



**FOOTBALL FOR ALL**  
[www.footballforall.net](http://www.footballforall.net)





We see a lot of exciting opportunities for FFA, in addition to what we have written in the presentation ...

We believe in the idea of "mission in return", i.e. the countries to where Europe has sent missionaries for many decades will "pay back" in the future with missions to our part of the world.

Europe is the continent that was first reached by the Christian message. But today, from an international perspective, Europe is the only continent where the Kingdom of God does not go forward, and where the Christian Church is constantly declining.

Only a minor part of the world's missionary efforts, if any, are directed towards Europe. Meanwhile Europe's walls are being built higher than ever, so high that it is almost impossible to get into (unless one is a refugee from a war-torn area).

So, although FFA has focused on North America and Europe up till now, we see an exciting opportunity in cooperation with the FFA to give a chance to talented youngsters in e.g. Africa. These are youngsters who otherwise would never be given the opportunity to develop their talent, nor the chance to try out for European clubs. I am mainly thinking about young people that are not only talented soccer players but are also dedicated and passionate Christians, perhaps Salvationists.

It would mean a great deal for these young people to get a chance to develop their talents and realize their full potential. But it could mean just as much to the European clubs and other players to experience the young people's testimonies, to see them acting as positive role models and to witness their faith and dedication. It would also offer tremendous opportunities for the corps/church in the city to which they are tied, to build relationships to the sports world. The FFA players would work as missionaries to Europe, in the best sense.

Visby corps has for many years worked with exchanges with Zambia under the GotZam project. We have received volunteers from Zambia and sent youths from Gotland to Zambia in exchange. One challenge in taking in Zambian volunteers is that it has sometimes been difficult to find programs and activities for them to be involved with in a natural way. Language and cultural barriers result in certain limitations, even though our experiences have been predominantly positive.

I think that if we are working with the FFA model then there will be no need to create programs or activities for these young people, they already have their obvious arena and a given network through soccer. They also have a source of income and can easily support themselves.



## What is FFA Global?

'Football for All' (FFA) Global works through sports and recruits young people from under-resourced communities and places them in a program that challenges and motivates them to develop positively and holistically.

## Who are we?

FFA Global was created out of a vision held by professional and non-profit football enthusiasts, in partnership with The Salvation Army (Sweden). The shared conviction is that it is possible to make a positive difference in young people's lives that are at-risk by creating new opportunities and providing exciting challenges, using football as a tool. The experience of the founders of FFA Global, as professional football players and coaches, has made them aware of the fact that at-risk youth are often looked by, neglected and rarely recognized nor given the chance to develop to their full potential. This is mainly due to disadvantages such as financial hardship, a social context that negatively influences them and all too often a lack of family and peer support networks.

## What is our goal?

To create opportunities for at-risk youth to enter a program that will provide them with the care and coaching needed to develop in each of FFA Global's four core areas:

- Athletic
- Academic
- Social
- Spiritual

## How do we operate?

FFA Global works with young people between the ages of 13 - 18 years.

FFA Global works in collaborative partnerships with established sports organizations and clubs and other social agencies. FFA Global is not a sports club in its own right.

FFA Global's partnership with The Salvation Army complements and strengthens FFA Global's effectiveness and professionalism in its four core areas. FFA Global operates in accordance with the Salvation Army's ethical guidelines for children and youth, "In Safe Hands".





## FFA Global Canada:

FFA Global Canada operates under the motto: *From Street to Turf*. Participants in the FFA Global program are young people from economically and socially challenged environments.

FFA Global Canada identifies young people from under-resourced communities and provides them with the opportunity to enter a program designed for their personal development in each of FFA Global's four core areas: Athletic, Academic, Social and Spiritual. FFA Global Canada operates in collaborative partnership with various local agencies, including sports clubs/academies, schools, the families of at-risk youth and The Salvation Army.

FFA Global provides scholarship and sponsorship opportunities for young people who wish to study and/or play football in Europe.

from  
**STREET**  
to  
**TURF**

## FFA Global Sweden:

Sweden has high numbers of young people living and growing up in areas where they run a high risk of social marginalization and exclusion, often resulting in destructive behaviours. It is these young people that FFA Global Sweden works with. FFA Global Sweden provides a challenge and motivation for such youth to develop and mature positively within the FFA Global's four core areas. FFA Global Sweden operates in collaborative partnership with various local agencies, including sports clubs, schools, the families of at-risk youth and The Salvation Army.

## An FFA Global project effort will:

FFA Global establishes contact with Football Clubs in or near communities of interest. FFA Global, the Salvation Army and one of these Football clubs organize a week-long FFA Global camp. An (international) FFA Global Team of coaches and mentors conduct the camp in collaboration with the local players. The focus of the camp is on FFA Global's four core areas.

The participants get to fully understand and experience the essence of FFA Global's goal and vision during the course of the week and are given the chance of applying for admittance to the FFA Global program for the upcoming football season. An eventual goal (for the player) and outcome (for FFA Global) is an FFA Global scholarship to study and play football overseas.



Youth admitted to FFA Global programs are required to sign a "contract" agreeing to work hard within each of FFA Global's four core focus areas: Athletic, Academic, Social, Spiritual. On admission to an FFA Global program, each youth is assigned a mentor from the Football Club, The Salvation Army or a local school.

## What are the benefits of FFA Global?

The FFA Global program motivates young people to develop within the four core areas, providing them with the skills and tools needed to grow above and beyond their negative environment and influences them to develop and reach their full potential.

FFA Global provides skills, experience and expertise; creates international partnerships, opening doors to collaboration and coordination.

## What has happened?

### September 2012:

- FFA Global Canada sent three youths from Toronto, Canada, accompanied by FFA Global Canada's player manager and mentor, to Gotland, Sweden. They participated in a FFA Global- try-out program including practices with the FC Gute team (the local second division pro football club) and visits to the local University and schools. They were also brought into the social and spiritual life of the community, engaged in home groups led by the Salvation Army Gotland and were toured around the beautiful Island of Gotland.
- FFA Global and The Salvation Army Gotland hosted a seminar by the end of the try-out week. The media, the local schools and future sponsors were given the opportunity to meet and talk to the Canadian players who shared their personal stories. The Canadian players' football skills were assessed by FC Gute by the end of the week.

### November 2012:

- Representatives from FC Gute came to Toronto, Canada to do a final assessment of the Canadian players. All three players were offered pro-contracts.

## Happenings 2013

### February 2013:

- Esfandiyar Ghasemi Nikmanesh, one of the FFA Global Canada-youths that were offered a pro-contract will travel to Sweden and experience life in a new country for a year. He will be playing professional football, attending University and continuing his self-development both socially and spiritually with a local FFA Global Sweden-group.



**July 2013:**

- Mark Bacolcol, one of the FFA Global Canada-youths that were offered a pro-contract will travel to Sweden and experience life in a new country for a year. He will be playing professional football, attending University and continuing his self-development both socially and spiritually with a local FFA Global Sweden-group.
- Alexander Ryan, one of the FFA Global Canada-youths that were offered a pro-contract will travel to Sweden and experience life in a new country for a year. He will be playing professional football, finishing his last year of high school and continuing his self-development both socially and spiritually with a local FFA Global Sweden-group.
- The Swedish football club FC Gute will travel to Toronto along with its elite junior team of twenty players and five coaches. They will participate in a two week-long FFA Global program containing athletic, academic, spiritual and social elements. The goal of the program is to create an interaction between the Swedish and Canadian youth, to encourage them to share life experiences and to learn from each other. FFA Global Canada will work together with the Salvation Army Richmond Hill and football clubs and/or academies to provide the best platform possible.

## **FFA Global Board of Directors**

Adrian Johansson, Founder of FFA Global  
Alice Johansson, Director of administration  
Major Kjell Karlsten  
Major Ann-Christine Karlsten  
Lt Colonel David Bowles

## **FFA Global Canada Board of Directors**

Adrian Johansson, Founder of FFA Global  
Stuart Miller, Superintendent of Education  
Jim Cannovan, Former Technical Director of OSA  
Jose Amorim, Current resident & COO of Swiss Chalet Group OF Franchises  
Hart Kaminker, Barrister and Solicitor  
Matt Delaney, Sports and Recreation Outreach Coordinator, Restorative Justice Facilitator



## HOW DOES FFA GLOBAL OPERATE?

FFA operates on the basis of four core values:

### ATHLETIC:

<b>Long-term goals:</b>	For young people to attain their full athletic potential.
<b>Milestones.</b>	To give football training, build team spirit, develop discipline and endurance, give an understanding of the body's functions and needs, and strengthen individual skills.
<b>Methods:</b>	FFA's young participants are assigned to selected football clubs and academies where they are taught, developed and challenged.

### ACADEMIC:

<b>Long-term goals:</b>	That young people complete their schooling to the best of their ability and become motivated to further their education using all their personal gifts and abilities.
<b>Milestones.</b>	That schooling is engaged in, homework completed, that they perform well and are examples to others in school.
<b>Methods:</b>	The personal mentors have contact with the FFA youth's teachers and receive regular reports on how the youths are performing in school. If needed the mentors can initiate support measures in cooperation with the home or school.

### SOCIAL:

<b>Long-term goals:</b>	That the young people develop social skills and become functional and responsible members of society.
<b>Milestones.</b>	That the youths learn basic social skills to be able to take responsibility for themselves and others, keep to time, function in group situations, show consideration, show respect for parents, teachers, leaders, etc.
<b>Methods:</b>	Life class meetings, in which basic values and questions about life are discussed. The personal mentors give advice, correction and encouragement in cooperation with the home, the school and the football club.



## **SPIRITUAL:**

- Long-term goals:** *The UN Convention on the Rights of the Child states that children must have access to information and material aimed at the promotion of his or her social, spiritual and moral well-being (Article 17). In accordance with this FFA encourages the development of a personal faith, a good character, courage to stand up for ones beliefs and active involvement in a congregation.*
- Milestones.** That the young people reflect upon their beliefs, character, aims, etc.
- Methods:** Life classes once a week, led by mature and experienced leaders who have undergone FFA's Life Class training. Having access to a personal mentor who have undergone FFA's mentoring training.



# TRAINING COURSES

## Saved2Save Training School

**Where?** Visby, Sweden  
**When?** Every year 15 January - 15 May  
**Duration:** 4 months  
**Teachers:** S2S's & FFA's staff and guest teachers  
**For:** FFA leaders and FFA staff  
For more information, go to [www.saved2save.com](http://www.saved2save.com)



## FFA's LIFE CLASS LEADERS TRAINING

**Where?** Depending on need  
**When?** Every year in November and otherwise when needed  
**Duration:** 2-3 days  
**Content:** FFA/Leadership training, "In Safe Hands"  
**Teachers:** FFA's staff  
**For:** All FFA's Life Class leaders and co-workers.  
FFA youths who wish to progress within FFA  
Officers Training School  
Distance learning Bible Course or similar training within FFA.

## FFA's MENTORING TRAINING

**Where?** Depending on need  
**When?** Every year in november and otherwise when needed  
**Duration:** 4-7 days  
**Content:** FFA/ Leadership training, "In Safe Hands", "Kick-off"  
**Teachers:** FFA's staff, Patrik Sandberg(Leadership coach), Niklas Mickelin (coach for the Swedish Football Association), Morten Berger (Club Director FC Gute)  
**For:** All FFA's mentors and co-workers.  
FFA youths who wish to progress within FFA  
Officers Training School  
Distance learning Bible Course or similar training within FFA.



## EXTERNAL TRAINING

### External MENTORING TRAINING (externally advertised)

- Where?** Depending on need  
**When?** Variable, depending on requests  
**Content:** FFA/ Leadership training, "In Safe Hands", "Kick-off"  
**Duration:** 3-4 days  
**Teachers:** FFA's staff, Patrik Sandberg (Leadership coach), Niklas Mickelin (coach for the Swedish Football Association), Morten Berger (Club Director FC Gute)  
**For:** Football clubs  
Football associations  
etc.

### Intro UEFA Diploma B Package (externally advertised)

- Where?** Depending on need, final part in Sweden  
**When?** Variable, depending on requests, final part in Sweden during the summer  
**Content:** Basic 1, Basic 2 and Diploma, with extra bonus hours on leadership, ethics and values  
**Duration:** 3 course occasions  
**Teachers:** FFA's partners, Patrik Sandberg (Leadership coach), Niklas Mickelin (coach for the Swedish Football Association), Morten Berger (Club Director FC Gute)  
**For:** Football clubs  
Football associations  
etc.





## **”KICK-OFF” COURSE**

THE COURSE COMPRISES OF:

### **LEADERSHIP**

The tutors' four main rolls are to lead:

- Learning
- Group development
- Communication
- Personal development

### **FOOTBALL AS BOTH LEARNING AND PLAY**

The fundamental values of football for young people:

- everybody having the chance to play football as much as they want
- pleasure
- camaraderie
- personal development
- lifelong interest

### **CHILDREN'S AND YOUTH'S DEVELOPMENT**

All children are unique and have different requirements, so they develop at their own speed, some earlier, some later, their development occurring stepwise within these areas:

- Psychological development
- Physical development
- Motor skills development

### **TRAINING**

- Fun is central
- Playing in small teams
- Every player gets the ball
- Training sessions

**Niklas Mickelin,**

*Coach and instructor, The Swedish Football Association, SvFF.  
Headcoach, Football High school  
UEFA A and UEFA Elite Youth A Licence.*

## IN SAFE HANDS

### BRIEF ON THE SALVATION ARMY IN SWEDEN'S MATERIAL ON CHILD PROTECTION: "I TRYGGA HÄNDER" (IN SAFE HANDS)

The long-term strategy of I Trygga Händer (ITH) ensures that our organisation can recognise and prevent, but if it occurs minimise, situations where abuse of children and youths may occur. The method is to create awareness, reduce risks and take actions together to protect children and youth from all kinds of abuse and harassment (both physical and mental). Within the material there are guidelines on how to deal with the disclosure or discovery of abuse within the Swedish context.

The child protection policies and procedures are based on the guidelines found in the material. We seek to implement the guidelines in our work within other relevant national child safety legislation in order to provide a care and protection framework for The Salvation Army. Good Practice and the safeguarding of all children and youths who come into contact with all Salvation Army programmes and activities are essential to our mission. Therefore, we make sure to train all our employees as well as our volunteers in this material with the recognition to prevent all forms of child abuse.

In relation to the Swedish legislation civil organisations do not have the rights to demand criminal records of the applicant/leader. ... applicant/leader. However, there is an on-going discussion on the issue since players within the education and health sectors are allowed to do so.

Under the umbrella of the Swedish Network of the Convention of the Rights of the Child (CRC) we work very actively with other youth organizations to advocate for the CRC to be enacted in our domestic legislation.

During "The World Scout Jamboree", the world event of scouting held in Sweden 2011, we created an e-learning course on the platform of child protection to prevent any kind of abuse and/or cultural interference in what we called "Safe from Harm" [www.safefromharm.se](http://www.safefromharm.se) now functioning on [www.jomo.scout.org](http://www.jomo.scout.org).

In the near future our next steps will be to take part in the Swedish Scout and Guide Association, with whom we aim to identify learning methods on how to work directly with our children and youths on the issue.



ETISK VÄGLEDNING FÖR ARBETE  
BLAND BARN OCH UNGDOMAR



*My name is Mark Bacolcol and I'd like to share a little bit about myself and where I come from. I'm a 17 year old first generation Canadian, born and raised in Toronto, Ontario. All my life, I've been living in government/community housing and it isn't exactly the ideal positive environment a child should grow up in. Living in a single parent household also isn't the typical family structure, but I wouldn't prefer to have my family any other way. Although at times it was difficult to make ends meet, I'd like to say things turned out alright because of all the hard work my mom has put in. I can't thank her enough for everything she has done for me.*

*Being surrounded by occasional violence and drug dealing, one would think that I would be likely to get involved. Fortunately, I came across the game of football and it has become a positive outlet for me ever since. Playing football has helped me to keep myself away from the negative influences around me. Not only did it help me to make the right choices, it has also given me the chance to make something of myself. Contrary to what others might think, I'm somewhat glad I grew up in such a setting because it has helped me to become mentally strong and I wake up each day wanting to work hard to hopefully get in return a better life for both myself and my family.*

*I feel lucky to have met genuinely good-hearted people who have been there to guide me and to help keep my head up through the all hard times. FFA in particular has given me the opportunity to live out a life-long dream of being a professional football player. Personally, I clearly wasn't born a "gifted" footballer and I'm only a tiny grain of sand in the world of football. What FFA has done for me is that they've given me the strength to believe in myself and my ability. I think it is only right to give it my all, and I owe this to myself and to the people who have given me this chance. As long as I stay focused and most importantly, hungry to succeed, I believe good things will come with time.*

*My hope for the future is to provide my family with a life of financial security as well as paying the deed forward by doing what I can to help the less fortunate in need. It will be fulfilling to know that my hard work hasn't gone to waste. I only dream of not having the worry of money being a daily issue. It's tough to see someone you love work so hard just to put a roof on your head and food on the table. If I make it someday, I will make sure that I won't have to experience the same grief again. It's also just as important to me that I give back and never forget where I came from.*

# Toronto program making soccer dreams come true

By Ben Rycroft Posted: Monday, March 25, 2013



Esi Ghasemi has gone from troubled youth to playing professional soccer in Sweden. (Photo courtesy Football For All)

Soccer has long been mythologized as a game of the people. All you need, the fantasy goes, is a pair of shoes, a dusty field and a ball to play the world's game.

Visions of kids playing for hours, slowly transforming their skills into what would make them legends from the streets - rags to riches and all that - is a nice story but not really one that can be told within the modern context of the game.

The beautiful game has become horrendously expensive. Where soccer was once a refuge for Canadian families to put their kids when they couldn't afford hockey, today it is a place where top academies charge top dollar.

And, as it is in hockey, you have to play at those elite levels to get noticed. Scholarships are available at some of those centres, but usually they're only given to the very best and brightest. They do very little to reach out to the poorest centres of Canadian communities and help transform wayward youth.

## Program targets unprivileged youth

One program in Toronto is seeking to change that. [Football For All \(FFA\)](#) is a non-profit organization that is funded completely by the Salvation Army in Sweden. The program, which works with the Toronto Youth Development and Umbro, targets unprivileged and troubled youth and aims to give them a leg up in not only life, but in football.

"Soccer in Canada is too often a business," said Adrian Johansson, founder of FFA. "It's about making money from kids playing, or charging kids to come to your academy, or developing talent with these kids to sell them on to bigger clubs.

"I'm not trying to criticize those programs, they do what they do. The reality is though that you pay to play. If you don't pay, you don't play. And that's leaving a number of very talented, but perhaps less fortunate kids behind."

One of those kids was Esi Ghasemi. At 16-years-old, he knew he wanted to play soccer professionally but his family neither had the financial resources nor the know-how to connect him to such a life. FFA stepped in and not only provided the financial support for training and travel, but the social support to give him a direction. Today, at 20, Ghasemi finds himself on a professional contract with FC Gute, a second division club out of Sweden.

"It's not easy for anyone to get a professional tryout, or a professional contract with a club, especially being from Canada, as other countries don't always look at our country as being a professional soccer nation," Ghasemi explained. "FFA gave me that. I couldn't really afford to play with a big academy. And I wasn't really the best kid in school, or the smartest kid. I saw soccer as a way to get away from the problems in my life. But when I was around 14 or 15, I started hanging around with the wrong crowd, making bad decisions and it landed me in trouble with the police.

"It was tough on my parents to see me doing such stuff. I always had a dream in my head that I could be a professional player but I didn't know where to start and it was frustrating. In some ways it's what led me down that other path"

Ghasemi's step-father, Sam Orfanakos, remembers what it was like to see him struggle to find his way.

"He was a teenager without a lot of motivation. He didn't have any kind of direction. Soccer was something he always played. And during that time he even let that all fall away, not playing for a good chunk of time," Orfanakos said. "He found this organization and the possibility of playing soccer in Europe became more of a reality. They showed him how to get there."

The FFA program, which costs the organization around \$12,000 a year per player, identifies kids who have the potential to one day play professionally, but either come from a rough background or whose families don't have the means to support their goals.

FFA pays for their training, for their flight if they earn a trial, and the Swedish Salvation Army helps to house them and get them use to their new community. Unlike other soccer development programs, FFA do not collect any transfer fees or receive any money if a player becomes successful.

And for clubs in Sweden, like FC Gute, one of the first teams to sign on with the program and where Ghasemi now plies his trade, it's more than just a way to find undiscovered talent.

"We wanted to do something good for young players in Canada. We know that some of these players that may come are not the best players right now but we believe they can develop into great young professionals - not just as soccer players but as human beings," FC Gute director Morten Berger said.

## **More Canadians heading to Sweden**

FC Gute, where players like Swedish international Alexander Gerndt got his start, will welcome two more Canadian players from the FFA program this summer. Mark Bacolcol and Alexander Ryan, both from Regent Park in Toronto, will make the jump overseas to Sweden on youth contracts at the end of July.

"We work with them away from the field as well as on it," Berger said. "We're building young men, not just soccer players. But we believe this type of project with FFA could be very successful and expanded to other centres and other clubs, which is why we got involved."

For Ghasemi, who started his contract with FC Gute in February, it's all a little surreal.

"I train four days a week with the club. Our games are on weekends. I'm doing well and have already scored a few times, so I think our coaches are quite happy with my performance. But I still look around sometimes and think about how far I've come from where I was just four years ago."

As much as anything, the transformation of this young man, who had a troubled youth, can be seen in how he concluded the interview. Ghasemi spent nearly 10 minutes thanking everyone from his mom for her continual support, to his step dad for waking him up early, to God for creating football, and obviously to the FFA for its support. If it had been an Academy Awards speech, they would have flashed the lights and started the music when he was only half way through.

Soccer may not be affordable to all anymore, but for this young man and others like him, programs like the FFA are taking the dream of playing professionally out of the pocketbook and putting it back on to the feet of players.



[www.salvationarmy.org/sportsministry](http://www.salvationarmy.org/sportsministry)  
[www.footballforall.net](http://www.footballforall.net)

