Volunteer Rio: A 2010 Challenge
“A week long experience, which will last a lifetime”
Make a difference. Secure a volunteer place for you and a place for homeless player at the Rio 2010 Homeless World Cup, Brazil from 18-27 September 2010.

www.homelessworldcup.org

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The Homeless World Cup has shown that football is a powerful tool in changing lives and it’s great that we (Manchester United) can play a part in that.”

Sir Alex Ferguson, Manager, Manchester United
Volunteer Rio: A 2010 Challenge

Introduction

There are one billion homeless people living in our world today.

The Homeless World Cup exists to end this, so we all have a home, a basic human need. The Homeless World Cup is an annual, international football tournament, uniting teams of people who are homeless and excluded to take a once in a lifetime opportunity to represent their country and change their lives forever. It has triggered and supports grass roots football projects in over 70 nations working with over 30,000 homeless and excluded people throughout the year.

The first tournament took place in Graz 2003 uniting 18 national teams. 6 years on 56 nations were united for Melbourne 2008, which included the first Women's Cup. We are on the road to Rio 2010 Homeless World Cup in September uniting 64 nations before it is handed to Paris, France for the 2011 Homeless World Cup.

The impact is consistently significant year on year with 73% of players changing their lives for the better by coming off drugs and alcohol, moving into jobs, education, homes, training, reuniting with families and even going on to become players and coaches for pro or semi-pro football teams.

The Homeless World Cup supporters include UEFA, Nike, UN, Manchester United, Real Madrid, Ambassador Eric Cantona and international footballers Didier Drogba and Rio Ferdinand.

Be Part of It: Make a Difference

Being part of the Homeless World Cup and making a difference is a magical experience that will stay with you forever. Volunteer Rio: A 2010 Challenge takes place from 17-27 September 2010 and provides an exciting opportunity to work closely with people from 64 nations and make a difference in their lives.
During the week you will be part of Volunteers Team providing a vital contribution to the tournament, gaining first hand experience of how football can motivate individuals and create a catalyst to end the cycle of homelessness. You will support an environment that enables the players to develop increased self-confidence, a feeling of belonging and enhanced self-esteem. It is a physical and emotional experience, and you will come away from the Homeless World Cup with a greater understanding of poverty, the effect it can have on everyday life, and also a powerful experience of camaraderie, fun and love.

To guarantee your place in the volunteer team for the Rio 2010 Homeless World Cup all you need to do is raise a minimum amount of sponsorship, which will cover all your travel, accommodation, food and leisure activities. It will also enable one homeless player from an economically poorer nation to travel to Rio and participate in the life-changing tournament. It costs an average of £1000 for one player to participate.

Raising the money is not as hard as you might think! There are lots of things you can do from running a marathon to getting your organisation, or club to sponsor you. It all counts towards your fundraising target and makes a life-changing difference to the player who gets the opportunity to play on the global stage of the Homeless World Cup.

This information kit provides you with everything you need to prepare for Volunteer Rio: A 2010 Challenge. Lynn Jarvis, Homeless World Cup is with you all the way and can be reached on +44 (0)131 652 8195 or lynn@homelessworldcup.org.

A ball can change the world. Pass it.
Volunteer Rio: A 2010 Challenge
Itinerary

Day 1: Saturday 18 September 2010
This is the arrivals day in Rio, Brazil. After being met at the airport by your volunteer co-ordinator and checking in at the hotel you will be briefed on the work of the Homeless World Cup and any local health & safety procedures and the roles and activity you will be looking after during the tournament week. In the evening the official welcoming ceremony and match draw will take place during an event where the players will be united for the first time.

Day 2: Sunday 19 September 2010
This is the day of the Opening Ceremony and Kick Off. The Opening Ceremony begins with the players from 64 nations parading through the streets of Rio to the Street Soccer Stadium on Copacabana Beach. There is an opening ceremony with officials from Brazil and high profile guests. It is a busy day as the tournament begins!

Days 3-4: Monday 20, Tuesday 21 September 2010
The tournament will be in full swing with matches played thick and fast during these two days as the nations go through the group stages of the games. Your volunteering will be scheduled around the tournament hours with lunch, water & snacks provided on site. In the evenings you will have the chance to eat and relax at the hotel or visit a local restaurant. There will also be an opportunity to enjoy local cultural activities and you are also welcome to hang out with the players at the players lounge and accommodation.

Day 5: Wednesday 22 September 2010
It is a half-day for the tournament at the Street Soccer Stadium today. So In the afternoon you will enjoy a Sugar Loaf Hiking Tour, Rio’s most well known landmark. Accompanied by guides we will travel to the top to the spectacular viewpoint of Guanabara Bay. You can opt to go for the rock climb if you dare.
Day 6: Thursday 23 September 2010
During your time off today we will visit a Favela, which will give you a full experience of the different aspects of Brazilian culture. There are close to 950 favelas in Rio as during the last 30 years rural poor moved to Rio in search of jobs. Many were unable to pay rent and established Favelas on the slopes of the hills around the city.

Days 7 –9: Friday 24 September to Sunday 26 September 2010
We are heading to the Semi Finals & Finals Day of the 8th Rio 2010 Homeless World Cup and the tension is building and action fast as the teams go for glory and play for their lives. There is a closing party for the Homeless World Cup family to spend time together before departing.

Day 10: Monday 27 September 2010
This is the departure day.

Important Notice: The itinerary is a guide and may change according to the event needs, weather, logistics. We thank you in advance for serving the event and those of the players with flexibility and care.
What is included in the cost of the Homeless World Cup Volunteer Rio: A 2010 Challenge?
International return flights to Brazil and internal, airport transfers; your hotel accommodation, some meals and two excursions; plus a Homeless World Cup Volunteer Co-ordinator to support you with all your requirements.

What is not included in the cost?
Travel insurance, visas and international departure tax if applicable. Activities not included in the itinerary that you may like to do, drinks (other than water at the event) and any extras such as laundry, telephone, personal spending money, tips.

What will the accommodation be like?
You will stay in a comfortable, 3 star-hotel close to Copacabana Beach, the competition venue of the Rio 2010 Homeless World Cup. Rooms are shared twins. If you are travelling with a friend or partner you wish to share with, please let us know in advance. You can choose to pay a personal supplement to upgrade your room to single occupancy or double if that is preferred.

What about meals?
Breakfast and dinner are provided at your hotel. Lunch, snacks and water are provided at the competition venue. Any other meals e.g. room service, vending machines, stalls, cultural visits, meals taken in your spare time are not included and at your expense. Most diets are catered for and please let us know if you have any special dietary needs well in advance. Eating out in Brazil is fairly cheap and costs on average £10 for a meal.

What is the weather likely to be like?
During September the average high temperatures are around 25 degrees celsius. September is a month with the least amount of rainfall.

How will we fly to Brazil?
UK participants depart from London Heathrow Airport to Rio de Janeiro airports. Flight time is approximately 12 hours. You make your way to the departure airport in plenty of time. Flight details will be sent to you one month in advance. If you choose to book your own flights please confirm with the Homeless World Cup beforehand or you may be liable for your included group flights. For information on flight arrangements from other countries please contact us directly.
Is the volunteer challenge only open to people living in the UK?
The opportunity is open to anyone from any country in the world. We
have priced the opportunity using UK prices and depending on the
country you are travelling from flight prices will vary. If you are
interested in taking part please contact us to agree your fundraising
terms and prices.

What is a typical day?
As described in the itinerary each day is varied. With the
competition taking priority other events take place after the
football has finished for the day, in the evenings, or during your
free time. Most days you will be ready to begin at 8.30am and finish
approximately 6pm. However your volunteer rota will be provided to
you on arrival.

What will volunteers be doing during the tournament?
Here is a small sample of the roles we require volunteers to fulfil:

**SPORT SERVICES** - oversee team changes between games, distribution of
results and stats, confirmation of results to the online match
reporters for entry into the live results system,

**PITCH MANAGERS** - manage all materials required e.g. balls and ensure
a safe environment at the pitch at all times.

**MEDIA SERVICES** - assist in management of all media services and
spaces at the venue. Updating media information and handling media
enquires.

**PHOTO MANAGER** - Coordinates venue photography.

**WEBSITE CONTENT** - responsible for updating website content including,
tournament information, images and media releases onto the ‘live’
component of the event website.

**ONLINE MATCH REPORTERS** - observe play and upload live reports onto
the event website.

**ONLINE JOURNALISTS** - coordinate and conduct interviews, plan and
write articles;

**SOCIAL NETWORKING & BLOGGERS** - look after the Homeless World Cup
Social Networking sites during the tournament, regularly updating all
key sites with the key stories and tournament experience

Some roles require appropriate qualifications and/or experience.
More detailed information about each task can be given on request.
Please let us know which roles you would like to fulfil and which
roles you are qualified to fulfil. The specific roles that you will
be involved in will be confirmed on arrival and can change.

Will my employer allow me to have extra time off?
This is up to each individual employer. However, most companies
operate a volunteering policy so speak to them about the benefits
that volunteering at the Homeless World Cup will bring to the
company. In addition, some employers have a fundraising match making
policy offering opportunity to match and double any funds you raise.
Volunteer Rio: A 2010 Challenge
Costs Explained

There are two pricing plans available:

1. **Fundraising Option** - £2,300
   Raise £2,300 and the Homeless World Cup will organise and fund your trip costs and fund one player to participate in the Rio 2010 Homeless World Cup.

2. **Self-Payment Option** - £800
   Organise and fund your own trip costs and raise a minimum amount of £800, or equivalent in other currency, to fund one player to participate in the Rio 2010 Homeless World Cup.

**Registration Fee: 1 July 2010**
A registration fee of £300 is required by 1 July to secure your volunteer place. It is non-refundable.

**Minimum Fundraising Amount: 1 August 2010**
A minimum fundraising amount of £1,500 is required by 1 August 2010 to enable the Homeless World Cup to book your flights and accommodation.

**Full Amount: 31 August 2010**
The full fundraising total is required by 31 August 2010 for you to participate as a volunteer at the Rio 2010 Homeless World Cup.

Please feel free to speak with us beforehand to work out the best options for you. Contact Lynn Jarvis, Homeless World Cup on +44 (0)131 652 8195 or lynn@homelessworldcup.org.
Volunteer Rio: A 2010 Challenge
Fundraising Tips

Think Big!
The bigger the better! The fastest way to kick-start your fundraising is to speak to your employer and ask if they will match what you raise or make a substantial donation. Many companies are willing to support their employees in this way and many have a specific budget for this type of donation.

If you don’t ask....
The more people you ask to sponsor you the more money you will raise. It’s that simple. You can contact them by post, email, in person, by telephone, via newsletters or local press, facebook and other social networking sites. Reach out to family and friends; work contacts, old colleagues, neighbours and invite them to sponsor you.

Set up a JustGiving.com account
Justgiving.com allows you to set up an online sponsor form to collect online donations from sponsors anywhere in the world, instantly and securely. Money collected online is paid directly into the Homeless World Cup Foundation’s bank account, earning interest from the minute it has been raised, and also allowing us to automatically claim gift aid, which can add a further 28% to your sponsorship. Alternative online fundraising sites are available for other countries.

Organise a fundraising event
By organising an event big or small, you will give people the chance to contribute and have fun. Have a stall at a car boot sale; hold a BBQ; hold a quiz night; donate your services for a day, make the tea at work, clean cars, iron clothes; ask your friends to donate their talents and join in too! Invite friends to a birthday party and ask them not to bring a present but to sponsor you instead. Negotiate the free hire of a wine bar and host an event with a £10 admission, find a DJ and again with good support, you might be surprised how much you can raise in a one-off event.

Making that extra £1
Every pound counts. Just a few ideas on how to make that little extra at your event: collect loose change in buckets; invite guests to empty their pockets as they leave; pass around a pint glass to be filled with pound coins.

Shout about it
What you are doing is fantastic. Make sure you inform your local press and radio about your efforts to ensure that you get the publicity you deserve and invite additional fundraising from the local newspaper and its readers.
Our Players: Global Ambassadors

Just in case you need any further inspiration let us introduce you to some of the players who have transformed their lives following their participation in the Homeless World Cup.

Michelle Da Silva, Brazil

Michelle was born in 1990 into the famous Favela portrayed in the film ‘The City of God.’ All her life Michelle has lived for football and is on a courageous journey out of poverty and exclusion through sport.

Michelle was selected to represent Brazil at the Copenhagen 2007 Homeless World Cup where she won the best female player and was noticed by Eric Cantona as player that stood out during his training session. So it was no surprise when on returning to Brazil she was swiftly selected to be part of Brazil’s women’s under 20’s national team and is one of the players selected for the 2010 South America Cup.

She is a speedy striker, with strong force and determination on the pitch. Michelle says: The Homeless World Cup is about a major life experience. You create friendships and set the right attitude to succeed in your life and in football.”

David Duke, Scotland

David Duke played for Scotland at the Gothenberg 2004 Homeless World Cup when he was homeless battling issues with alcohol following the death of his father. It got him back into football and he decided he wanted to pursue a career in football coaching completing his Scottish Football Association coaching badges to become a certified youth coach.

David became the assistant coach for Team Scotland at the Edinburgh 2005 Homeless World Cup and rose to become manager and take Team Scotland to victory at the Copenhagen 2007 Homeless World Cup beating Poland 9-3 in a royal final watched by HRH Crown Price of Denmark. The same week David became a homeowner and collected the keys to his new home.

David is now a budding social entrepreneur having set up Street Soccer Scotland to use football to help homeless people in Scotland. It is already working with 500 homeless people providing weekly coaching sessions, an academy providing essential life skills, a Scottish Homeless Cup and a national league due to begin in 2010.
David says: The Homeless World Cup was the rope that allowed me to pull myself out of a very dark hole. It helped me and now I can help others. When homeless people say to me I can’t change, I say yes you can. I did. So can you."

Patrick Mbue, France

Patrick arrived in France from Rwanda. He found himself in a strange country, without a work permit, and unable to earn an income he became homeless.

Patrick joined the football team at the homeless organisation Collectif Remse en Jeu where his talent was clear and his team spirit was noted. He was soon selected to play for France at the Copenhagen 2007 Homeless World Cup.

Committed to "Collectif Remise en Jeu" and supporting people on the margins of society he went on to become the coach for the French national Homeless World Cup team and led them to the Melbourne 2008 and Milan 2009 tournaments. He is also the secretary of the organisation and a member of Local Organizing Committee for the Paris 2011 Homeless World Cup and a coach with Paris St Germain Football Club.

Patrick says: “My participation in the Homeless World Cup brought about a profound personal change. It allowed me to regain my self-respect to take important steps in my life and I was also able to regain a high standard of play in my game.”

Nathan Bowen, England

Nathan was homeless, living in the Brighton and Hove Foyer for two years, a hostel for vulnerable young people who would otherwise be living on the streets. He went along to the trials to play for Team England at the Copenhagen 2007 Homeless World Cup. He impressed coaches so much with his attitude that he was selected to play in the team and elected the Team Captain. He progressed quickly after the Homeless World Cup and completed his coaching qualifications. Nathan now has his own home, living with his girlfriend, and is a coach with Brighton, Hove and Albion Football Club. Here he is excited about a football programme being set up to work with homeless people in the local area to get them back in the game and their lives on track.

Nathan says: “When you go out there (on the pitch) it doesn’t matter who you’re against, where they’ve come from, what they do with their
life, you play sport and you are even. That is your chance to prove to them, and to yourself, that you’re worth something.”

“Although there are 48 different nations involved, all speaking a different language, we still get on really well. Hearing what some of the teams have had to do to get to the Homeless World Cup and what they have to live with in their own country, particularly African countries, really encourages you not to take things for granted and puts our problems into perspective."
Brazil is located in Eastern South America bordering the Atlantic Ocean. It is the largest country in Latin America and the fifth largest country in the world, in terms of area and population (about 158,739,257). Its coastline is about 7,491 km long with beautiful beaches and the climate is mostly tropical but temperate in south. Rio de Janeiro is the cultural capital and one of the most famous places in Brazil. Visitors have many things to look forward to from the natural beautiful surroundings to the glorious music and celebrations. As one of many beaches in Brazil, Copacabana is located in the southern area of Rio de Janeiro and is 4km long.

Homelessness
In Brazil, there is a deficit of 6.6 Million housing units, equalling 20 million homeless people, who live in favelas, shared clandestine rooms, hovels or under bridges and viaducts, or are squatters, in some of the country's largest cities. (Source: Brazil 2000 census) Over 10,000 homeless in Sao Paulo sleep in the city’s streets, squares, underpasses, thoroughfares, cemeteries, and shelters. (Source: Brazil’s Economic Research Institute Foundation, 2003).

Basic Language
English
Portuguese
Hello Oi
Goodbye Ciao
Good morning Bom dia
Good night Boa noite
Please Por favor
Thank you Obrigado
How are you? Como você está?
You’re welcome De nada
Excuse me Com licença
I’m sorry Desculpe
I understand Entendi
I don’t understand Não entendi
Volunteer Rio: A 2010 Challenge

Entry Terms

- Individuals entering the event must be at least 18 years of age on the day of departure.
- You undertake to raise the minimum amount of sponsorship: £2300 fully funded price plan or £800 self funded price plan.
- A £300 non-refundable registration fee is required with a completed registration form to secure your place by 1 July 2010.
- A minimum fundraising amount of £1,500 is required by 1 August 2010 to enable the Homeless World Cup to book your flights and accommodation.
- The full fundraising total is required by 31 August 2010 for you to participate as a volunteer at the Rio 2010 Homeless World Cup.
- All funds raised in connection with the Homeless World Cup Foundation must be payable in pounds sterling, euros or dollars.
- Participants outside the UK must agree a fundraising target with the Homeless World Cup before registering.
- Gift aid is not included in your fundraising target unless collected through the Just Giving website. (This applies to UK only).
- All funds raised in connection with Volunteer Rio: A 2010 Challenge must be paid to the Homeless World Cup Foundation. Monies cannot be split between different charities or given to preferred teams.
- Individuals must arrange their own travel and health insurance, including cover for accident and loss.
- Your passport must be valid for 6 months from the date of leaving the country you are visiting. If visas are required you must ensure that you have a valid visa for travel.
- If you are refused entry to or from the country you are visiting, additional costs are your responsibility.
- If you cannot take your place due to unforeseen circumstances fundraising secured remains the property of the Homeless World Cup Foundation.
- We would advise you to see your doctor with regards to any health issues for example injections, medication and fitness.
- All individuals taking part do so at their own risk.
- All flights, flight timings, itinerary and arrangements are subject to change without notice. We will strive to keep you informed of changes as they arise.
• All flights depart from international airports. Participants from international countries and Europe should advise Homeless World Cup before confirming booking. You must arrange your own connecting transport from the airport of departure. The Homeless World Cup Foundation or any organising parties will not be held responsible for any delays to connecting flights.

• You must fundraise in connection with the guidelines set out in your fundraising pack. Full details will be sent out to you following registration.

• The interests and good reputation of the Homeless World Cup are paramount and your place may be withdrawn on this event if the organisers believe it is in the best interests of the Homeless World Cup Foundation to do so.
Volunteer Rio: A 2010 Challenge
Registration Form

Personal Details
Title:           Forename(s):
Surname:
Address:
Postcode:
Email Address:
Telephone Number:
Mobile:
Date of Birth:

Do you have any illness, disability or any special requirements, including dietary requirements? (Please provide information).

Volunteer Information
I will raise the full sponsorship (£2300) / I will self fund the trip (£800)

Will your employer sponsor you / match your fundraising? YES/NO

Which volunteer position would you ideally like to do?

What experience / qualifications do you have relevant to the volunteer positions?

Can we pass on your contact details to other volunteers taking part? YES/NO

Have you volunteered for any organisations or fundraised in the past? (Please detail).

Do you know anyone else taking part and volunteering? If so, who?
How did you hear about the Homeless World Cup?

Declaration

I have read and agree to abide by the conditions of entry.
I certify that the information provided on this form is to the best of my knowledge true and correct.
I understand that the objective is to raise as much sponsorship as possible for the Homeless World Cup Foundation.
I understand that I must arrange appropriate insurance for the duration of the trip and provide a copy of my insurance prior to departure.
If I have any concerns about my physical fitness or health or any of the medical conditions that may affect my safety on the trip I will consult my doctor.
I am happy for you to treat all donations I make as gift aid donations which means the Homeless World Cup Foundation can apply for tax reclaim on your payments. YES/NO

Signed

Dated

Before sending this form please ensure you have read the entry conditions.
Volunteer Rio: A 2010 Challenge
Contact Details

Send your completed registration form and deposit:

By Post:
The Homeless World Cup
Easter Road Stadium
63 Albion Road
Edinburgh, EH7 5QY
UK

By Email:
Lynn@homelessworldcup.org

Your fundraising and participation at the Homeless World Cup can make a huge difference. We would love you to be part of it and will what we can to ensure you have the time of your life. Please get in touch with us if you have any questions:

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