



GameChanger

Goals

To use soccer as a tool for empowering a new generation of independent and self-confident young girls in the Kotayk Region of Armenia.

Objectives

- To launch a female soccer league in the Kotayk Region in 2018;
- To organize “Sport for Social Impact” trainings, after school clubs, and summer camps to increase the decision-making and leadership skills of young girls in five communities of the Kotayk Region;
- To change the mindset of the communities toward gender stereotypes and the role of young women in society.

Project Description & Background

The spark that started **Girls of Armenia Leadership Soccer (GOALS)** was first lit when the Football Federation of Armenia (FFA) disbanded the women's national team program in 2013, citing budget cuts. In reaction, GOALS was created in 2015 with the aim of establishing safe spaces to play soccer as a way to empower young girls from underprivileged and underserved villages to become leaders, speak their minds, and challenge social norms. Despite social stigma and lack of previous advancement in the area of female soccer, GOALS established a network of supporters to promote gender equality through sport. With the help of Armenian volunteers across the country, GOALS opened the first female soccer league in Armenia, based in Goris. Today, GOALS has soccer leagues in Alaverdi, Goris, Dilijan, and Yeghegnadzor, impacting 284 girls in total.

During 2018, GOALS plans to launch a female soccer league in the Kotayk Region. Recognizing the lack of facilities and opportunities for girls in this region to be involved in sport and society, GOALS will work with young girls with the aim of changing their mindsets regarding women's role in society through sport.

In order to create momentum for a league, two one-day "Sport for Social Impact" trainings will be organized in spring 2018 to each impact at least 30 local coaches, NGO workers, physical education teachers, and others, as well as 30 youth (aged 12-15). Through this program, 60 youth will learn about teamwork, leadership skills, tolerance, and gender equality, etc.

In the summer, GOALS will hold a soccer leadership summer camp for girls (aged 14-16) from five communities in Kotayk. The day camp will last three days with lessons, including technical soccer drills, leadership activities, and sport for social impact games. The end result of these activities, aside from their direct impact, will be to identify a local coordinator and five coaches who will sign a one-year contract and build teams in their communities of the Kotayk Region. Each team will consist of 12 to 15 girls, aged 12-17. The first league season will be launched in September 2018.

Through these initiatives, girls will learn about leadership and teamwork by playing sports for social impact interactive games aimed to educate and encourage discussions around social issues such as human rights, equality, and civic activism. They will also learn about gender equality and discrimination by taking part in lessons and listening to guest speakers at the camp.

This project is not just about learning how to play soccer. Giving girls the chance to play soccer is not only an opportunity for them to be part of a team and lead a healthy lifestyle, but it will also increase their decision-making skills, leadership skills, self-confidence, and enable them to find their voices. Through this program, we will be able to empower more young women to become future leaders through the power of sport!

In the long term, over 300 youth, parents, and coaches in the Kotayk Region will be impacted by this project.

Join us in saying Ayo! to a new generation of strong women in Armenia!



Budget Breakdown

Leagues (Fall)

ITEM	QUANTITY	PRICE AMD	TOTAL AMD	TOTAL USD
Goalie Gloves	5	3,000	15,000	\$30.74
Logos for all uniforms	60	650	39,000	\$79.91
Socks	60	1,200	72,000	\$147.53
Medals	50	1,100	55,000	\$112.70
League Uniform	60	4,500	270,000	\$553.23
Printing	100	60	6,000	\$12.29
Med Kit	5	5,000	25,000	\$51.23
Cones	50	200	10,000	\$20.49
Whistle	5	700	3,500	\$7.17
M&E Survey Printing	130	30	3,900	\$7.99
Certificates	80	65	5,200	\$10.65
Trophy	1	10,000	10,000	\$20.49
Closing Ceremony Medals	42	1,200	50,400	\$103.27
Staff visits	2	20,000	40,000	\$81.96
Opening Ceremony Snacks	1	30,000	30,000	\$61.47
Closing Ceremony Food	1	30,000	30,000	\$61.47
Transport for 4 teams	10	70,000	700,000	\$1,434.30
Coach Tshirts	5	4,500	22,500	\$46.10

Regional Tournament

ITEM	QUANTITY	PRICE AMD	TOTAL AMD	TOTAL USD
Transport to Artik	1	45,000	45,000	\$92.21
Staff Transport	2	10,000	20,000	\$40.98
Trophy	1	10,000	10,000	\$20.49
Medals	30	1,200	36,000	\$73.76
Lunch	50	1,500	75,000	\$153.68
Water	4	500	2,000	\$4.10
Cleats	15	8,000	120,000	\$245.88

Training

ITEM	QUANTITY	PRICE AMD	TOTAL AMD	TOTAL USD
Snacks for training	2	30,000	60,000	\$122.94
Staff Transport for training	2	20,000	40,000	\$81.96
Handouts printing	10	130	1,300	\$2.66

Summer Camp

ITEM	QUANTITY	PRICE AMD	TOTAL AMD	TOTAL USD
Summer Camp lunch	175	1,500	262,500	\$537.86
Summer Camp Snacks	3	10,000	30,000	\$61.47
Summer Camp surveys	80	20	1,600	\$3.28
Summer Camp handouts	10	250	2,500	\$5.12
Participant transport for camp	9	13,000	117,000	\$239.73
Flip chart	1	3,200	3,200	\$6.56
Markers	5	1,000	5,000	\$10.25
Pens	40	100	4,000	\$8.20
Staff travel for summer camp	2	25,000	50,000	\$102.45
Guest Speaker transport	2	4,000	8,000	\$16.39
Staff Acomodation for camp	4	50,000	200,000	\$409.80
Staff meal for summer camp	15	1,500	22,500	\$46.10
Sunblock for summer camp	5	4,000	20,000	\$40.98
Videographer	1	60,000	60,000	\$122.94
Certificates	55	65	3,575	\$7.33
Water	9	500	4,500	\$9.22

After-School

ITEM	QUANTITY	PRICE AMD	TOTAL AMD	TOTAL USD
After-School handbooks printing	1	4,830	14,490	\$29.69
ASC supplies- cones	2	200	6,000	\$12.29
Certificates	1	65	4,095	\$8.39
Pennies	30	1,200	36,000	\$73.76
Footballs	50	8,000	96,000	\$196.70
Bank Fees (2% of total)	4	54,955	54,955	\$112.60
Transportation from Yerevan*	15	15,000	60,000	\$122.00

**Since many participants come from rural and vulnerable communities, transportation and food costs will be covered to ensure all girls have equal opportunity to participate in all activities. These costs will serve to fund the team's travel to participate in the weekly competitive matches, after-school clubs and summer camp. Without travel expenses, parents will not allow their daughters to travel to the city every weekend as it will be too much of an economic burden. In order to encourage participation of all girls, especially the most socially and economically vulnerable, such transport costs are necessary.*

Exchange rate: 1 USD = 488 AMD

GRAND TOTAL OF THE PROJECT

\$5865.99