





The football pitch.



Homeless
Isn't about
homes



**Homeless
Is a people
thing**

**& people
face
challenges**



“Homelessness is made more likely by childhood disadvantage. Homelessness in adulthood is associated with parental addiction, domestic violence and living in social housing or local authority care as a child.”

Public Health Wales, Adverse Childhood Experiences/ACES research

“Giving a homeless person a fiver, a coffee or a sandwich doesn’t change the long term – the life expectancy still remains 46..the real answer is to have a holistic approach to individuals that does not just mean bricks and mortar or modular units for a roof over their head.”

Future Generations Commissioner for Wales,
Sophie Howe
May 2017



Hard
to
engage





a registered charity that engages people who are
homeless or at risk of homelessness
in football participation.

Keep it
simple
to engage
& hold on



**Football is
tribal.
Join forces.**

Partners



Busnes Cymdeithasol Cymru
Social Business Wales

/busnescymru.llyw.cymru/busnescymdeithasol
/businesswales.gov.wales/socialbusinesswales



Teams



Gwasanaeth Ieuentid/Youth Service



Gweithredu dros lechyd Meddwl Caerdydd a'r Fro
Cardiff and Vale Action for Mental Health



Football is a beautifully simple game.

When the whistle blows you're part of a team, utterly interdependent.

Every effort and touch you make matters: Finger-tip saves, game saving tackles, assisting passes, goal scoring shots.

Whoever you are off the pitch, on the pitch you are a player - vital, alive, powerful, influential, brilliant, equal.





**Doorways,
Gateways,
Ways in,
Ways out.**

Proven Tactics

By running local leagues and matchdays across Wales, they create a regular, life-changing opportunity for participants to escape their difficult circumstances and challenge themselves to build a better life.

StreetFootballWales runs matchday surgeries, signposting to a network of specialist support providers, training and employment partners.

Outcomes for Street Football Wales participants 2013-2016

Player Surveys : Percentage and Outcome	No of Participants
94% said their confidence & self esteem improved	3981
93% said their physical health had improved	3939
92% said their mental health had improved	3896
90% said their relationships with support improved	3811
85% said their motivation to learn new skills or start working had improved	3600
81% said their drug or alcohol intake had lessened	3430
70% said their living conditions had improved	2964

“Street Football Wales has truly changed my life.
I’m now very optimistic about my future”

SFW Impact Questionnaire 2016

Wayne, Welsh Dragons 2015, Welsh Dragons Manager

“When I was addicted to drugs, my life was empty and hopeless and I couldn’t see a way forward. The only place I lived was in my own head and I couldn’t see past my own hands. To go from that to a brand new world where I played football with people from all over the world is just amazing and has helped change my perspective.

My life and my world has become a whole lot bigger and better thanks to Street Football Wales and the Homeless World Cup”.





Cardiff 2019



here in Wales is something
special I must say.

**Your
role in
the team**

