2019

IMPACT REPORT
2019 WE IMPACTED 39,157 PEOPLE.
EVERY NUMBER IS A PERSON, WE HOPE HAS BEEN INSPIRED TO BECOME AN AGENT OF CHANGE.
2019 was a hugely significant year for Inspire. We ended up impacting more young people, equipped more coaches, and trained more leaders than at any time previously over the course of the last 10 years. I hope you are as excited about reading our annual impact report as I have been writing it. Our greatest challenge has been what to leave out, rather than what to write as there are so many good news stories within the work of Inspire. In 2019 we impacted 39,157 people. Every number is a person, we hope has been inspired to become an agent of change.

During 2019 we started to see some of our dreams become a reality. We launched our first office into East Indonesia, in Manado. For the last three years, we have been preparing for this move and it was with great excitement that in June this dream became a reality. We have a team of five staff there under the leadership of Hein Hoekstra and already they are making a significant impact within Manado.

Another huge focus for Inspire in 2019 has been monitoring and evaluation. We desire to be a team that doesn’t focus on programs but focuses on impacting young people. Numbers on a page can look impressive, but there is always a story linked to every number. That is why this report is our impact report, as we are impact driven not program driven. It’s easy for us to say we have equipped 195 coaches in 2019, which we have. However our focus should never be to train coaches, and focus should be we enable people to become coaches so they can reach the next generation and empower them to be everything they can be.

Thank you for taking the time to read this report and please do get in touch if you have suggestions or feedback, and we look forward to journeying with you in 2020.

Jon Hamilton
Universities have provided scholarship worth $39,000 to the girls in our programme.

12 champions are being scholarshipped to finish school.

195 coaches trained and inspired to use football to bring about change.

1,696 the number of young people directly impacted by programme led by Inspire staff.

2,522 Number of young people impacted by the 195 coaches trained and equipped.

1 Beyond Sport Award nomination.

7,827 total amount of young people impacted by Inspire in 2019.

691 young people in weekly Academies where they are trained and mentored by Inspire staff.

691 young people impacted by Inspire in 2019.

Universities have provided scholarhip worth $39,000 to the girls in our programme.
Inspire is an Indonesian organisation that is igniting a global community of like-minded organisations that desire to use football to bring about social change.

We have a dream, which is that we will all live in a fairer, more equal society, where young people are given the opportunities to learn, play and ultimately be successful. As a result, within Inspire we use football, the world’s most favourite sport, to encourage the next generation to go on and be an inspiration for others.

Football can be such a powerful tool for change. At the heart of Inspire is a passion to see young people’s lives improved and communities strengthened and restored. Using football’s transformative power in the lives of young people, Inspire has a vision to work through football in a positive way so that young people develop in all areas of their lives. Inspire is an internationally recognised organisation that partners with others who, like us, dare to believe we can leave a legacy of a brighter future for our children.

The heartbeat of our work is the Inspire Academy. We pride ourselves on running an academy that is player-focused. That means we want to...

**Develop football skills**

**Enhance physical capacity**

**Shape character**

We believe we can inspire the players to be the best they can be, not just on the field but also off it. We are developing players that are eager to learn and play the Inspire way. We have players that have gone on to play for the National Team of Indonesia, and have also gained scholarships to universities within America and Indonesia.
We value women - Women are valued within the network and are found throughout our leadership, and programmes. We empower women through our Priceless programme and teach men about a new attitude towards women through Pledge United, as sadly so often women are discriminated against and not given the opportunities they deserve.

We think creatively - We never stop thinking outside of the box as we strive for better ways to do the most mundane tasks – every marginal gain can make a large impact.

Learning is our culture - We don’t fear failing, in fact we expect to fail sometimes as we think creatively and push the boundaries. It is through this process that we continue to try new ways of achieving our goals, becoming stronger and better equipped with each step.

Football is valued - Football isn’t just a tool; it’s something we believe has intrinsic value for all people, therefore, we strive to provide quality football programmes that honour the game we value.

Excellence is our pursuit - We strive for excellence in every aspect of our work, ranging from the way we handle our finances to the way we care for our players. We see excellence in all that we do as an expectation, not an aspiration.

Partnership is key - If we truly want to impact Indonesia, it only happens as we work with other organisations to build a better Indonesia.

Team is the way we work - We work in teams as we believe this is the most effective way to enable people to reach their potential.
Partnership is key to the continued success of Inspire. We continue to work with like minded organizations believing that collaboration enables both parties to achieve more than if we work on our own. We want to say thank you for all the organizations mentioned below who are enabling the vision of Inspire to become a reality.

Program Partners:
- KNVB WorldCoaches
- Upshot
- Burnley FC in the Community
- PSSI
- Kalyana Shira Foundation
- Beyond Sport
- George Washington University
- Food For the Hungry

Finance Partners:
- Dutch Embassy - Jakarta
- US Embassy - Jakarta
- Inspire Arena
- St. James’s Place Foundation

Media Partners:
- Koran Sindo Manado
**October** - First ever Inspire Training of coaches in Raja Ampat which is in the province of Papua Barat.

**November** - We start our Secondchance Academy in a juvenile prison in Manado, reaching 20 young offenders.

**December** - We take 21 boys to Kuala Lumpur to play in an international tournament, many of these boys had never traveled beyond their village before let alone overseas.

**February** - We start a new partnership with Burnley Football Club from the Premier League as their football in the community scheme partner with us to provide clinics for players within Bandung.

**May** - Launch of our new work in Manado.

**June** - Our U17’s winning a national tournament that led to them representing Indonesia in an international tournament in China where they finished as runners up.

**August** - We run our Priceless Camp for girls from Bandung and Jakarta that was also attended by a representative of the US Embassy.

**September** - The launch of our national Pledge United campaign at the Dutch Embassy.

**September** - Inspire is nominated for the second year in a row for a Beyond Sport award and invited to their awards ceremony in New York.
One in three women within Indonesia is abused, twenty six percent of men have raped a woman in their lifetime, and Indonesia is the second most dangerous country in Asia for a woman to be in. When we Inspire heard these figures we knew we needed to do something. That is why in 2017 Inspire birthed the Pledge United program. A program that tries to teach teenage boys about the issues of gender based violence. Sadly fifty percent of first time offenders within Indonesia are teenage boys and that is why we must teach boys about the issue of gender based violence.

Last year Inspire launched its biggest project yet, in partnership with the Dutch Embassy, KNVB, Upshot and Kalyana Shira Foundation, to take Pledge United to 14 cities within Indonesia impacting 10,000 boys over 12 months. This campaign would challenge Inspire, and its network to the limit, but we knew we needed to do all we can to empower the next generation of girls so they don’t need to live in fear or intimidation.

In 2019 3,609 boys have made the Pledge2Respect. Boys like Asep who was asked what he learned during the Pledge United program broke down in tears and said, "my father beats my mother regularly, I now know this is wrong, and I desire to be different, I desire to respect my mum and my future wife." Boys like Brian who has become an agent of change within his community. When we asked the head of his school what impact Pledge United has had he said, "The whole school has changed in the way it treats girls in school and the female teachers. Brian and the boys have brought in this change." These two boys are wanting to stand up for a different Indonesia, and that is why we will continue to run the Pledge United curriculum all over Indonesia in 2020.

3,900 boys have made the #Pledge2Respect

149 Coaches equipped to use the curriculum

7 Cities have run the programme

3 Partners UpShot, KNVB and Dutch Embassy

6 Professional players/coaches have made the #Pledge2Respect

16 Media responses either on TV, radio and newspapers

55,170 views of our videos about gender based violence

94% of boys after they finish are aware of the issue of gender based violence within Indonesia
Priceless is our girls empowerment program that was sponsored in 2019 by the US Embassy. Sadly, girls are not given the same opportunities as boys within Indonesia and we want to change that by sharing a message to girls that they are valued and priceless. Over the course of the last seven years Inspire has been encouraging girls to play football. However, we don’t just teach football, we equip them with values and skills so they can go on to be successful in education, in the workforce and in life. Girls like Neni, who has been in our program for the last three years, who last year received a full scholarship to go to university because of her ability to play football. Neni is the first person from her family to attend University and now she has a chance to get her whole family out of poverty.
Is our Academy that we run in juvenile prisons. We run this program in both Medan and in Manado. We try and teach these boys values and listen to their stories. Then help equip them so they can live normal lives once they are released back into mainstream society. The first wave of boys we have trained will be released in 2020 and we want to mentor them so they can get jobs and be success outside of prison.
Inspire is an Indonesia organisation with a global heart. After years of just focusing on our work within Indonesia we have built up a reputation of impacting young people positively for good. That has enabled us to make new partnerships with other organisations who want to come and learn about what we are doing within Inspire. In 2019 we had the opportunity of training 12 leaders from 8 different countries about how to build a network for football for development in their respective countries. It has been amazing to see the impact these leaders have had once their return back to their countries.

In 2019 Inspire has also trained coaches in Dalian, China. The dream of Inspire is not to build a global organisation but to see a global movement of people using football for good. It has been so exciting to see coaches from all over China gather in Dalian and Regi and Jon share with them about how Inspire impacts the next generation.

Our International work continues to grow and in 2020 we will be India, Pakistan, China, and Cambodia. As we respond to the growing desire for people to share the knowledge and expertise we have gained within our work here.
January - Pledge United training in 8 cities as we impact 200 coaches who will run the curriculum in their schools or clubs.

June - The launch of the new Inspire App that will equip the coaches we train to be impact driven.

April - The closing of the Pledge United programme with the Dutch Embassy in Jakarta at a Gala dinner where we celebrate the success of the project.

May - Training coaches within Cambodia about how to impact young people through football.

February - Training 40 coaches within India in the Priceless and Pledge United programme.

March - Pledge United clinic with the King and Queen of Holland.

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INSPIRE AGENDA OF 2020

Impact Report 2019
Inspire uses an independent auditor that ensures all our finances are inline with what is stated. In 2019 we were also audited by PriceWaterHouseCoopers who also deemed that we have good accounting principles, and management structures and have the capacity for future growth.

**FINANCE OVERVIEW**

**INCOME**

- Corporate Support: IDR 3,322,281,308 (6%)
- Donations: IDR 725,154,438 (9%)
- Program Income: IDR 408,324,495 (14%)
- Embassies: IDR 95,911,154 (1%)
- International Trust Funds: IDR 1,769,537,250 (25%)
- IDR 1,018,265,939 (15%)

**EXPENSES**

- Corporate Support: IDR 658,255,005 (25%)
- Donations: IDR 742,323,831 (25%)
- Program Expense: IDR 4,465,932,518 (69%)
- Embassies: IDR 395,464,022 (9%)
- Fundraising Expense: IDR 725,154,438 (14%)
- Admin Expense: IDR 408,324,495 (6%)
- Equipping Coaches: IDR 95,911,154 (2%)
- Training Leaders: IDR 742,323,831 (25%)

**Impact Report 2019**
LET’S INSPIRE TOGETHER!

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