

# GIRLS OF ARMENIA LEADERSHIP SOCCER



ANNUAL REPORT 2019



# 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.



## 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

# Dear supporters, partners and friends,

Welcome to the GOALS Team! My name is Teny Avakian, President and CEO of GOALS. GOALS is Armenia's only organization dedicated to providing soccer leagues and programs to young women in rural communities.



When I first joined GOALS, I did not anticipate my journey starting in New York, accepting one of the most prestigious awards in the nonprofit sector. On September 12, 2019, GOALS won the Sport for Equality Award at the Beyond Sport Global Awards. This was one of the many milestones we achieved this year.

In January of 2019, GOALS officially partnered with the Football Federation of Armenia, establishing a unified effort in combating gender inequality. The Kotayk region joined the GOALS program, creating an additional 4 soccer teams, and establishing the 8th region in Armenia to have a girls' soccer league. Six girls from the GOALS' program were selected in the U17 and U19 national teams, setting them on track to become members of the first Women's National Team in Armenia.

While these achievements are wonderful reminders of our progress, we know there is still much work to be done. Based on the 2020 Global Gender Gap Report, Armenia is still among the lowest ranked countries in terms of women in politics and leadership positions and has one of the lowest overall scores in the region. 1 in 3 women in Armenia will experience physical or sexual violence at some point during their lifetime. We will continue to combat this, and make sure women do not become another statistic.

Our focus for 2020 is alignment and sustainability of the GOALS organization. We will be holding our first ever Project EVE in Yerevan, a program that will appropriately Equip, Validate, and Empower the GOALS regional coordinators, staff, and coaches. We will commit ourselves to furthering the inclusivity of the program, by making sure every girl has access to GOALS, regardless of identity, ability, and socio-economic status. Finally, we cannot continue without thanking our incredible staff, board members, volunteers, and supporters. With that, we welcome you to the GOALS 2019 Annual Report. Welcome to a new year and a new journey with us.

**Teny Avakian, GOALS President & CEO**

*Empowered women for  
an empowered Armenia*





19,404

INDIRECT IMPACT

4,601

DIRECT IMPACT

26

EVENTS

8

LEAGUES

1

YEAR

# GROWTH

In 2019, GOALS retained the number of beneficiaries compared 2018. This stems from changing the growth strategy to that of reinforcement and sustainability. As such in 2019, a new league opened, but the number of ad-hoc events has been diminished.

101%

Growth in  
Beneficiaries

1,365

Hours of soccer  
played

In all our programs we organized 1,365 hours of soccer for girls in Armenia. This includes hundreds of soccer practices and games nationwide, summer camp activities, and after-school clubs.

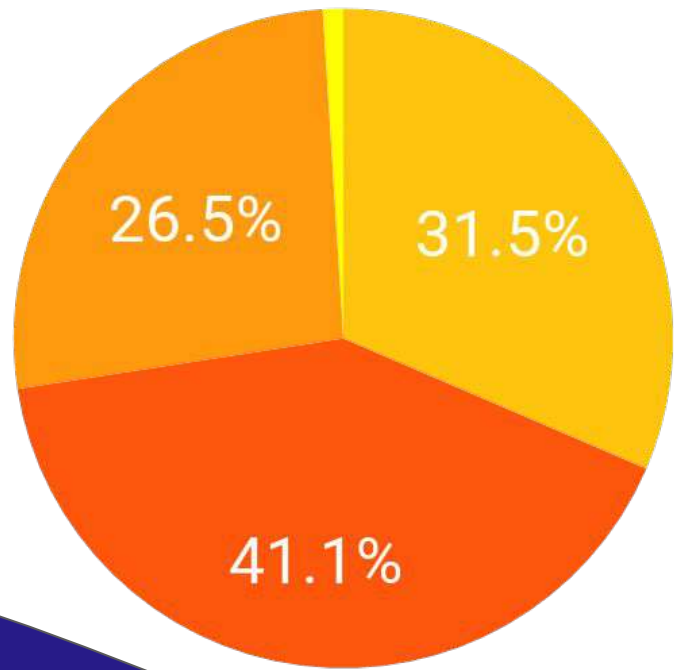
One of our aims through GOALS is to bring events and programs to rural villages in Armenia. In light of this, in 2019 GOALS worked with 67 different communities in every region of the country.

67

Communities  
Impacted

# League Spending Breakdown

- Equipment
- Transport
- Contractual
- Communication



**100**

footballs distributed

**495**

Goals scored  
in the leagues

**156**

cleats and  
soccer shoes  
distributed

**36**

Seasonal Staff/  
Regional  
Coordinators

**168**

Jerseys  
Distributed

# LEAGUES

GOALS creates opportunities for young girls in Armenia to participate in organized soccer leagues. We provide the infrastructure, coaches, equipment and resources to create girls' leagues in rural communities across the country.

We currently have eight continuously operating leagues in seven regions of Armenia centered in Shirak, Tavush, Kotayk, Gegharkunik, Vayots Dzor, Syunik, Lori, and Armavir. Each league has at least four teams and each team has 9-15 players. League seasons are March-May and September-November.

# 103%

Growth rate for the number of girls in GOALS leagues



# 672

girls in league



# 54

communities



# 70

coaches

# “









“The opportunities that GOALS provides for young women, especially for those living in the regions of Armenia is exceptional. I am proud to be the coordinator of GOALS Syunik league and the coach of Goris team. Now I am only training girls and with the support of an organization like this I am sure these young women can achieve anything if they work hard and believe in themselves.”

**Armen Ghazaryan, Coach, Coordinator Syunik League**



# LEAGUE MAP



-  Artik, Shirak
-  Armavir, Armavir
-  Alaverdi, Lori
-  Dilijan, Tavush
-  Gavar, Gegharkunik
-  Yeghegnadzor, Vayots Dzor
-  Goris, Syunik
-  Charentsavan, Kotayk



“

*“While playing football you need concentration. Thanks to GOALS League I became more concentrated not just during playing football but also in daily problems too. Due to soccer I overcome any challenge more easily because I learnt how to think quickly and efficiently by playing sports.”*

**Susie, Tavush League**



BEYOND  
SPORT  
AWARDS

SPORT FOR GENDER  
EQUALITY AWARD

Teaming up for Social  
Transformation

GOALS Armenia

2019

The 2019 Beyond Sport Global Awards celebrated and provided funding for ways sport is being used to help make the United Nations Sustainable Goals a reality.

# PLAYER SPOTLIGHT

Anahit Karakhanyan is 18 years old and she has been playing in the GOALS Shirak League for two years now. Anahit always encourages other girls to participate because football is a great way to express themselves and do what they enjoy. GOALS gave the girls a unique opportunity to do what they like despite the fact that some communities might still not approve that. Shirak league is the second-largest GOALS league and now has 11 teams from different communities across Shirak Region.



## MEET ANAHIT KARAKHANYAN

*"...I always faced difficulties but they never stopped me from doing what I want and what I like".*

Anahit participated in the DISCOVER FOOTBALL Festival in Berlin, Germany from July 30 to August 5. Eight international teams from Kenya, Serbia, Iran, Armenia, Bolivia, and Nepal took part in the tournament.

# SPORT FOR SOCIAL IMPACT TRAININGS

GOALS is the only NGO in Armenia using sport for social impact (SSI) games to create social awareness and conversation around social issues such as human rights, equality, tolerance and discrimination, healthy living, and other relevant problems. Our trainings target youth workers in the regions of Armenia from all different backgrounds: teachers, NGO workers, community leaders, coaches, etc.

**242**

**Youth Workers  
trained in Sport  
for Social  
Impact**

**2146**

**Youth Indirectly  
Impacted from Sport  
for Social Impact  
Trainings**

The aim of our trainings is to identify and prepare youth workers to hold After School Clubs in their communities, bringing sports for social impact games to communities and youth across Armenia.

# ACHIEVING GENDER PARITY IN ARMENIA




GOALS works to attain gender parity in Armenia in all our programming. We empower girls through soccer and in social discussions around inclusion and opportunities.

Soccer has been proven to increase leadership abilities and confidence, which help our players translate their soccer skills off the field and into households, classrooms, board rooms. Our model includes not only our players but also their parents, coaches, and neighbors in the march toward equality. We are proud to dedicate our time to targeting SDG #5: Gender Equality.

**2,742**

**hours spent on  
improving gender  
equality in Armenia**





*“I played in the GOALS Lori League and have participated in several camps organized by GOALS. With the education and skills I received during my participation (at GOALS events) I volunteer in my community to break gender stereotypes.”*

“

***Anahit Tumanyan from Dsegh Village, Head Trainer of Debet Summer Camp and Participant of GOALS Lori League***



“

*“I want to express my appreciation to GOALS and all the other programs I participated in. They gave me a special opportunity for self-expression. I could not be the person that I am today without those programs”.*





# SUMMER CAMPS

Recognizing the lack of activities in under-resourced regions of Armenia for youth, especially for girls in the summer GOALS holds three-day "Soccer Leadership Summer Camps" in different regions of the country. In each camp, 40+ girls and boys aged 10-16 from different villages in four communities are recruited and brought to the camp venue. Each camp aims to change norms around girls playing soccer and create community enthusiasm for girls' soccer leagues.

**146**

**Participants in  
summer camps**

**34**

**Coaches and  
volunteers**

“The camp was great, girls were listening and participating more than boys for which I am not surprised. The location of the summer camp was good and most importantly, the campers got to learn new games, learn about sport for social impact and meet new people.”

- **David Dikranian**  
**Coach of Armavir Summer Camp**

# COACHES ACROSS CONTINENTS ON FIELD TRAININGS



In our third year of partnership with Coaches Across Continents (CAC), trainings were held for the third year in Armenia. International trainers visit Armenia to teach self-directed learning methods to youth workers and create safe spaces to discuss issues such as human rights, gender equity, leadership and conflict resolution, expanding the knowledge of and empowering participants through sport.

This year CAC trainings took place in two cities, in Martuni and Gyumri, directly impacting 44 youth workers and youths. After completing 25 hours of training in each region youth workers received the CAC certificate to utilize the Sport for Social Impact curriculum in their community and be able to work for GOALS as a Sport for Social Impact trainer.





# STAFF

Thanks to the hard work and dedication of GOALS staff and all the volunteers who helped the team implement programming across Armenia, GOALS continues to grow in human capital, adding 1 full-time staff member, 1 regional coordinator, 3 interns, 2 board members, and 30 volunteers this year.



**3**

**Full-Time  
Staff**

**3**

**Part-Time  
Interns**

**8**

**Regional  
Coordinators**

**12**

**Board  
Members**

**70**

**Volunteer  
Coaches**

**5**

**Service-Based  
Sport for Social  
Impact Trainers**

**8**

**Nurses**

**10**

**Referees**

**10**

**Volunteers**





“

*“I want to congratulate all the girls out there, as we have already won. We broke the stereotypes that football is only for boys. We are girls, and we have a right to play football, moreover we can play better than boys can.”*

***Shogher Gasparyan, Armavir league***

# SUPPORTERS

Supporters did all sorts of things to promote GOALS and empower more girls in Armenia! Amazing volunteers visiting Armenia helped us organizing cross-cultural events, soccer clinics, and leadership soccer summer camps. Soccer Experts visiting Armenia during summer shared their knowledge and experience with local coaches and girls playing soccer.

From holding soccer matches at their local highschool to performing a benefit concert, GOALS supporters are spreading awareness and helping us uphold our mission from all over the world!

# 10

## Cross Cultural Events



# COLLABORATION

GOALS has been able to flourish throughout Armenia due to our collaboration with amazing partner organizations both within the country and internationally. In 2019 we saw an increase in collaborative efforts and correspondingly, our impact.



**65**

**Partnerships  
this year**



**105**

**meeting with  
partners**



**10**

**publications  
and posts  
about GOALS**



**30**

**networking  
events**



**10**

**GOALS  
presentations**



*With World Vision Armenia  
GOALS targeted youth in  
Gegharkunik and made valuable  
connections that ultimately led to  
the opening of a new league in  
Gavar impacting **58 girls** from  
four communities.*







# Thank you Linda and Gary Assarian!



**We aim to give each and every girl in rural Armenia a chance to find her voice; to one day have an alternate possible future. All of this is made possible through our champions. GOALS is thankful for the incredible generosity of Gary and Linda Assarian for sponsoring the GOALS-Assarian A League team and the Syunik League.**

# International Volunteers

Tania Eprem  
Steve Nersesyan  
Jack Dirkanian  
David Dikranian  
Shane Smith  
Wally Sarkeesian

# Equipment Donations

Andranik Eskandarian  
Eddie Petrossian  
Brandi Chastain  
Fundraised:  
Nyree Der Megerdichian  
Mika Bussey



# BOARD MEMBERS



## Andrea Montalbano

*"GOALS strives to empower future leaders of Armenia and the world to be stronger, smarter, and more confident. We believe education outside the classroom is a powerful tool to bring out the best in all of us. Plus, it's super fun. Come play with us!"*

## Christine Serdjenian

*"It's been amazing to see GOALS leagues, after school programs, and camps flourish across Armenia! Our girls and young women are strengthening their leadership skills and building on their confidence, and stepping into new roles in their families and communities."*



## Victoria Dokken

*Through sport, GOALS is teaching girls across the country they can become and do anything they dream. I have seen the spirit of women and girls in Armenia and know the future of a new Armenia lies in their hands!*

## Lucineh Kassarjian

*"GOALS provides tools to girls who will grow up to be confident, strong, responsible and smart representatives of the New Armenia!"*



## Larry Vranka

*"Girls in Armenia should have the same opportunities on and off the soccer field as my daughter has in the United States."*

## Ed Eskandarian

*"It is a privilege to be able to help make a difference."*



## Zach Theiler

*"During our startup years I experienced the resistance that exists regarding women's sport in many Armenian communities. Today, it excites me that more and more communities, having seen our work, are requesting us to open women's soccer leagues in new regions of the country. For me, this is evidence of the effectiveness of our grassroots movement. Our passionate and committed team is determined to break stereotypes and I have no doubts that our programs are laying the foundation for Armenian women to pursue any path that they choose."*



## Anna Hakobyan

*"Express what others are expressed to say and they will see great powers in you. Act upon what others are afraid to act on and change will be born."*

## Diron Jebejian

*"Girls who play get stronger. GOALS is about stronger, happier and more confident girls, it's a beautiful thing to see".*



## Allie Bailey

*"I love what GOALS stands for and that it is constantly striving for more. As someone who has many wonderful experiences to look back on as a soccer player, I have learned how much the game has taught me as a player, person and leader. I want to do everything I can to provide similar opportunities for the young girls in Armenia. I want them to have a positive experience playing soccer that sets the tone for their successful futures ahead as leaders."*

## Lusine Mirzakhanyan

*"GOALS is truly a life-changing initiative for the girls and young women of Armenia, it's a promise to bring power and a perspective of limitless possibilities. I am truly humbled and honored to be part of this amazing organization. Get involved with GOALS and help us inspire and motivate girls and young women of Armenia to spread their wings, leverage their power, and fly to the moon!"*



## Irina Ghaplanyan





# PARTNERS

Coaches Across Continents  
Children of Armenia Foundation  
Football Federation of Armenia  
Paros Foundation  
Armenian General Benevolent Union-AGBU  
Assarian Family  
AYO Crowdfunding Platform  
Bridge for CSOs Programme  
Eurasia Partnership Foundation  
US Embassy in Armenia  
US Peace Corps Armenia  
Birthright Armenia  
Impact Hub Yerevan  
Kansas National Guard  
Soccer Sisters  
SOS Villages  
streetfootballworld  
World Vision Armenia  
Youth Initiative Center Gyumri  
Goris Municipality  
Banants Football Club  
Homenetmen Scouts Armenian  
Dilijan United World College  
Achajour School  
Aksel Bakunts School  
Alaverdi Sport School  
Amasia Middle School  
Anushavan School  
Apri Middle School  
Areni Middle School  
Armavir Sports School  
Artabuyng School  
Artik N4 School

Artik School  
Artik State College  
Azatan Middle School  
Berdavan School  
Charentsavan Outdoor Football Stadium  
Debet Middle School  
Dilijan N3 School  
Dilijan N6 School  
Dsegh Middle School  
Gandzak School  
Gavar N2 School  
Gavar N8 School  
Gegharkunik Village School  
Goris Sport Facility  
Hartashen Middle School  
Hovit School  
Kapan Outdoor Football Stadium  
Karahunj Village School  
Karinj Middle School  
Khndzoresk Sports School  
Khot Middle School  
Korni Dzor School  
Lanjik Middle School  
Lchap Middle School  
Margahovit School  
Sevan School  
Shenik High School  
Tatev Village School  
Tsaghkahovit Middle School  
Tumanyan Middle School  
Verishen School  
Yeghegnadzor Sport School



# PARTNERS





# THANK YOU!

## CONTACT US

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