



San Salvador, November 17, 2011

Activities Report 2011

This year 2011, the Futbol Forever Foundation gave a 360° turn to the concept of “Help System”. This comes about with the goal of creating real changes in the living conditions of the people who live in these forgotten communities, where their growth opportunities are stagnating and the term “prevail” is not part of their daily vocabulary.

Therefore, it became necessary to create a new comprehensive development Project for the future help of these communities. The project is called the Forever’s Infinite Model. Under this model we aim to generate a positive impact where people will have access to knowledge and to the resources that will allow them to develop their skills and to have better expectations of progress.

Forever’s Infinite Model and the activities that have been developed under this project have among their objectives to generate lasting and substantial changes that will allow the beneficiary to improve his/her conditions instead of only alleviating them. The objectives should be clear and concrete in order to obtain the necessary improvements and they should be based in the needs detected within the communities.

The activities selected as part of the Model do not come from an isolated consideration of activities that end up in summation. However, they are the result of a strategy that will efficiently obtain the necessary changes.

The Model encourages the participation of local and international people, groups and institutions that have had access to the help system and are able to share their knowledge and/or resources with those who have not had the same luck or possibilities. It is fundamental the integration



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between those who live outside of these communities with those who live in the communities. It includes all the sectors of society who want to participate.

The participation and involvement of the various social forces (families, communities, parents, children, gang members, neighbors, universities, students, teachers, mayor's office, public and private organizations, business, churches and professionals) should join forces and become an active part of the social truss that this Model aims towards and guiding it towards strengthening the quality of life of the people in these communities.

During 2011, the Futbol Forever Foundation worked on the following areas in the communities where they have impact: Training, Micro credits, Culture, Art and Recreation, Education, Community, Communications, Physical and Psychological health, and Sport Clinics. There is approximately 40 different activities that mover around these areas. They are targeted to benefit children, youth, neighbors of the Santa Eduvigis Community, Montes de San Bartolo IV, Montes de San Bartolo V and neighborhoods surrounding them.

The total of people who have benefited from all of these activities are around 20,000 people from the different areas of the community (schools, neighbors, teachers, parents, etc).



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Details of activities by areas:

Training

Organizations that work towards its development: INSAFORP, Dr. Oscar Picardo, ISEADE-FEPADE, ESEN, Depto. Art and Culture UDB, College Volunteers, Hotel Courtyard Marriott, Corporación YSKL, Canal 33, INDES.

- Training workshops offered by INSAFORP. Total 120 people attended.
- Teacher Training: Provided for the teacher of C.E Santa Eduvigis and Campanera, taught by ISEADE-FEPADE total benefited: 45 teachers.
- Leadership Workshops: Aimed at the different members of the communities, alumnae, youth and volunteers of the different zones. Provided by ESEN. Total benefited: 70 people.
- Jewelry Courses: Offered to all members of the communities in the areas of influence. Provided by the Department of Art and culture of the UDB. Total served: 70 women.
- Entrepreneurship Workshops: to encourage an active projection business. Offered by Volunteers of marketing from the UDB. Total beneficiaries: 45
- Marriott Hospitality Internship: it has a program called "Children of the Future" for students, where they show the various areas of the hotel. Provided by Hotel Courtyard Marriott. Total beneficiaries: 72 students
- Speech and journalism courses YSKL: it was opened especially for students, where they can learn about the world of the phrase. Offered by YSKL Corporation. Total served: 30
- Channel 33: A series of training sessions were provided to young people in the communities in the areas of journalists and media. Hosted by Channel 33. Total served: 15
- INDES Hostel: It has opened a hotel room for training students in the schools, offered by INDES. Total beneficiaries: 12



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Health

Organizations that work towards its development: ISSS, Professional Volunteers, Dr. Raúl Echeverría, Salvadoran Red Cross, FUSAL, López Laboratory, Vijosa Laboratory, FUSALMO y Tecnological University.

- Family medical consultation, where they have treated over 500 patients this year. In addition to the consultations, they provide control and monitor patients with special needs such as diabetes and hypertension in order for them to have a better quality of life.
- Dental, gynecological and nutrition Campaigns
- Talks of sex education.
- First aid training.
- Drug management.
- Campaign of cleaning and vector control.

Education

Organizations that work towards its development: Don Bosco University, Pedagógica University, ISEADE-FEPADE, Depto. de Psicopedagogía de la U. Pedagógica .

- School reinforcements in the areas of: Math, english, spelling, encourage reading, language. Offered to students in grades kindergarten to ninth grade. Total beneficiaries: 90 students.
- Reinforcements PRE-PAES: extracurricular classes in areas such as math, language arts, social studies and science. Offered by University of Education and ISEADE-FEPADE. Total of 19 high school benefit.
- Parent School: Lectures on common issues that can cause lots of problems with the sons and daughters. Offered by the dept. of Psychology at Pedagogica University. Total beneficiaries: 300 fathers and mothers.
- Guided visits to the universities: these visits were developed with the aim to involve both the young and the universities in order for them to have a realistic approach with students. Offered by Pedagogica University and Don Bosco. Total beneficiaries: 300 children.
- A Book, a Ball: This project started to promote the reading habit among students and to develop reading skills. Offered by ISEADE-FEPADE. Total 31 students benefited.
- English Classes: For members of the community in general. These spaces were opened so they could choose to study a second language at a basic level. Offered by the University Don Bosco. Total number of participants 50 people.
- Computer classes: These classes are being conducted with school students in Santa Eduvigis. Monday through Friday benefiting more than 1,000 students.



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Art and Recreation

These are has been sponsored by : CONCULTURA, Mayor's office of San Salvador, Art Museum MARTE, MUPI Musuem, Jaime "la chelona" Rodríguez, Dr. Leonel Flores, Banda Día Cero, Fiesta Friguey, César López, Iliá Calderón

- Theater Visits: In 2011 the arts were incremented in order to expand the knowledge of the students. It was offered by : Teatro Municipal de San Salvador. Total beneficiaries: 300 students of diferent schools.
- Theater Visits: The doors were open free of charge to the students so they could learn about their culture. They were offered by Museo de Arte MARTE y Museo de la palabra y la Imagen MUPI. Total beneficiaries: 350 students, fathers and teachers.
- Motivational Talks: The purpose is to encourage the students to move forward with their future. The talks have taken place in various schools with important personalities from the different sectors of the country. Offered by: Rodríguez INDES, Leonel Flores ISSS. Total beneficiaries: 300 students and teachers.
- Recreative Mornings: it happened in various schools with the sole purpose that students along with the parents and teachers could enjoy a morning of games and fun for everyone. Offered by: Futbol Forever Foundation. Total of beneficiaries: 990 students.
- Historic tour: it was created to give the students the opportunity to participate first hand and learn about the architectural richens that are in El Salvador. Offered by: CONCULTURA. Total beneficiaries: 80 students.
- Theather Festival: as part of developing the knowledge of theather, a festival was created for the students. Offered by: Teatro Pedagógica y Cuenterete. Total beneficiaries: 600 students.
- CONCIERTO2: The first Community concert that brought together various bands from El Salvador and foreign musicians as well. Offered by: César López, Banda Día Cero y Fiesta Friguey. Total beneficiaries: around 1,000 people attended.



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Communications

This was driven by Roberto Valencia (a well known journalist from El Salvador), Volunteers from Don Bosco University, Matías Delgado University and the Foundation's team.

- Communal Newspaper INFINITO: It has been created with the goal of exposing the Community member's testimonies, calendar activities and the list of the needs in the labor zones. It launched with 2,500 copies for around 5,000 households.
- House visits: This is an approach that the Foundation has in a way to develop direct contact with each and every one of the community members. This direct approach helps to get the message across and to let people know about the programs and the activities available to them and free of charge.

Community and Infrastructure

Facilitators: Grupo Roble (Layout design and terrazing), City hall of Soyapango (use of green areas and construction permits)

- House visits: Disclosure of medical consults, Promoting of the courses given by INSAFORP, training of the volunteers who participate in the different areas of the Program. To promote the various activities that aims for the personal growth of the habitants. Diffusion of the Infinite Model- distribution of invitations about the different activities (concerts, press conference, special celebrations etc)

Sport Clinics

Volunteers in these areas are College students from Pedagógica University and Don Bosco University as well as community volunteers and students.

- In this area we use the practice of soccer in order for the children and youth to incorporate a new learning method. This method helps to enhance the learning capabilities as well as reinforcing the basic values of the children's emotional development.
- The main objective is to help the kid to incorporate this model and later on guide him to use this model in to the four basic areas of his/her life: the relationship with oneself, the relationship with family, the relationship with school and the relationship with peers. Total beneficiaries: 1,500 students.



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Microcredits

- Delivery of microcredits to the trainees in the area of personal development. It consists of material kits and tools for work where the Foundation will pay 50% and the Trainee will pay the other 50%. The microcredits vary from \$100 to \$120 and they are paid in 4 monthly installments.
- Follow up plan: It is based on continuances to the trainees in the work areas in order to create joint develop opportunities and giving them a support while they begin their small business.

Employment Inclusion

- The Foundation is generating spaces with the private sector for the creation of jobs for the community members. There refer to the hiring of people in the areas of digitization and surveys where the first 10 people have started their work contract.

Forecasts 2012

- Strengthen the quality of education in different schools, rooting for the joint participation of all the social sectors in general. Encouraging spaces for reading, literacy, homework help among others.
- To work with a greater degree of commitment with the board members of each colony.
- To look for business that are hiring in the different areas and invite them to host a job fair in the communities.
- To create a data base of all the various families of the communities with the purpose of creating a way of recognizing the immediate needs regarding work, training, health among others.
- Involving the health sector to work in a bilateral basis in mediate healthcare.
- To keep active the professional development courses for the community members and personalize it.
- To create a “Leader School” with people from the communities, volunteers and alumnie from the schools.



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- To work with youth from the schools, communities and Universities in the implementation of the Youth Leadership program INFINITO.
- To create the formation of leaders from within each grade, creating democratic spaces of agreement and personal transformation proposals preparing them for a social, professional and a family life. Propiciar desde la Escuela la Formación de Líderes escolares por grado, generando espacios democráticos de concertación y propuestas de transformación personal, preparándolos para la vida social, profesional y familiar.

For more information please visit: www.futbolforever.org

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**Soon we will
announce
the various
activities
and
expansion
plans for
2012.**