

# Campaign Overview – Why Get involved?

## Team up with SOS Children and score a Hat Trick!

Three good reasons to get on board with the official charity campaign of the FIFA World Cup

- Enjoy football-themed fun whilst raising awareness and funds for our world wide work
- Improve physical ability, encourage teamwork and leadership
- Global opportunity to link with '2006 FIFA World Cup' villages through sponsorship raised

## SOS Children – International Orphan Charity

SOS Children is the world's largest orphan charity. We care for children who have lost their parents through war, famine, disease and natural disasters such as the Asian tsunami, Niger famine and Pakistan earthquake. Over 60,000 children are receiving loving care in our inspirational SOS Children's Villages and we provide a further half a million with medical care, schooling, vocational training, AIDS outreach support and emergency aid.

## 6 Villages for 2006 - Campaign Goal

'6 Villages for 2006' is a joint project between SOS Children's Villages and the world's football governing body, FIFA. The campaign goal is to collect donations to build 6 new villages to provide orphaned, abandoned and destitute children with a new home, in Vietnam, South Africa, Nigeria, Ukraine, Brazil and Mexico. The campaign was launched in 2003 and will run until the final whistle of the 2006 FIFA World Cup in Germany.

## FIFA/SOS Ambassadors

To date, some 80 current and former football stars presently serve in this role including: England's Wayne Rooney, Scotland's Gordon Strachan, Ukrainian Andriy Shevchenko, Ruud van Nistelrooy of the Netherlands, Nigerian Jay Jay Okocha, South Africa's Lucas Radebe, Brazilian Juninho Pernambucano, Italy's Christian Vieri, Egypt's Mahmoud El-Khatieb, Frenchman Robert Pirès and George Weah of Liberia.

**"I was made up when FIFA for SOS Children's Charity asked me if I would get involved. The work they do is for kids who have suffered and have no families to help them. I know how much it means to have a family that supports you, so I am delighted I can give my support to these kids."**

Wayne Rooney  
FIFA/SOS ambassador, England



## Football – providing a local and international arena for understanding Global Citizenship

Football is an international language that communicates across borders. FIFA and SOS Children's Villages have been working together as a team since 1995 to improve the lives of deprived children around the world. This global partnership hopes to reinforce the following rights, denied to millions of children as a result of armed conflict, poverty, exploitation, disease and exclusion.

1. Every child grows in a loving environment
2. Every child is protected from exploitation, violence and neglect
3. Every child is respected, heard and embraced
4. Every child has an equal right to education and good health
5. Every child enjoys play and fun
6. Every child has a happy childhood

## National Keepy Uppy Challenge

By teaming up with SOS Children's football-themed fundraising programme, schools are presented with a positive and timely medium through which pupils can direct their energies. By organising and participating in an array of activities, pupils will enhance their personal development and physical skills through leadership, fair play and shared goals, within the framework of a global focus.

To take part call 01223 365589  
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