



GIRLS OF ARMENIA LEADERSHIP
SOCCER

ANNUAL REPORT 2017

A YEAR OF ACCOMPLISHMENTS

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ABOUT GOALS

Vision

A world where every girl is empowered with equal opportunities.

Mission

GOALS supports and empowers youth to become leaders through the creation of safe spaces to play soccer, speak their mind, and challenge social norms.

Guiding Principles:

GOALS' mission and work are based on the following guiding principles:

The right to equal opportunities

The right to be heard

The right to safe spaces

The ability of sport to impact society

The importance of having women leaders

The power of grassroots change





GROWTH IN IMPACT

2017 was a phenomenal year in terms of growth and expansion. All of this was possible due to hard work and the hiring of two amazing, local, full-time staff members. With the launch of our sport for social impact initiatives and league expansions we have tripled our impact in just one year.

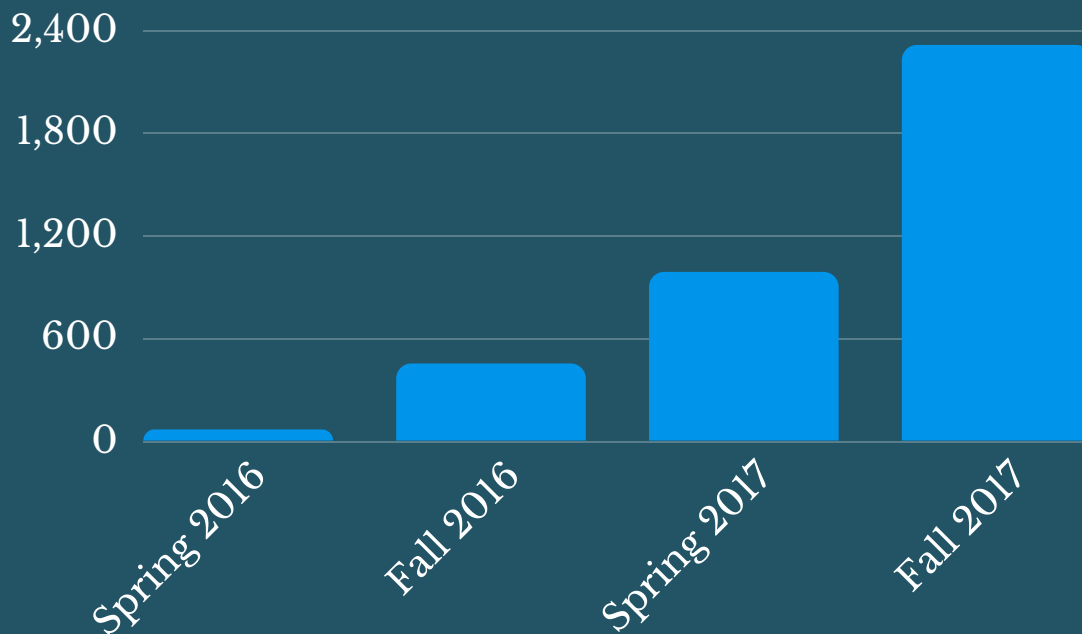
74%

growth in impact

2,310

program participants

Growth in Participants



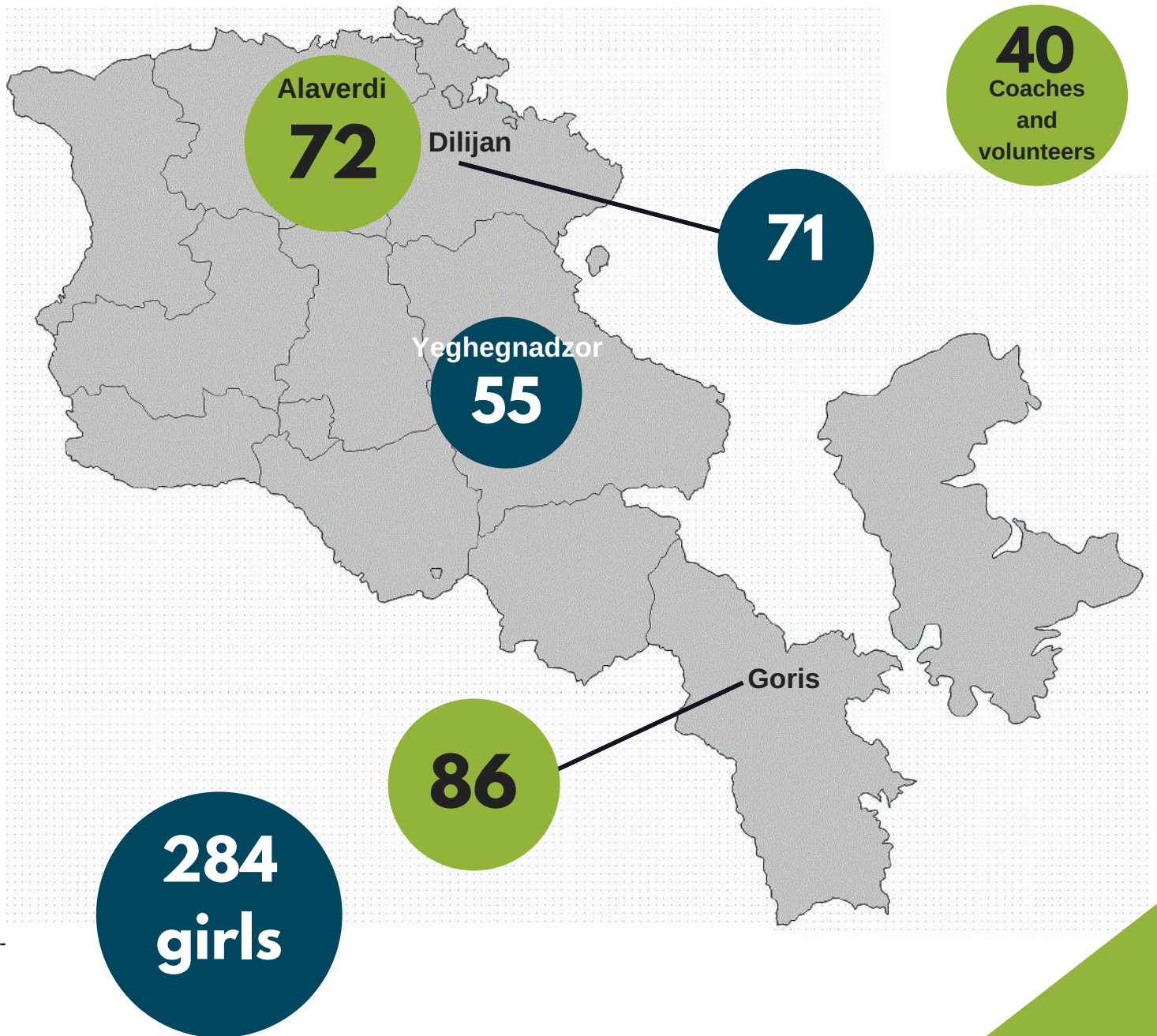
"The creation of the [Dilijan] team in our school helped to identify the active girls who want to change something in their community and in their lives. They became stronger, they don't give up after their losses, they continue to work hard to achieve their goals, they believe in what they do."

-Anna, Dilijan Team head coach



Dilijan 4th School Team

2017 LEAGUE REVIEW



GOALS' leagues are created on a community-interest basis. We now have four continuously operating leagues that take place in the spring and fall each year. 90% of our teams are from rural villages. Each team has 9-15 girls and plays competitive mini-football matches once a week.



2,310

In 2017 GOALS impacted 2,310 youth and educators from every region of Armenia through direct participation in our programming. This is more than triple our impact in 2016.

69

This year we worked in 64 different communities. Giving youth the opportunity to play soccer and meet other youth from surrounding villages. We are bringing communities closer with the power of sport.

6,153

Through our work with educators and youth we have indirectly impacted 6,153 Armenian nationals, many of whom held strong views regarding women in sports.

82%

of GOALS program participants feel more confident in their decisions and leadership abilities following participation in either one of our camps, leagues, or clubs based on questionnaire data.

AFTER-SCHOOL CLUBS

Launched this Spring, GOALS After-School Clubs aim to create safe spaces for youth to discuss important social issues like gender equality, human rights, and leadership through an interactive on-the-field method. These co-ed clubs seek to bridge the gender gap in sport and in society. Through dialogue and awareness our clubs are changing minds.

Every club targets youth aged 12-17 and is facilitated by a youth worker that has been trained by GOALS. All club participants partake in a 12-week course that takes place at least one hour per week. Our modules are specially designed for the Armenian social context and address key issues affecting youth in rural Armenia.

460

educators trained

42

communities impacted

Quote from ASC Facilitator:

"Breaking stereotypes... this is the expression I hear every day during discussions with the participants attending my sport for social impact club. Now, you may wonder how we are trying to break stereotypes- by equally involving both girls and boys in sport games and events."

- Rubina, Aragatsavan



MEET ANAHIT

WHO:
ANAHIT, AGED 16
ALAVERDI
LEAGUE

WHERE:
DSEGH VILLAGE,
LORI MARZ

WHEN:
JOINED GOALS
LEAGUE IN
MARCH 2017



From Hobby to Serious Player

In March 2017, Dsegh village participated in the opening league season of the GOALS Alaverdi girls' league. Prior to the league, there were no opportunities for girls to play soccer. Upon hearing about the league, one girl, Anahit quickly joined. Anahit said she always pursued football as a hobby but when she joined the league she "started to take soccer seriously and love it more." Through soccer she says she and her teammates have been able to "break through the stereotypes of the masses. Now we are happy we aren't underestimated." Anahit has played for a year now and will continue in 2018. While her team did not win the league, she says she cannot imagine her future without soccer. Taking the loss graciously she quoted, "what doesn't kill you makes you stronger."

"Due to GOALS I have become freer, more confident, and I feel that I am equal to boys."

5 GENDER EQUALITY



Achieving gender equality and empowering all women and girls

Through our sport for social impact games and interactive curriculum we are addressing Sustainable Development Goal number 5 (gender equality) through sport.

Collectively we have spent 730 hours targeting UN SDG #5 in our 2017 programming!



Ending all forms of gender inequality



Ending violence against women and girls



Ensuring full participation and representation of women and girls



Summer Camps



Each summer GOALS holds three soccer leadership summer camps which blend soccer, social issues and leadership into a fun three-day camp. In 2017 they were based in Yeghegnadzor, Lernagog and Sisian.

IMPACT:

13 communities

127 participants

50 hours of training

The creation of the Yeghegnadzor league

"The camp gave me new knowledge, new friends and most importantly, [it gave] the opportunity to every girl to prove to everyone else that they can play football."

*- Nare Tadevosyan
Yeghegnadzor Camp
Participant*



1,425

hours of soccer was organized by GOALS through leagues, practices, camps, and events in 2017.

85%

of GOALS participants positively changed their beliefs regarding women in leadership positions based on pre- and post- questionnaires





Board of Directors

Andrea Montalbano

Author & Founder, Soccer Sisters

Anna Tadevosyan

Head of Communications, Shirak Sport Club

Zach Theiler

GOALS Co-Founder

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Founder & CEO, UP-STAND

Larry Vranka

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Managing Director, Credit Suisse

Eddie Eskandarian

Financial Manager

James Bach

Deputy Country Representative- USAID

Judith Gates

*Education Strategist, Coaches Across
Continents*

Executive Leadership Team

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Co-Founder

Lorik Hartounian

CEO

Advisors

Dan Love

Marketing Consultant, Peace Corps Armenia

Rouben Hakobyan

Executive Director, Shirak Sport Club

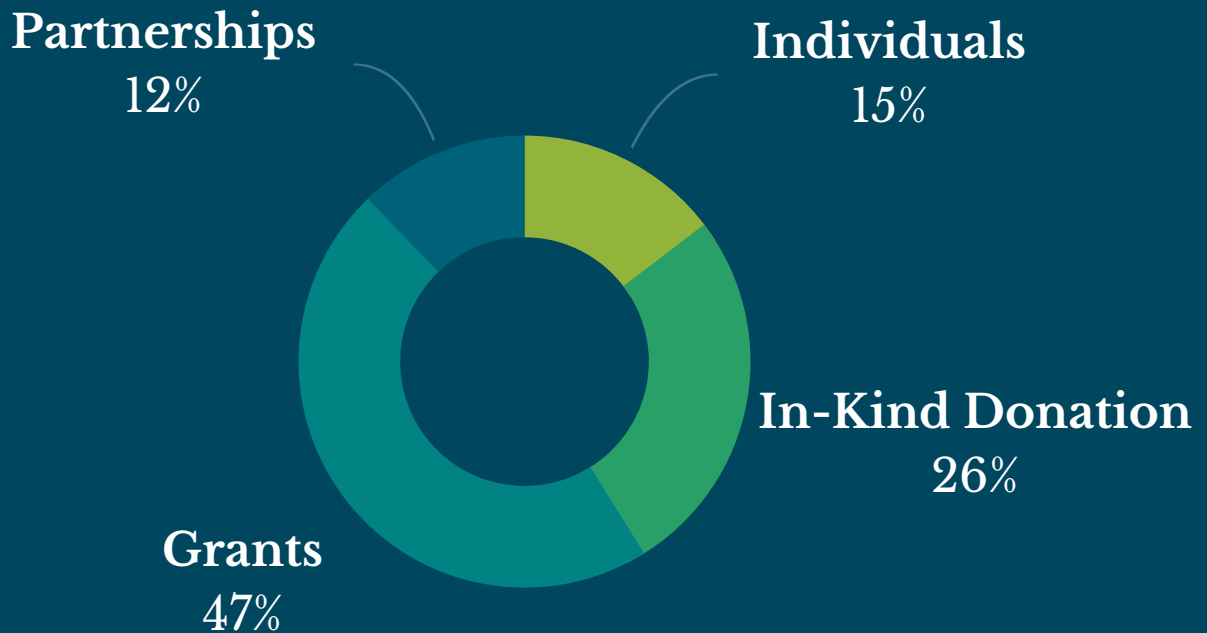
Oscar Alvarado

Environmental Scientist & Soccer Coach

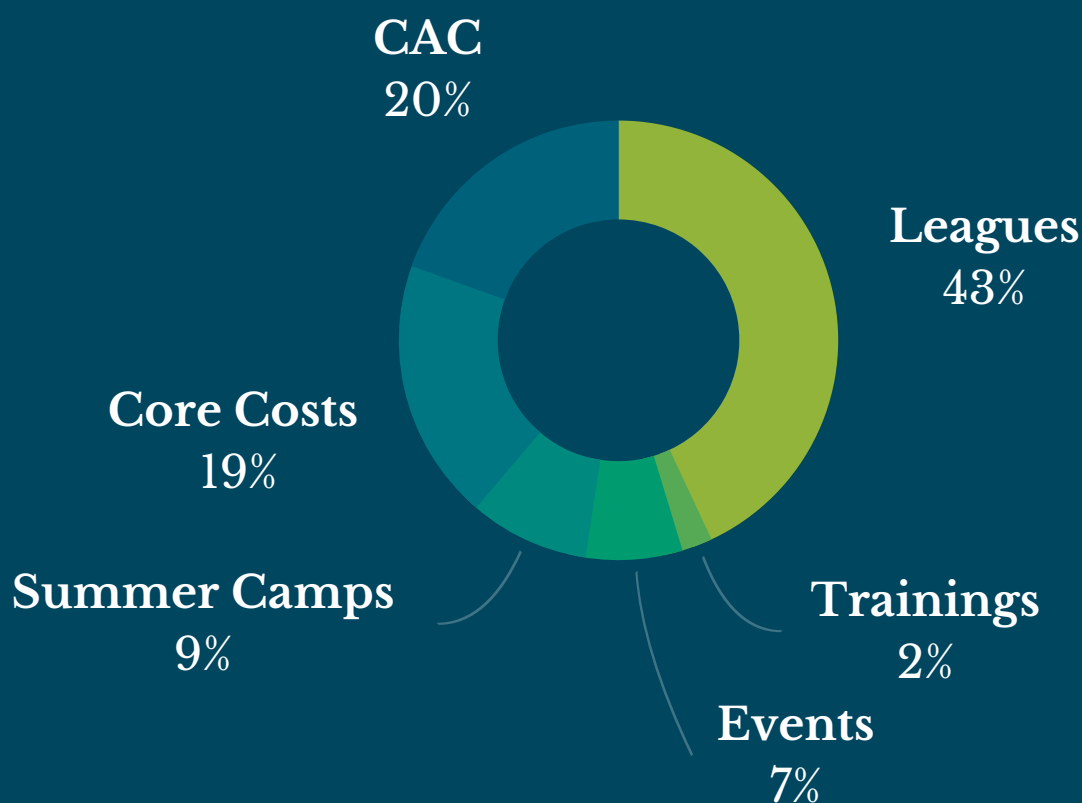
Annual Income Statement

A breakdown of our income and spending

Income by Source



Programming Breakdown by Spending



PARTNERSHIPS

- Children of Armenia Foundation
- Coaches Across Continents
- World Vision Armenia
- Football Federation of Armenia
- Dilijan United World College
- German Embassy in Armenia
- Games 4 Good Foundation
- US Peace Corps Armenia
- US Embassy in Armenia
- Paros Foundation
- Kansas National Guard
- Armenian General Benevolent Union
- American University in Armenia
- Goris Sport Facility
- Alaverdi Sport School
- Yeghegnadzor Sport School
- Fare Network

25

partnerships in 2017

\$19,200

from in-kind donations

A lot of GOALS programs and work would not be possible without the generous support, both financial and otherwise, of our partners. We are sincerely grateful for our cooperation.

We also want to thank all the kind people and organizations who donated equipment to us this year.

- SOS Children Villages International
- Impact Hub Yerevan
- Society Without Violence
- YMCA Armenia
- KASA Foundation

Over \$15,000
in equipment
donations in
2017

EQUIPMENT DONATIONS

Sports Endeavors
Formation Brands LLC
Andrea Montalbano
Football Federation of Armenia
Eski Sports
BaySix
Jessica Sarkisian
Philip Hacobian

2018: LOOKING FORWARD

Dear Supporters,

2018 will be a big year for GOALS. We already have the groundwork to open two new leagues- one in Shirak Marz and one in Kotayk Marz. These leagues will give the opportunity for more girls to participate in ongoing programming that supports their development. Additionally, we will be holding a second annual national tournament where each winning team has the chance to travel to Yerevan and compete for the title of National Champion! These events are crucial for the empowerment of our participants and allow communities and girls from across the country come together in the name of soccer.

Aside from our league plans, we are working on opening fifteen new After-School Clubs, which will bring sport for social impact games to more communities and more youth. These co-ed environments allow participants a rare chance to play on the field together while discussing important social issues. We can't expect the youth to lead Armenia forward if they aren't talking to one another. Through these clubs youth are able to have fun and discuss, one of the many reasons we firmly believe in the power of sport to bridge the equality gap.

Furthermore, we are excited about growing partnership opportunities in 2018. We are already completing several partnership applications and jointly applying to programming for various cross-cultural events and tournaments. Bringing together local Armenian youth with diasporans and foreigners from across the world to play soccer brings so many more benefits to GOALS participants.

While our brand and programming spreads across Armenia we remain eternally grateful for all the support from our donors, fans, and partners. We love the work we do and appreciate every person who helps us to do it better and more effectively. We can't wait to bring our passion to more youth in Armenia in 2018!

Sincerely,

Victoria Dokken, GOALS Co-Founder



DONATE

Any contribution to GOALS goes a long way.

We are currently fundraising for 2018 programming here:

Gift of Soccer to Armenian Girls

And we always appreciate in-kind donations of soccer equipment

ACTIVATE

Mobilize your networks for good!



[Facebook.com/goalsarmenia](https://www.facebook.com/goalsarmenia)



[Instagram.com/GOALSArmenia](https://www.instagram.com/GOALSArmenia)



[GOALSArmenia.org](https://www.GOALSArmenia.org)

VOLUNTEER

We always enjoy having international volunteers take part in a camp, tournament, scrimmage or clinic. Come to Armenia and experience the fun and empowerment of GOALS programs first hand while also gaining life-long memories!