



Key Messages

1. Who you are and your purpose
2. What you do to deliver that purpose
3. Impact and/or Credibility
4. Invitation
5. Contact

Illustration

Homeless World Cup

Core Message: Sport Changes Lives

1. Homeless World Cup is a global social enterprise beating homelessness through football
2. We do this with a world-class annual international football tournament and via grass roots football organisations working with homeless people in 70 nations
3. Over 70% of players change their lives coming off drugs alcohol getting jobs homes setting up their own businesses becoming coaches and ambassadors. 250,000 players in 70 nations have changed their lives.
4. Our partners include UEFA, Nike, Vodafone, United Nations, Eric Cantona, Colin Farrell, Lewis Hamilton, Alex Ferguson, Inter Milan, Tottenham Hotspur, Manchester United
5. Watch. Cheer. Unite. Are you in?
6. Go to homelessworldcup.org