



**GOALS  
FOR GOOD**



# **EURO 2024 TEAM PACK**

**14 June - 14 July 2024**



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## *Your Goals for Good Team Talk*

Homelessness is deadly, destructive and isolating. More families and individuals are being dragged into rough sleeping, sofa surfing and unsafe emergency housing.

We need you to join the campaign and fight back. No matter your team, kit, colours or position, whether you watch, play, listen to or just chat about football, we are together in all of this. It won't be easy, but this is our chance to tackle homelessness and make a game changing difference. This is football united against homelessness. This is Goals for Good.

*Your donations will go towards supporting The Salvation Army to tackle homelessness and other social injustices across the UK.*

*Coach*



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# WHAT IS GOALS FOR GOOD?

***This summer, we need you to join the campaign to help end homelessness.***

Dear Friend,

Football is more than just a game; it is a shared experience that unites fans in a collective journey and fosters a sense of belonging. It provides an escape from daily struggles, a chance to celebrate victories, and a shoulder to lean on during defeats. Social change often finds a voice through football. Players and fans alike use their platforms to advocate for causes. Football stadiums become arenas for community expression, where banners and chants can champion justice and human rights. Goals for Good does just this; it's a campaign that can not only bring people together but also help fight some of society's biggest injustices.

In this team pack you'll find everything you need to help in the fight to end homelessness through football this summer. Whatever your age, we hope you'll join us in gathering your friends and family together, enjoy the football and make a big difference together.

From everyone at The Salvation Army, we extend a heartfelt thanks to you, your school, your workplace and your church for changing lives through Goals for Good. You are making a real and lasting difference to many of the most vulnerable individuals in our communities.

Warmest regards,



Angela Carlucci  
Community & Events Fundraising Manager



***PS Wherever you see this label, everything you will need is available by visiting the website or scanning the QR code.***



# WHAT IS HOMELESSNESS?

When someone doesn't have a place to live or sleep that is fixed and regular, they could be described as experiencing homelessness.

There are many different reasons why people experience homelessness. Some are social and structural such as lack of affordable housing, unemployment and life events and experiences including money troubles, relationship breakdowns, addiction and poor health (mental and physical) .

The Salvation Army aims to meet people at their point of need, supporting and journeying with the individual to make a positive impact to their circumstance and experience.

The Salvation Army operates a diverse range of support services to people experiencing homelessness, including those who rough sleep, and supporting people into more settled accommodation.

***“The Salvation Army saved my life. Whenever I weakened, I could call them, night or day, and they’d be there. Life is beautiful again.”***

**Stephen, resident at a Salvation Army Lifehouse.**



**4** Alleviating a person's housing need is important, and for some people that is what is needed and is enough for meaningful impact. For others their life experiences and circumstances are more complex. The Salvation Army aims to 'see the person' recognising past traumas and their impact on how a person experiences the world around them.

Salvation Army services aim to reduce harm under a trauma-informed approach where people feel safe and supporting relationships are built on trust, choice and collaboration empowering them to be at the heart of the support on offer.

The Salvation Army's Homelessness Services operates almost 100 services - across the UK and the Republic of Ireland, supporting over 3,000 people every day. These services are delivered through a variety of operating models including supported accommodation. We call these services 'Lifehouses' because they are more than a place to stay.

Support is tailored to a person's wants and needs which could include support with more permanent housing, help with employability, debt, training, spirituality, loneliness or addiction.

The Salvation Army is providing vital services for people needing help and support. We can't do it without you, especially when the need is increasing. By hosting or attending a Watchparty, or getting involved with Wear Your Kit To \_\_\_\_ Day, you're helping to end homelessness for good.

## Eve's Story

*"I asked my landlord if he would take benefits as I couldn't go back to work. But when I came home from hospital, I found all my stuff in the garden. I ended up spending nine months under the North Pier".*

At The Salvation Army's Bridge Programme in Blackpool, Eve received a warm welcome and was supported with washing facilities and hot meals.

*"This place is a lifesaver. They care if they don't see me, and I feel cared about. Coming has been a positive experience - they are all amazing here."*

The Salvation Army's commitment and holistic approach empowered Eve into housing, counselling, and vocational training. She has regained her life, and now helps others facing similar challenges.



**DOWNLOAD & DONATE**  
salvationarmy.org.uk  
/goalsforgood



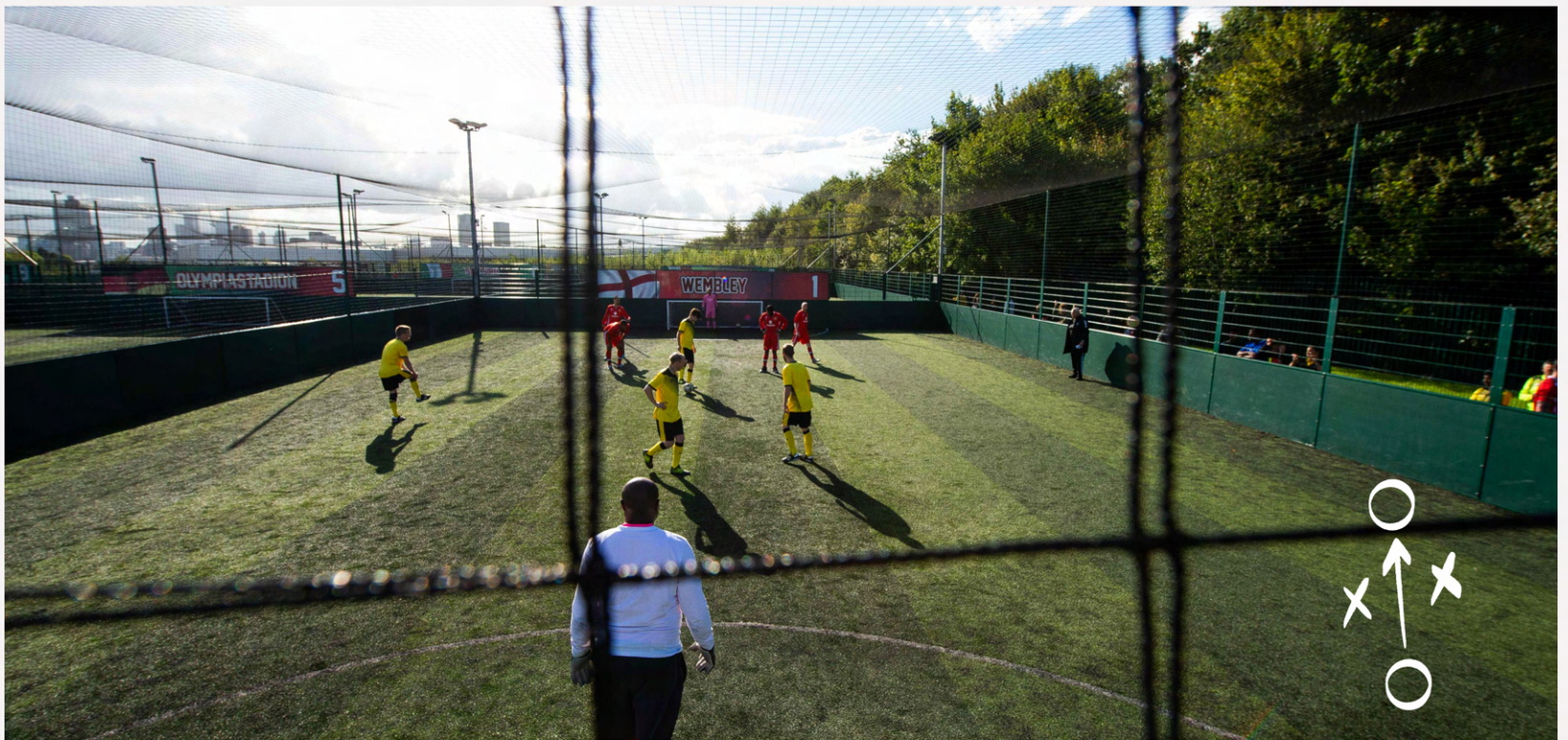
# HOW WE'RE TACKLING HOMELESSNESS THROUGH FOOTBALL



“Supporting people to move on from homelessness is more than a move to more settled accommodation, The Salvation Army aims to ‘see the person’ recognising past traumas and their impact on how a person experiences the world around them. We aim to provide opportunity and experiences that positively empower people, and the Partnership Trophy is part of that journey.”

The Salvation Army's approach to homelessness is more than a place to stay, our services aim to reduce harm under a trauma informed approach where people feel safe and supporting relationships are built on trust, choice, and collaboration empowering people to be at the heart of the support on offer.

Exercise and team sports play a crucial role in boosting mental and physical health. The Partnership Trophy serves as a reminder that supporting people who experience homelessness involves holistic support, including physical activity and social interaction.



The annual Partnership Trophy, established in 2011, is a remarkable event organised by The Salvation Army. The tournament offers opportunity for services across The Salvation Army to enter a team to take part, made up of individuals from various backgrounds, roles and experiences to come together united in sport. In 2023, For the first time, refugees and survivors of modern slavery—who receive comprehensive support at The Salvation Army's safehouses—were among those taking part.

It's a celebration of resilience, highlighting the journeys these amazing individuals have undertaken.



The Salvation Army's Homelessness Services operates almost 100 services across the UK and the Republic of Ireland, support over 3,000 people every day. These services are delivered through a variety of operating models including:



- **Outreach Services:** These services provide crucial support to people who rough sleep, aiming to meet the immediate needs of an individual, build relationships and access accommodation and wider support services appropriate to their needs and wants.



- **Supported Accommodation:** We call these services 'Lifehouses' because they are more than a place to stay. Support delivered is tailored to a person's wants and needs which could include support with more permanent housing, help with employability, debt, training, spirituality, loneliness, addiction, or health.



- **Floating Support and Housing First models of support:** These services are delivered in the community or to individuals within their homes, providing support appropriate to a person's needs.



- **Salvation Army Homes** is a subsidiary of The Salvation Army and provides directly managed supported housing, agency managed support housing (The Salvation Army is one such agency), older persons' services, general needs housing and student accommodation.

The Salvation Army's football initiatives demonstrate that ending homelessness requires more than bricks and mortar – it demands compassion, teamwork, and a commitment to addressing the root causes. Through events like the Partnership Trophy, they empower individuals to overcome adversity and find hope on and off the field.





# HOW TO HOST YOUR OWN WATCHPARTY

A Goals for Good Watchparty is an in-person event where people come together to watch a football match at the same time helping The Salvation Army and our work helping to end homelessness across the UK. It involves friends, family or community groups watching the same event together, each invited to make a donation towards Goals for Good. When you host or attend a Goals for Good Watchparty, you are joining the campaign helping to put an end to homelessness for good. This summer, it's all about Euro 2024!

## Very important...

- Always get the venue's permission before hosting a Watchparty
- Please be aware that all host venues in England, Wales, Scotland and Northern Ireland legally require a valid UK TV licence to show any match shown on BBC or ITV, including live TV on streaming services such as BBC iPlayer, ITVX or YouTube.
- Goals for Good events are designed to be safe and family-friendly and therefore alcohol and gambling-related activities (such as sweepstakes) are strictly prohibited.
- Before posting any photographs on social media, please ask for permission from parents/guardians
- If you are hosting an event including children and young people without their parents/carers present, please follow your organisational guidelines regarding how many adults are needed to supervise children safely.



Home



School



Church



Workplace



In Community











Outside

**Send us your Watchparty photos at [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk)**



## Here's a ready made tick list for your Watchparty!

Teams: \_\_\_\_\_ vs \_\_\_\_\_ Date: \_\_\_\_\_ Kick Off: \_\_\_\_\_

<i>Time</i>	<i>Actions</i>	
<p><b>1 Month Before</b></p>	<p>Pick your match (<u>fixtures here</u>)            Confirm your venue.            Write a guestlist            Invite your guests            Create the events' JustGiving page.            Creates the events' Facebook Event.</p>	
<p><b>1 Week Before</b></p>	<p>Remind your guests of the day, time, location and any other information they may need to attend your Watchparty.</p> <p>Check your TV licence is valid and the equipment is in fully working order.</p>	
<p><b>Matchday</b></p>	<p>Set up the venue.</p>	
<p><b>30 Minutes before Kick Off</b></p>	<p>Guests Arrive. Once everyone has arrived, ask your guests' permission to take a group selfie before posting it on social media and tagging The Salvation Army.</p>	
<p><b>Match Kicks Off</b></p>	<p>Enjoy the match!</p>	
<p><b>Half Time</b></p>	<p>Half Time is a great opportunity to serve refreshments and share your Goals for Good JustGiving page.</p>	
<p><b>After the match</b></p>	<p>Once the match has finished, thank your guests for attending and for helping end homelessness with Goals for Good. Invite them to attend any future events.</p>	

# 11 IDEAS

## TO KICK OFF YOUR WATCHPARTY



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When hosting a Watchparty, your guests and volunteers will look to you for inspiration and plans. Make sure to involve others in the planning and delivery of a Watchparty. The most important thing is that you and your guests have fun!



In the build up to the game, make sure to set up your screen or TV and sound at least an hour in advance to give you time for any unforeseen problems.



Share the details of your event on social media, tagging The Salvation Army UK and adding the **#GoalsForGood** hashtag. Don't forget to share the link to your Goals For Good JustGiving page in the comments.

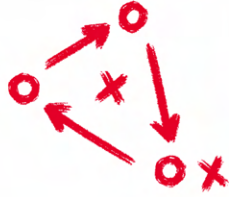


If you are hosting the event within a community space, why not ask local schools, nurseries and key community hubs if they could promote the event?





Help children join the fun with facepainting, games and other activities like our ready to print colouring sheets.



You might like to serve snacks and soft drinks during the event. You could serve traditional food from the countries represented in the match (don't forget to include all relevant allergy information).



Create a Facebook Event and invite your followers to the event, asking them to share the event with anyone they feel might be interested. We recommend a name such as England vs Sweden Community Watchparty at [Venue] - make sure to share your Facebook event in any local groups you might be part of, making it clear that this is a public event.



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If you're hosting the Watchparty at a community centre or church, you can remind your guests of other upcoming events in your calendar, including other Euro 2024 Watchparties you may be hosting!



In the lead-up to the event, make sure to message your guests to remind them about the event and that they are invited to wear their favourite football kit, colours or outfits, or just come as they are!



Share images before, during and after the event on social media, tagging The Salvation Army UK and adding the #SallyGoalsForGood hashtag and sharing your Goals For Good JustGiving page.



The Salvation Army is so grateful to you for hosting a Goals for Good Watchparty. Before, during and after the event, do let your guests know that their attendance at the Watchparty is helping to end homelessness in the UK. Don't forget to share the link to your Goals for Good JustGiving page to ask for donations.



**Send us your Watchparty photos at [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk)**



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# WEAR YOUR KIT TO DAY

SCHOOL  
WORK  
CHURCH

Pick any day between  
14 June and 14 July



Wear Your Kit to \_\_\_\_ Day is an initiative that encourages people to wear their favourite football kit, scarf or fancy dress to school, work, church or other settings.

The event is in aid of The Salvation Army to raise awareness and funds to help tackle homelessness.

## HOW TO GET INVOLVED

### 1 Pick a date!

Together with your school, workplace or church, choose a suitable date between 14 June and 14 July.

### 2 Create your event JustGiving Page!

Click this link to create your own ready-made JustGiving page. Don't forget to personalise it by adding your motivation and adding details of your event.

### 3 Tell your friends!

Wherever you'll be hosting the Wear Your Kit to \_\_\_\_ Day, make sure to invite others to join you. Here's how to promote your amazing fundraising efforts whether it's at **school**, **church** or **work**.

### 4 Wear Your Kit To \_\_\_\_

No matter your team, kit, colours, or position, whether you watch, play, listen to, or chat about football, we are together in all of this. Get dressed up in your favourite kit, scarf, flag or just come as you are! Try to wear clothes you own already - or if you do want to buy something for Wear Your Kit To \_\_\_\_ Day, buy pre-loved. Find your closest Salvation Army charity shop on our website.



**Send us your Wear Your Kit to \_\_\_\_ Day photos at [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk)**



# Six ways to promote your Wear your Kit to \_\_\_\_\_ Day



School  
Work  
Church



## Share the Cause

Showcase the events' goals, beneficiaries, and progress through visual displays in classrooms, noticeboards, corridors and communal areas.



## Read all about it

Send an email announcing the upcoming event and how your school, work or church can help to end homelessness across the UK



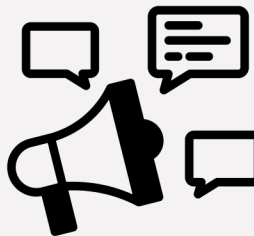
## Team talks

Collaborate with leadership to invite engagement with the event in staff briefings or meetings.



## Go big with colour!

Decorate communal spaces in international colours. This is a brilliant chance to showcase the diversity of your school, workplace or church.



## Digital Tactics

Share images of the event across internal and external channels such as the website and social media



## Build your Team

Provide staff, parents or colleagues with resources they can use to promote the event to guests.

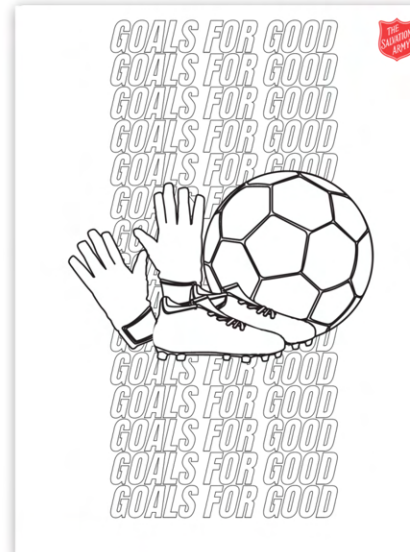
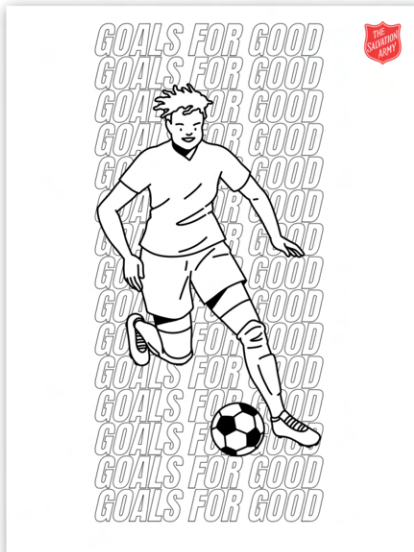
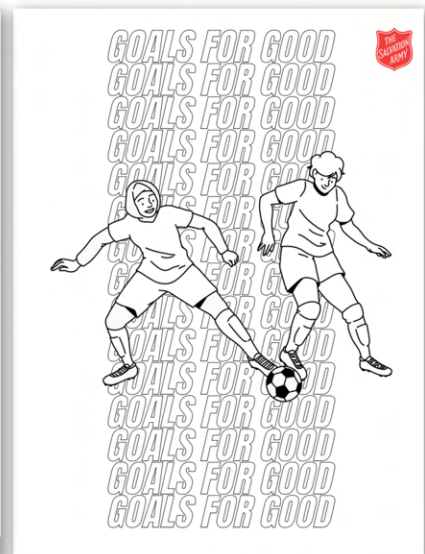
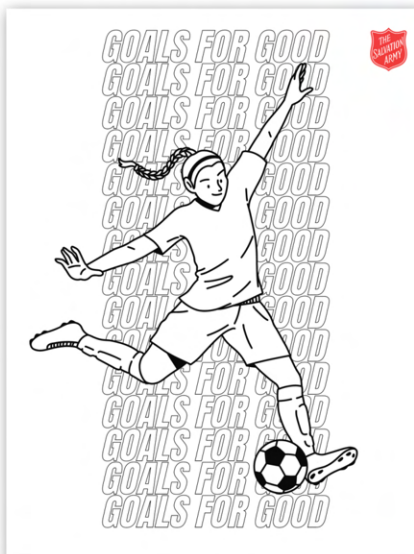
Send us your Wear Your Kit to \_\_\_\_\_ Day  
photos at [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk)



# KICKSTART YOUR CREATIVITY



Perfect for children and adults alike, these print-ready worksheets are perfect for school, home or community groups. Colour your favourite players, kits, boots and teams.



Send us your colouring photos at  
[challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk)

**DOWNLOAD  
& DONATE**

[salvationarmy.org.uk](http://salvationarmy.org.uk)  
[/goalsforgood](https://goalsforgood)



# YOUR VOICE MATTERS!

Whether you have hosted a Goals for Good Watchparty or a Wear Your Kit to \_\_\_\_\_ Day, we want to hear how it went!

Thank you so much for being part of Goals for Good! Your presence and support mean the world to us.

We're eager to hear about your experience. Whether it's a heart-warming story, a suggestion, or a simple thumbs-up, your feedback matters. Please take a moment to share your thoughts via our quick and easy webform. Let us know what touched your heart, what we can improve, or any ideas you have. Thank you for being a force for good!

*To complete the quick and easy form, visit [bit.ly/GoalsForGoodFeedback](https://bit.ly/GoalsForGoodFeedback)*



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[salvationarmy.org.uk/goalsforgood](https://salvationarmy.org.uk/goalsforgood)

Thank you to everyone across The Salvation Army who has contributed towards Goals for Good 2024.

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