

GIRLS OF ARMENIA LEADERSHIP SOCCER



ANNUAL REPORT 2018



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, speak t



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,

Reviewing all the reports and photos from 2018, I recalled all of the memories we have had during our programs. I remembered organizing the opening of our fourth league in Shirak region. Seeing all the enthusiasm of the girls playing soccer and scoring goals, we knew that we could overcome boundaries. I could see the feelings of achievement and confidence they were experiencing by showing strength.



We opened three more girls soccer leagues this year, adding to the overall total of seven leagues throughout seven regions of Armenia. I remember our first summer camp of this year in Debet where we organized and prepared to have 40 motivated girls from 4 nearby villages. However, to our delight, we ended up having more than 50 participants and happily included them in all of our activities. Even though for some of them it was their first time playing soccer, they were actively engaging in various soccer drills and activities, and expressing their ideas in discussions about girls empowerment.

I remember all of our cross-cultural events, tournaments, trainings, and all the events that we had organized in different parts of Armenia, both near and far. One thing that has been common in all of those activities and working with more than 4,563 beneficiaries is that we created a safe space for them to think why it is important for us to have strong girls and empower them to be future leaders. When people ask me about our next steps and how we imagine the future of GOALS, we answer with no hesitation that we are ambitious, dedicated and determined. We will work hard towards our vision, "A world where every girl is empowered with equal opportunities." As published in World Health Organization "1 in 3 women experience physical or sexual violence", a statistic we are actively working to change and prevent in Armenia.

Looking forward to 2019, we aim to have girls soccer leagues in every region of Armenia with a dedicated and trained group of coaches. We want to develop communities by showing parents and society that stereotyping girls and women harms everyone. We will work hard on creating opportunities for youth to increase their critical thinking skills and be educated about the power of individualism. One day, Armenia will be recognized for its women's national team and empowered society. Please join the GOALS movement and support us in achieving our goals and providing more opportunities to youth in Armenia!

**Yours sincerely,
Lorik Hartounian GOALS President & CEO**

*Empowered women for
an empowered Armenia*





19,852

INDIRECT IMPACT

4,563

DIRECT IMPACT

30

EVENTS

7

LEAGUES

1

YEAR

GROWTH

In 2018, GOAL increased beneficiaries by 97% from 2017. This stems from the opening of three new leagues, the expansion of our sport for social impact programming, and increasing the number of cross-cultural events we held in conjunction with partners.

97%

Increase in
Beneficiaries

1,855

Hours of soccer
played

In all our programs we organized 1,855 hours of soccer for girls in Armenia. This includes hundreds of soccer practices and games nationwide, summer camp activities, and after-school clubs.

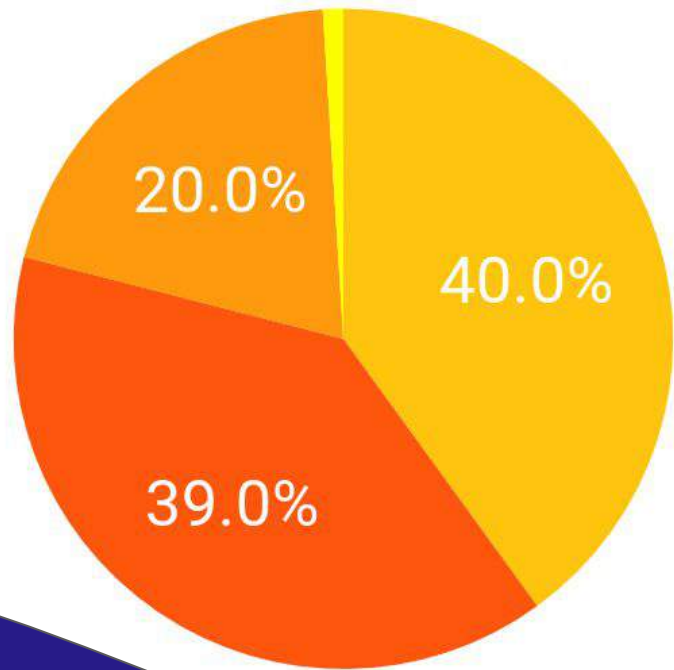
One of our aims through GOALS is to bring events and programs to rural villages in Armenia. In light of this, in 2018 GOALS worked with 72 different communities in every region of the country.

72

Communities
Impacted

League Spending Breakdown

- Equipment
- Transport
- Contractual
- Communication



65

footballs distributed

145

Goals scored
in the leagues

282

cleats and
soccer shoes
distributed

34

Seasonal Staff/
Regional
Coordinators

294

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 seven continuously operating leagues in seven regions of Armenia centered in Alaverdi, Dilijan, Goris, Yeghegnadzor, Artik, and most recently in Armavir and Gavar. Each league has at least four teams and each team has 9-15 players. League seasons are March-May and September-November.

130%

Increase in the number of girls participating in GOALS leagues



652

girls in league



45

communities



48

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 Goris 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 Goris League

LEAGUE MAP



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



“

“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, Dilijan League

PLAYER SPOTLIGHT

Meet Tatevik Movsisyan. The first player from a GOALS league to join the Armenian Women's Under-19 National Team. Tatevik's passion for soccer began when she was eight years old watching boys play soccer in their village field and dreamt of taking part in it. However, it seemed like an impossible dream for her because of the stereotypes in her village. Then, at the age 11, she was nominated best soccer player in her village during a soccer tournament. Shortly thereafter, she joined the GOALS Achajur team. It was strange at first for the village to accept the idea of a girls' team. As the league continued, her father even observed her practices and started to recognize her skills, slowly changing his mentality.



MEET TATEVIK MATEVOSYAN

"...it seemed like an impossible dream for her because of the stereotypes in her village".

Since GOALS arrived, there has been a transformation in her village. More girls want to join the team and boys accept and encourage girls to play soccer. Tatevik feels more confident and dedicated. She wants to continue her studies in sports and soccer, with a dream of becoming a referee. Without GOALS, she does not think she would have these opportunities or aspirations.

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.

256

**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.

2,568

**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



AFTER-SCHOOL CLUBS

Through our trainings, GOALS identifies active youth workers to serve as GOALS After-School Club (ASC) facilitators in their community. These clubs take place once a week for 3-months and focus on different social issues based on the needs of the community such as gender equality, conflict resolution, leadership, etc. During the club participants are given a safe space to voice their opinion, improve their confidence, and discuss issues important to their community and livelihoods.

218

**After School Clubs
2018 Direct Impact**

450

**After School Clubs
2018 Indirect Impact**



PLAYER SPOTLIGHT

"I am Rubina from Aragatsavan village. I am 17 years old and I'm actively involved in civic work. Since my early childhood, I have loved football, and I always was the only girl on the pitch. As I got older, my opportunities to play football were diminishing as I, often a victim of societal opinions and pressures, was keeping myself away from my favourite activities.

I didn't play football for a while until the moment when GOALS visited my village in 2017. That same year I participated in SSI (Sport Social Impact) training organized by CAC (Coaches Across Continents) and GOALS.

MEET RUBINA AVETISYAN

"SSI gave me a unique opportunity to become braver, goal-oriented and discover myself".

At the end of the training, I was offered to open After-School Club in my community. However, I had some issues with the school principal who refused to allow me to use the pitch and banned parents from allowing their children to take part in the program because "Gender Equality" was included in the lesson plan. After successfully completing the extra-curricular course in my community with majority of the participants from nearby villages, with great excitement I have participated in another SSI training.

By the way, I got an offer to be a coach with CAC after completing a 6-month course. With my experience, I want to be an example for those people who step away from their goals and dreams because of society's opinion. In order to reach the right destination, it is important not to give up. Move forward without letting the obstacles stop you. There will always be people there to help and encourage you to overcome the obstacles.

“

“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 aged 14-16 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.

187

**Participants in
summer camps**

64

**Coaches and
volunteers**

"We had a three day camp in Debet organized by GOALS and during it we learnt that there should not be discrimination between boys and girls because girls can play soccer and show their skills. I love sport and always recommend my friends to join me."

**Mane Maghaqyan, Dsegh Village/Lori
Region, Participant of Debet
Summer Camp**

In 2018 we held Soccer Leadership Summer Camps in:



Charentsavan: **53 girls**
from Karenis, Arzakan,
Charentsavan, Fantan,
Alapars

Debet COAF Smart Center: **49 girls**
from Debet, Tumanyan,
Dsegh, Vanadzor, Kharinj

Kapan: **37 girls** from
Kapan, Cheremushka,
Halidzor, Khotanan, Goris

Gavar summer camp with World Vision 3action program participants: **19 girls, 26 boys** from Martuni, Tsovak, Vardenik, Gavar, Tsovagyux and Chambarak

Gavar summer camp led to the creation of Gavar league!

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 doubled its size, adding 1 full-time staff member, 4 regional coordinators, 3 interns, 4 board members, and 30 volunteers this year.



3

**Full-Time
Staff**

3

**Part-Time
Interns**

7

**Regional
Coordinators**

12

**Board
Members**

10

**Volunteer
Coaches**

5

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

7

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!

13
**Internationally-
led Cross
Cultural Events**





Nyree DerMegerdichian

"I support this organization because I have been playing soccer since I was 16 years old and also because I am Armenian... GOALS connects two of my most liked things so I knew it would be a perfect fit."

With the help of Nyree Der Megerdichian's fundraising of \$1,000 from her highschool (please insert the name) we purchased new uniforms and equipment for Goris Elite team and Cleats for Yeghegnadzor team.

Cody Eskandarian

" I am very proud of being Armenian and feel very lucky to grow up in a country like America where there are many opportunities available to all. Visiting Armenia last summer made me realize how lucky I am but most of all how proud I am for being Armenian. I was asked to help with a fundraiser that benefited GOALS by playing the piano at my church in October and I felt honored to be able to help such a great cause. I wish to help any possible way to create the same opportunities in Armenia as we do here in America".

COLLABORATION

GOALS has been able to flourish throughout Armenia due to our collaboration with amazing partner organizations both within the country and internationally. In 2018 we saw an increase in collaborative efforts and correspondingly, our impact.



73

Partnership
this year



61

meeting with
partners



10

publications
and posts
about GOALS



20

networking
events



18

GOALS
presentations

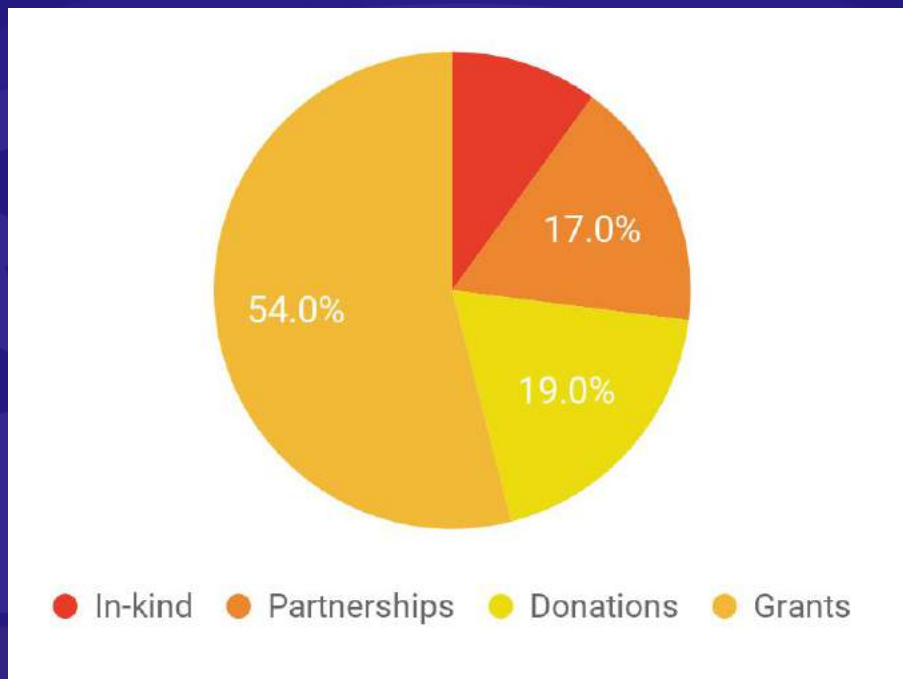


*With World Vision Armenia
GOALS targeted youth in
Gegharkunik and made valuable
connections that ultimately led to
the opening of a new league in
Gavar impacting **58 girls** from
four communities.*

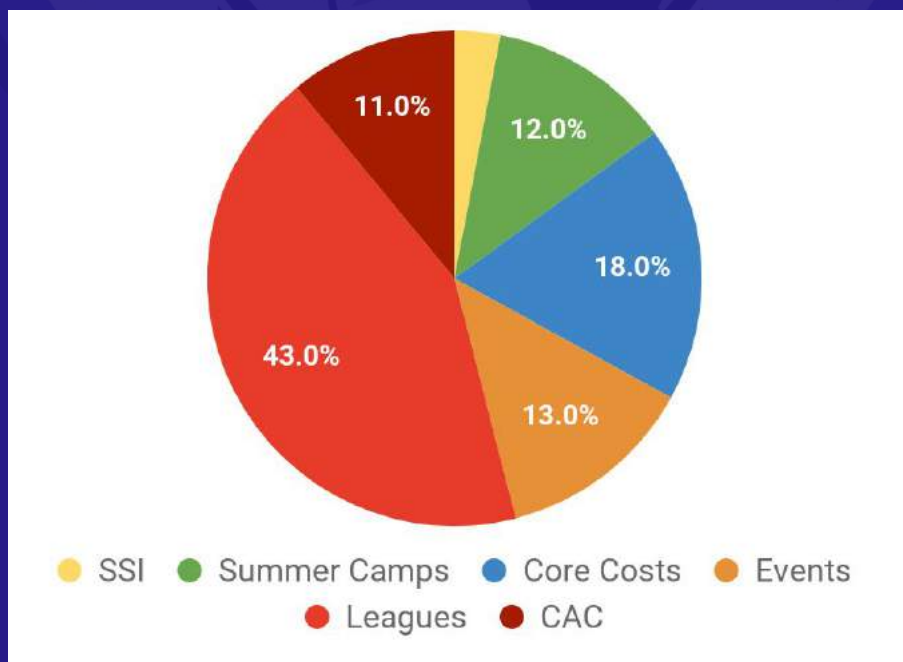


INCOME & SPENDING BREAKDOWN FOR 2018

Breakdown of Cash Flow by Type for 2018



Programming Spending Breakdown for 2018





PARTNERS

Children of Armenia Foundation- COAF

Coaches Across Continents

World Vision Armenia

Football Federation of Armenia

Dilijan United World College

US Peace Corps Armenia

US Embassy in Armenia

Paros Foundation

Kansas National Guard

Armenian General Benevolent Union-AGBU

American University of Armenia

Goris Sport Facility

Alaverdi Sport School

Yeghegnadzor Sport School

Areni Middle School

Apri Middle School

Artabuyunq School

Streetfootballworld

Impact Hub Yerevan

Homenetmen Scouts Armenian

Red Cross Armenia

St. Gregory's Armenian Church

Eurasia Partnership Foundation

AYO Crowdfunding Platform

Custom_T_Shirt_Printing

Santa Clara University

Orran Children's Center

HayFan

Charentsavan Outdoor Football Stadium

Good Credit

Armavir Sports School

Gavar N8 School

Gavar N2 School

Sevan School

Gegharkunik Village School

Tumanyan Middle School

Dsegh Middle School

Margahovit School

Berdavan School

Lchap Middle School

Artik State College

Artik School

Azatan Middle School

Artik N4 School

Gandzak School

Dilijan N3 School

Anushavan School

Dilijan N6 School

Qarahunj Village School

Tatev Village School

Korni Dzor School

Khot Middle School

Kharinj Middle School

Aksel Bakunts School

Goris Municipality

Kapan Outdoor Football Stadium

Hartashen Middle School

Verishen School

Xndzoresk Sports School

Debet Middle School

COAF Smart Center in Debet

Lanjik Middle School

SOS Village

Amasia Middle School

Tsakhkahovit Middle School

Hovit School

Achajour School

Shenik High School

Banants Football Club

Bridge for CSOS Programme

Soccer Sisters

GIZ

Homenetman

KASA Foundation

Vancouver-Armenia Friendship
Society-VAFS

Birkenmeier Sport Shop



International Volunteers

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. We give big thanks to everyone involved and to all of our supporters for believing in the social impact of sports - It's happening!"



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

"A woman is like a tea bag—you never know how strong she is until she gets in hot water." —Eleanor Roosevelt Girls, never shy away from opening up to your full potential, despite cultural or gender obstacles – you will rediscover yourself anew! 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."

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 Tadevosyan

"I have been working with GOALS for almost two years and I am happy that we achieved so many things in a short period of time! We are transforming lives of the girls in the villages through sport, we are educating through games the girls and boys from young ages for different topics. GOALS has tremendous potential to grow and change more lives!!"



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."



Lucine 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





THANK YOU!

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