activities in countries and regions identified jointly by the partners to address educational issues and shortcomings.

AFC Member Associations and the partner organisations of the UWW in identified countries and regions are encouraged to explore potential partnerships, coordinated by the AFC and UWW.

FOCUS AREAS
- early childhood development and improving children’s reading skills
- aiding school performance and assisting disadvantaged young people’s transition to secondary education
- skills development and training provided to young people leading to employment
- physical and mental wellbeing of children and youth
THE WORLD VISION MALAYSIA (WVM)

World Vision Malaysia is a child-focused humanitarian organisation dedicated to overcoming poverty and injustice. WVM implements local community projects in Malaysia through its partner, WVM Foundation.

Through a variety of awareness and fund-raising campaigns and partnerships with individuals and corporations, WVM reaches out to the poor, working with them to build a sustainable future and to provide them with access to health care, water, nutrition, basic education and economic transformation.

Through its Eat Right to Play Right (ERTPR), the WVM Foundation has managed to leverage on the power of football to empower children from rural areas with the opportunity to better understand the importance of nutrition while instilling self-discipline and sportsmanship.

The Football Module provides basic football training for the children as well as training modules for the community coaches. Since its launch in 2014, the ERTPR programme has enriched more than 600 children from 30 communities in the country.
SPECIAL OLYMPICS ASIA PACIFIC

DATES
22-27 April, 2019 (Certificate Programme)
First week of June 2019 (Football Week)

SUMMARY
The AFC and Special Olympics have planned two key events in 2019- part 2 of the AFC’s C-License course which will take place in the month of April including certification. The inaugural Asian Football Week has been planned around June which is a regional event where all 33 programmes (Special Olympics) would be encouraged across the Asia Pacific region to plan and deliver a range of football activities in one and the same week.
COACHES ACROSS CONTINENTS

OBJECTIVES

AFC and Coaches Across Continents are collaborating to create opportunities for the development and implementation of social development programmes as part of the AFC’s social responsibility legacy programme.

CAC will provide educational consultancy and mentorship in creating social impact through sport in certain targeted communities within AFC’s Member Associations.

COUNTRIES WITH ONGOING/CONCLUDED PROJECTS

Bangladesh, Nepal and Philippines
INDOCHINA STARFISH FOUNDATION

OBJECTIVES

ISF won the AFC Dream Asia Awards 2018 in the Non-Governmental Organization category. ISF has fulfilled the criteria of showing exemplary dedication to delivering social responsibility initiatives in the Cambodia community.

ISF objectives are in line with the UN Sustainable Development Goals, specifically in reducing poverty, hunger and inequalities, and improving health and well-being, education, gender equality and decent work. ISF is committed to providing positive and equal opportunities to disadvantaged and marginalised Cambodian children and their communities through quality education, healthcare and sport.
DREAM ASIA ACTIVITIES

CENTRAL
Islamic Republic of Iran

WEST
Jordan
Palestine
Lebanon
United Arab Emirates
Iraq

SOUTH
Bangladesh
Nepal
India

EAST
China PR
Mongolia
Hong Kong
Japan
Northern Mariana Islands

ASEAN
Thailand
Philippines
Malaysia
Indonesia
Vietnam
Cambodia
Singapore

Concluded
Ongoing
Upcoming
BANGLADESH

PROJECT
Social Responsibility Programme in registered refugee’s camp in Cox’s Bazaar, Bangladesh

DURATION
December 2018 (Phase 1) - June 2019 (Phase 2)

TARGET GROUP
Rohingya children between 6 - 17 years

PROPOSED ACTIVITIES
✓ Football training sessions
✓ Health Education sessions
✓ Mini Football Tournaments and Football Festivals

PARTNERS

Concluded  Ongoing  Upcoming
BANGLADESH

PROJECT
AFC - Bangladesh Football Federation Social Responsibility Programme

VENUES
Dhaka and Cox’s Bazar

DURATION
November 2018 - May 2019

SUMMARY
Two ‘Train the Trainers’ workshops were held in Dhaka and Cox’s Bazar. A curriculum was specifically designed by the AFC’s partner ‘Coaches Across Continents’ (CAC) to address specific social issues in the Rohingya camp and Dhaka slums. The participants were selected by the ‘Jaago Foundation’ in Dhaka and by the UNHCR in the refugee camps. Around 75 coaches were trained from 25 camps and 50 teachers were trained from Jaago schools. They have equipment package, curriculum binder, lesson plans provided by the CAC.

PARTNERS

- AFC
- Bangladesh Football Federation
- UNHCR
- Coaches Across Continents
- Jaago Foundation
CAMBODIA

PROJECT
AFC - ISF (Indo-China Starfish Foundation) Deaf Tournament

VENUE
Phnom Penh

DATE
Since December 2018

SUMMARY
More than 200 deaf and hearing-impaired youth took part in an inclusive event which was tailored to the needs of the participants fostering inclusion, fun and competition in a safe environment.

PARTNER
ISF runs Grassroots Football Programme with annual youth league, tournaments, festivals, coaching and coach development.
Provides training to disadvantaged and marginalised youth including girls and children with differing abilities.
Facilitates personal development and good health to 4000 participants from 12 provinces.

PARTNERS
CHINA PR

PROJECT
AFC – Chinese Football Association Social Responsibility Programme for ACL 2015 Winner, Guangzhou Evergrande Club

DATES
8 – 9 August 2017 (Chengdu)
24 – 25 September 2017 (Guangzhou)

ACTIVITIES
✓ SR seminar for community coaches and school teachers
✓ Field activities with girls and boys U14, disabled/blind football players and SOS Village children
✓ First Aid Workshop for teachers, coaches and youth players

PARTNERS

CHINA PR

DREAM ASIA ACTIVITIES

Upcoming

AFC DREAM ASIA FOUNDATION

Concluded

Ongoing

28
CHINA PR

PROJECT
AFC - Chinese Football Association Dream China Project

VENUES
Chengdu, Shanghai, Changsha & Xi'an.

DURATION
Since May 2018

SUMMARY
Into its 7th year, the project focuses on children with disability or differing abilities. Seminars and workshops are conducted for community coaches and teachers. First-aid training sessions are held for teachers, coaches and players.

PARTNERS
CHINA PR

PROJECT
AFC - Chinese Football Association Disadvantaged/Isolated Children Project

VENUES
Enshi & Shanghai

DATES
To be confirmed

SUMMARY
The project has rural and urban component. The rural project covers all 647 primary and secondary schools, more than 3000 PE teachers and over 400,000 students. These are the children left behind by migrant workers with their relatives or grandparents. The project aims to train over 1000 PE teachers and it is likely to benefit 200,000 to 300,000 students and 1 million community members.

The urban project is a pilot project in Shanghai that aims to provide education and football training to children in 35 schools. These are the children who have experienced isolation due to migration to cities.

PARTNERS

### DREAM ASIA ACTIVITIES

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<thead>
<tr>
<th>Country</th>
<th>Upcoming</th>
<th>Ongoing</th>
<th>Concluded</th>
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</thead>
<tbody>
<tr>
<td>CHINA PR</td>
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</table>
HONG KONG

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<thead>
<tr>
<th>PROJECT</th>
<th>Legacy programme ‘Empowering Women Through Football’</th>
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<tbody>
<tr>
<td>DURATION</td>
<td>September 2017 - June 2018</td>
</tr>
<tr>
<td>ACTIVITIES</td>
<td></td>
</tr>
<tr>
<td>✓ School Football Festival &amp; Fun days for girls</td>
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<tr>
<td>✓ School visit for recruitment, education, career pathway in sports and awareness</td>
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<tr>
<td>✓ Provide support for new set-up girls football teams</td>
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<tr>
<td>✓ SR seminar</td>
<td></td>
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<tr>
<td>✓ Coach education support</td>
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</tbody>
</table>

PARTNER

[Logo of the AFC DREAM ASIA FOUNDATION]
INDIA

PROJECT
AFC Blind Football Centres

VENUES
Delhi, Madurai, Kolkata, Shillong, Guwahati and 6th to be identified.

DURATION
April 2019 - April 2020

SUMMARY
India is home to the world’s largest number of blind people with over 15 million people. The AFC would be funding a new blind football centre in Delhi that would also act as a centre in the North. The facility will also be available to participants with special needs. The AFC will also develop 5 blind football centres in the South and the North-East. The AFC would be providing side-boards, balls, boots and eye protection masks. In second phase, the AFC would also be running the ‘Train the Trainers’ programme along with its partners.

PARTNERS

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DREAM ASIA ACTIVITIES

AFC DREAM ASIA FOUNDATION 32
INDONESIA

PROJECT
Joint ‘Sport For Development’ Project

VENUE
East Java

DATES
Since October 2018

SUMMARY
- Running ‘Train the Trainers’ and grassroots programmes with other stakeholders from sport, government, academia and education;
- Like Nepal and Philippines, also exploring the possibilities of an AFC village in the affected areas of Lombok or Java or Sulawesi.

PARTNERS

AFC DREAM ASIA FOUNDATION
ISLAMIC REPUBLIC OF IRAN

PROJECT
2018 IFCPF Asia - Oceania Championships

VENUES
Kish Island

DATES
November 2018

SUMMARY
Participating Asian Countries:
Australia, Islamic Republic of Iran, Jordan, Korea Republic and Thailand

Champion:
Islamic Republic of Iran

Runner Up:
Australia

Islamic Republic of Iran and Australia have qualified for the 2019 IFCPF World Cup to be hosted in Seville, Spain.

PARTNERS
JAPAN

PROJECT
Social Responsibility Programme with ACL2017 Winner: Urawa Red Diamonds

DATES
1 - 2 September 2018

VENUE
Saitama, Japan

ACTIVITIES
- Enjoy Heart-full - Grassroots football activities with the children from Yamada City, Iwate; the city that was effected by the East Japan Great Earthquake in 2011
- Heart-full School - Continuous football activities with regular schools for kindergarten and primary in Saitama
PROJECT
Kumamoto Earthquake Relief Fund

VENUES
Kosa Town, Kamimashiki district, Kumamoto

DURATION
November 2017 - May 2019

SUMMARY
The AFC is rebuilding a natural grass football field along with JFA in Kosa Town. The construction is expected to be completed by the end of May.

PARTNER

JFA
JORDAN

PROJECT
Social Responsibility Programme in conjunction with the AFC Women’s Asian Cup 2018

DATES
7 – 10 April 2018

VENUE
Amman, Jordan

ACTIVITIES
✓ Fun Football for local street children and orphans, following the launch of the ‘respect women’ campaign
✓ Character building activities and fun football for Syrian refugee children and disable children
✓ Stadium campaign - ‘Empowering Women Through Football’ during the AFC Women’s Asian Cup Matches

PARTNERS
PROJECT
Young Coach Education Programme

TARGET GROUP
Young Lebanese and refugees children

DURATION
October 2017 - April 2018

ACTIVITIES
- Football coaching, mentoring and leadership skills workshop
- Life skills workshop
- Field activities to implement skills learned from the workshops

PARTNERS
MALAYSIA

PROJECT
AFC – UNHCR (Malaysia) Social Responsibility Programme

DURATION
September 2017 - March 2018 (Phase 1) | September 2018 - December 2018 (Phase 2)
April - December 2019 (Phase 3)

TARGET GROUP
Rohingya refugees’ children age between 6 - 17 years from the Rohingya Education Centre, Klang, Selangor

ACTIVITIES
✓ Football Training session
✓ Health Education session
✓ Livelihood, Child Protection & Social Gender Based Violence (SGBV)
✓ Mini football tournament and football festivals

PARTNERS
PROJECT
AFC Social Responsibility Programme in Ulaanbaatar, Mongolia

DATES
3 - 4 May 2018

ACTIVITIES
☑ Social Responsibility Seminar “Empowering Women Through Football”
☑ First aid awareness campaign
☑ Fun Football activities with Mongolian children, Girls’ U17 National Team and local coaches

PARTNERS
MONGOLIA

PROJECT
AFC-Mongolia Football Programme 2019

VENUES
To be Confirmed

DATES
To be Confirmed

SUMMARY
AFC Dream Asia Awards money to be used for following initiatives by MFF:
1. Prevention from sport injuries- aiming to organise 4 training series for 240 athletes including athletes from national teams, clubs, youth clubs and rural areas. The athletes would be 16 plus.
2. Integrity projects in collaboration with Sportradar for clubs and rural areas.
3. Play for Mongolia project to help with overall development of kids.
4. CP Football.

School 79 Solidarity Project is in the memory of a boy who died while playing football in the school.

PARTNERS

Upcoming Ongoing Concluded
NEPAL

PROJECT
Rebuilding of the Shree Seti Devi Secondary School in Sindhupalchowk

DURATION
December 2016 – April 2018

INAUGURATION CEREMONY
24 March 2018

ACTIVITIES
- Ultra-Durable balls donation
- Laptops donation
- Legacy programme i.e. seminar for local coaches/NGOs
- Health/First Aid awareness campaign

PARTNERS
NEPAL

PROJECT
AFC - All Nepal Football Association Social Responsibility Programme for Street Children

VENUE
Kathmandu

DATE
Since March 2018

SUMMARY
The AFC and ANFA organised football activities for homeless street children at the ANFA offices in the capital Kathmandu. Some 60 children took part, enjoying light-hearted football training and games. The AFC’s social responsibility partner Coaches Across Continents also ran a workshop for football coaches, physical education teachers and local community coaches who took part in the training drills and educational talks at ANFA House. Shelter Ashraya Nepal was the local NGO partner for the programme.

PARTNERS
NORTHERN MARIANA ISLANDS

PROJECT
Rebuilding of the Northern Mariana Islands Football Association Soccer Training Centre

VENUE
Saipan

DATES
To be confirmed

SUMMARY
Category 5 type typhoon YUTU hit areas in the Northern Marianas last year leaving behind trail of destruction and the AFC looks to rebuild a facility and follow up Social Responsibility Grassroots activities.

PARTNER
Northern Mariana Islands Football Association
PALESTINE

PROJECT
Social Responsibility Programme in conjunction with the AFC U23 Championship 2018 (Q) - Group E matches

DATES
15 - 17 July 2017

VENUE
Palestine FA House, Ramallah

ACTIVITIES
✔ Women’s Empowerment Seminar
✔ Football clinic training (Fair Play campaign) under the slogan “Fair Play that’s the way”
✔ “YES WE CAN” stadium campaign

PARTNERS
FIFA
PHILIPPINES

PROJECT
AFC Village

VENUE
Tacloban, Philippines

DURATION
2014 - 2018

ACTIVITIES
✓ Ultra-Durable balls donation
✓ Laptops donation
✓ Legacy programme i.e. seminar for local coaches/NGOs
✓ Health/First Aid awareness campaign

PARTNERS
SINGAPORE

PROJECT
AFC C - License Program for Special Olympics Coaches

VENUE
Singapore Sport School

DATES
22 - 27 April 2019

SUMMARY
The AFC and Special Olympics have planned two key events in 2019- part 2 of the AFC’s C-License course which will take place in the month of April including certification. The inaugural Asian Football Week has been planned around June which is a regional event where all 33 programs (Special Olympics) would be encouraged across the Asia Pacific region to plan and deliver a range of football activities in one and the same week.

PARTNERS

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DREAM ASIA ACTIVITIES  AFC DREAM ASIA FOUNDATION  47
THAILAND

PROJECT
Social Responsibility Programme in conjunction with the AFC Annual Awards 2017

DATE
28 November 2017

VENUE
FA Thailand High Performance Center, Thonburi University, Bangkok

ACTIVITIES
- Fun Football for stateless refugees’ children with AFC football stars and Thailand National Team players
- Football clinic by local coaches

PARTNERS
- FA THAILAND
- UNHCR
AFC DREAM ASIA FOUNDATION

PROJECT
It’s My Game

VENUES
Dubai, Abu Dhabi, Al-Ain and Sharjah

DURATION
October - November 2018

SUMMARY
With UAE being the host of the Asian Cup 2019, the project focused on women in football. 4 events were held in 4 cities and 16 women role models held panel discussions about how to increase the participation of girls and women in the Beautiful Game. Football festivals were organised along with friendly matches at these events.

PARTNER
UAE

CONCLUDED
UAE

PROJECT
AFC Schools Project

VENUES
All 7 Emirates and 9 cities in total

DURATION
September 2018 - January 2019

SUMMARY
Around 275 schools and 50 thousand kids were covered under this project. Statistics from the World Health Organisation show the prevalence of obesity in the UAE increased from 9.3 per cent in 1975 to 27.5 per cent in 2016. The three touchpoints of the project were ‘Assembly First’, ‘Be the captain’ and design completion ‘Design My Hexagon’. The winners were selected and their work was displayed.

PARTNERS
VIETNAM

PROJECT
AFC Young Coach Education Programme

DURATION

SUMMARY
Under Young Coach Education Programme, 40 young women and men were trained to become proactive leaders. The AFC provided the educational materials, equipments as well as water/food for the volunteers.

PARTNERS

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AFC DREAM ASIA FOUNDATION
WE WILL USE THE POWER OF FOOTBALL TO HELP PEOPLE IN NEED ACROSS THE CONTINENT

AFC President
Shaikh Salman bin Ebrahim Al Khalifa