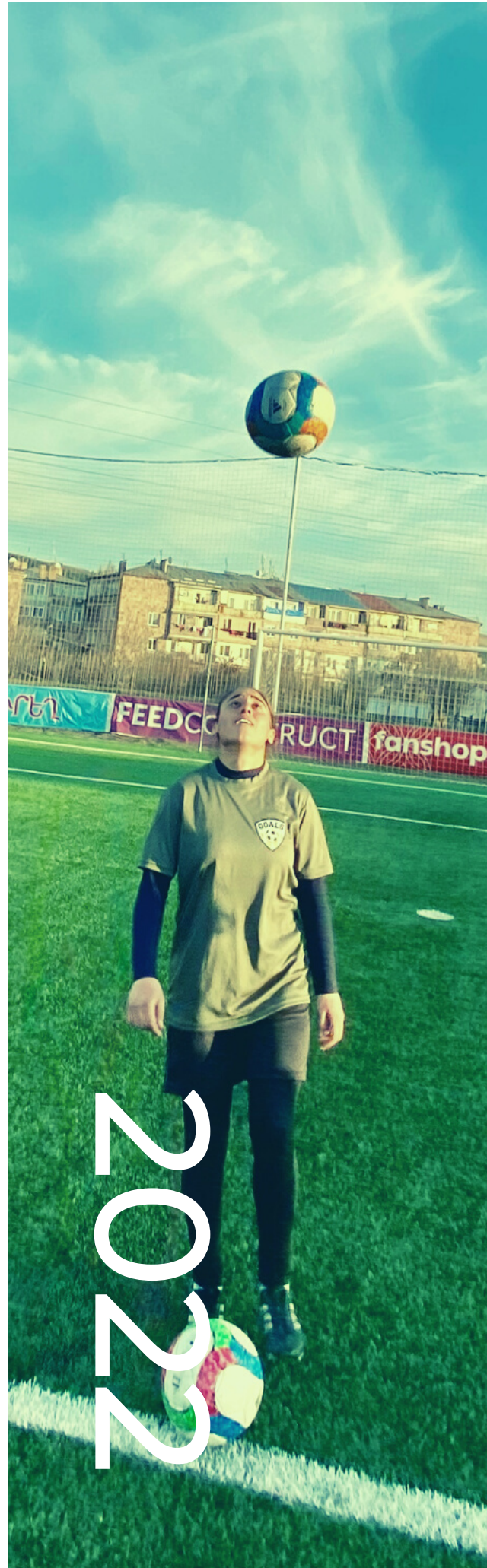




Girls of Armenia
Leadership Sports



Annual Report

info@goalsarmenia.org
www.goalsarmenia.org

About Us

Girls of Armenia Leadership Sports (GOALS) is a national non-profit organization in Armenia. GOALS is rooted in the philosophy that sports can be used as a vehicle for transforming society and expanding the possibilities of our participants.



GOALS is the only sport organization in Armenia dedicated to developing and supporting soccer leagues and impact programs for young women in rural communities. We believe that every girl in Armenia deserves the chance to reach her full potential; an Armenia where every girl has a voice, courage, and the opportunity to choose what it means to be an Armenian woman.

www.goalsarmenia.org

MESSAGE FROM OUR CEO

Dear Supporters, Partners, and Friends,

I am pleased to present the annual report of Girls of Armenia Leadership Sports Educational Foundation, highlighting our progress and achievements over the past year.

At GOALS, we strongly believe in the power of sports as a tool for social impact. Our programs use sports as a means to promote education, health, and social development among underserved communities. Through sports, we help young people build their confidence, leadership skills, and teamwork abilities, which are essential for success both on and off the field.

We are particularly proud of the impact that our programs have had on breaking gender stereotypes. Unfortunately, girls often face significant barriers when it comes to accessing sports and physical activity. However, we have seen firsthand how girls who participate in our programs can break down these barriers and challenge gender stereotypes.

By participating in sports, girls are empowered to believe in themselves and their abilities. They learn to work collaboratively with others, communicate effectively, and develop leadership skills. They also learn to push themselves physically, mentally, and emotionally, helping them to become more resilient and confident individuals.

We have seen the positive impact of sports on the lives of girls in our programs, as they challenge and redefine gender stereotypes in their communities. We believe that this is just the beginning, and we are committed to continuing to use sports as a tool to break down barriers and promote gender equality.

As we look to the future, we are excited about the potential impact of our programs and the opportunities that lie ahead. We would like to extend our sincere thanks to our partners, donors, and supporters for their continued commitment to our mission.

Sincerely,

Teny Avakian



By participating
in sports, girls
are empowered
to believe in
themselves and
their abilities.

Our Vision

A world where every girl is empowered with equal opportunities.

Our 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.

Our Values

1

Empower individuals, play as a team

2

Treat one another with respect and dignity

3

Be the change you seek, lead by example

4

Aspire to grow, take initiative



Our Team

At GOALS Educational Foundation, our team is comprised of dedicated individuals who are committed to our mission and vision. Each member brings unique skills, perspectives, and experiences to our organization, but we are united by our shared belief in the power of sports to create positive change in the world. Our team is passionate about empowering underserved communities through sports and education, and we strive to embody our organization's core values of teamwork, integrity, innovation, and inclusivity in everything we do. We are proud of the work we have accomplished over the past year, and we are excited to continue making a difference in the lives of young people around the world.



Teny Avakian

CEO



Simon Hambarzumyan

Sports Programs
Coordinator/Head
Coach



Nane Kostanyan

Regional Programs
Specialist



Gor Stepanyan

Finance and
Operations Manager



Mher Davtyan

Educational Programs
Development and
Evaluation Expert

The Board

Our Board of Directors is comprised of passionate leaders with diverse backgrounds and experiences, who are committed to promoting our vision of using sports and education to empower young people in underserved communities around the world. Each member of the Board has a unique perspective and set of skills that helps to inform our decision-making and guide our strategic planning. This diversity is crucial to our success, as it allows us to better understand the needs and challenges faced by the communities we serve and to develop more effective solutions that are tailored to their specific contexts.

In addition to their diversity, our Board members are also deeply dedicated and supportive of our mission and values. They volunteer their time and expertise to help us achieve our goals and are committed to ensuring that we remain accountable and transparent in all of our activities. Their leadership and guidance have been critical in helping us to grow and expand our impact over the past year, and we are grateful for their ongoing support.



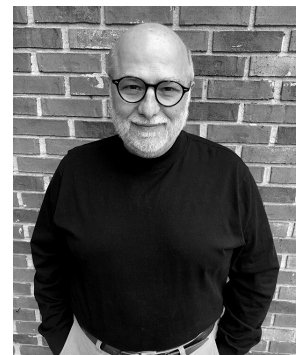
**Andrea
Montalbano**



**Anna
Hakobyan**



**Victoria
Dokken**



**Dr. Gary
Assarian**



**Zach
Theiler**



**Diron
Jebejian**



**Lusine
Mirzakhanyan**



**Narek
Ghazaryan**



**Allie
Bailey**



**Lucineh
Kassarjian**



**Tim
March**



**Saladin
Aljurf**



**Irina
Ghaglanyan**



**Garo
Balian**



"As a member of the Board of Directors for GOALS Educational Foundation, I am constantly inspired by the impact that our programs are having on the lives of young people in rural communities around the world. Through sports and education, we are not only providing opportunities for individual girls to develop their skills and leadership abilities, but also empowering entire communities to come together and work towards a brighter future. Giving back is at the heart of what we do at GOALS, and I am proud to be a part of an organization that is truly making a difference in the world."

Narek Ghazaryan

a year's overview

WHERE WE ARE NOW

We are thrilled to report that over the past year, GOALS Educational Foundation has made significant strides in expanding our impact across Armenia. We have grown the number of teams we work with to 80, which represents 10% of all rural communities in Armenia. This expansion has enabled us to reach even more young people in underserved communities and provide them with access to sports and education programs that help to build their confidence, leadership skills, and teamwork abilities.

We are also proud to have empowered over 1000 girls to participate in sports activities over the past year, breaking down gender stereotypes and promoting gender equality in our communities. Our summer camps have also continued to be a popular and impactful program, with over 200 boys and girls participating in these camps during the summer months.

Despite the challenges posed by the war in Artsakh, we remain committed to providing programming to our team in Artsakh. We know how important it is to continue supporting our young people during these difficult times, and we are proud to have been able to offer programs and activities that provide them with a sense of community and hope for the future.

”

“The courage of girls in playing football is a revolution and I am part of that revolution.”

- Liana, 13,
Dilijan

ASSARIAN NATIONAL TOURNAMENT 2022

Leading up to the final games over 80 teams of girls from across Armenia and Artsakh participated in regional competitions. Four teams each representing their regions, Lori (Stepanavan), Syunik (Goris), Shirak (Artik) and Artsakh (Stepanakert), made it to the final games hosted at the Avan Football Academy in Yerevan. Each and every single girl present at the tournament was there to win and to represent their team. After a fierce competition in the final game between Artsakh and Syunik, Artsakh came out victorious winning this year's National Tournament.

Using sports for social impact GOALS aims to help youth overcome challenges in the field and beyond. The National Tournament, which has already become a tradition, this year is named after Dr. Gary and Linda Assarian for their generous support of the GOALS Educational Foundation.



“I am really happy about this victory. I was sure we would win because we put countless hours into practice and we were determined. As a team, we were invested 100 percent in the learning process. GOALS came to Artsakh two years ago, and since then we have waited for this day and it finally came,” reflected Valentina Grigoryan, a player from Artsakh.

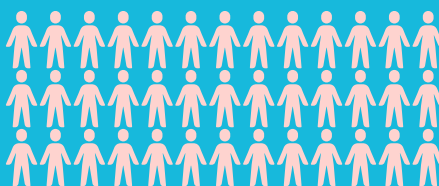
SINCE LAUNCH,

8 REGIONS OF ARMENIA & ARTSAKH

Thousands of kids
received benefits from the
organization's charitable
efforts and activities

80 COMMUNITIES

~10% OF ALL VILLAGES IN ARMENIA



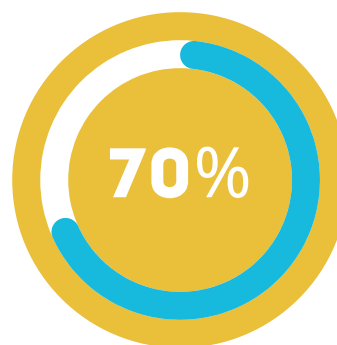
CHILDREN

Return for a second and
third year



COACHES

Donate their time to be
volunteer coaches

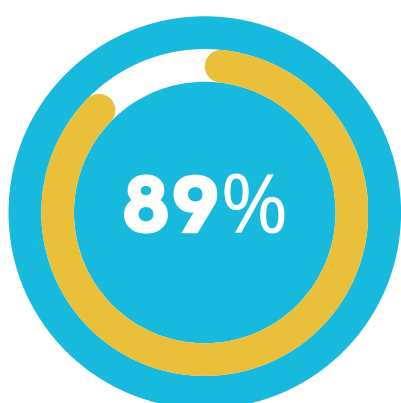


TEAMS

Participated in our yearly
National Tournament

“Football gave me freedom, courage, bravery, willpower, and the ability to overcome. Now my whole neighborhood and my relatives are proud of me and my achievements in football. Even if I don’t play football later, football has already changed my life...”

*Anna, 17,
Tavush Region*



Children that have benefitted from the activities provided by GOALS have said that their experience has been eye-opening and life-changing, giving them more confidence to pursue alternate life choices.

SUMMER CAMPS

At GOALS Educational Foundation, we believe that sports have the power to bring people together and create positive change in communities. That's why we are proud to host co-ed summer camps in rural villages throughout Armenia, this year in Dsegh in Lori, the border village of Sev Kar in Tavush, and Martakert in Artsakh. With over 170 youth participating, these summer camps are a highlight of our programming each year.

While our programming is primarily geared towards girls, we recognize the importance of including boys in our activities as well. That's why our summer camps are co-ed, with a 50/50 ratio of male and female participants. By doing so, we ensure that girls have the opportunity to participate and that self-censorship is reduced. We believe that this approach not only helps to promote gender equality but also creates a more inclusive and welcoming environment for all participants.

Our sports summer camps are always something that the kids look forward to each year. They provide an opportunity for youth to learn new skills, make new friends, and experience the joy and camaraderie of sports in a supportive and safe environment. We have received overwhelming positive feedback from both the youth participants and their families, and we are proud to say that we have a waiting list of communities ready to host our summer camps. Overall, our co-ed summer camps are a testament to the power of sports to bring people together and create positive change in communities.



BRINGING BEST PRACTICES TO ARMENIA

We understand that we can accomplish more by working together with partners who share our mission and values. That's why we are proud to collaborate with international partner organizations such as Coaches Across Continents and iAct. By leveraging our collective expertise and resources, we can bring best practices and new ideas to our work and increase our impact in communities around the world.

One example of our collaboration is the coach training program we hosted in Goris, Syunik Region for 20+ of our coaches. This training was specifically designed with inclusivity in mind, to help our coaches work effectively with kids who have been displaced as a result of war. By providing our coaches with the tools and skills they need to address the unique challenges facing these youth, we are better able to serve and support them.

Our partnerships with organizations like Coaches Across Continents and iAct have been invaluable in helping us to expand and improve our programming, and we are committed to continuing to work collaboratively with others who share our vision for a more equitable and just world.



Work with Us

At GOALS Educational Foundation, we believe that every child deserves the opportunity to reach their full potential. We are grateful to our donors, partner organizations, and individual supporters who share our vision and have contributed to our work in so many meaningful ways.

Through a diverse portfolio of supporters, we are able to offer a range of programs and services that meet the unique needs of the communities we serve. We are particularly grateful to organizations such as the FIFA Foundation, the Paros Foundation, Dr. Gary and Linda Family Foundation, MIASEEN, EU in Armenia, and the Football Federation of Armenia, among many others, who have provided critical funding, expertise, and resources to help us expand and improve our programming.

Thanks to the support of our donors and partners, we were able to raise over 50M AMD in support of our sports for social impact programming in the past year. This funding has enabled us to grow our team and increase the number of communities we serve, providing more opportunities for young people to participate in sports and develop valuable life skills.

Looking ahead, we hope to build on this momentum and raise double the amount in 2023. With the continued support of our donors, partners, and individual supporters, we are confident that we can achieve our ambitious goals and continue to make a meaningful difference in the lives of children and youth in rural communities throughout Armenia.

We are deeply grateful for the generosity and commitment of all those who have contributed to GOALS Educational Foundation, and we look forward to working together to create a brighter future for the children and communities we serve.



what's to come

LOOKING AHEAD



As we look ahead to the next year, we are excited to continue our mission of empowering young people through sports. One of our top priorities will be ongoing coach training for our volunteer coaches, ensuring they have the skills and knowledge they need to provide high-quality programming to our communities.

In addition to our coach training, we are also excited to pilot a new self-guided workbook for girls, made possible with the support of the Finnish Embassy. This workbook will enable us to reach more girls than ever before, even in communities where we may not be able to visit physically and to provide a continuum of activities during the off-season.

We are also thrilled to partner with the Football Federation of Armenia to create a more inclusive National Tournament, providing opportunities for girls from all backgrounds to participate and compete.

Finally, we are excited to announce the launch of co-ed basketball leagues in two regions of Armenia, in partnership with Teamov. This will give even more young people the opportunity to participate in sports and develop valuable life skills, while also promoting gender equality and inclusivity.

As always, we are committed to finding new and innovative ways to make a positive impact on the lives of young people throughout Armenia. We are grateful for the support of our donors, partners, and individual supporters, and we look forward to working together to create a brighter future for all.





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