



HEALTHY  
LIVING



MENTORSHIP



COMMUNITY  
FOCUSED



## ***SOCCKER FOR SUCCESS***

# **EVALUATION OVERVIEW**

*Soccer for Success* is an evidence-based group mentoring program designed to combat childhood obesity and foster character development among children from underserved communities. Trained coach-mentors engage children for 90 minutes each session, while creatively teaching nutrition education and critical life skills through soccer instruction. The program is offered at no cost to the children and their families who participate.



# HEALTH RESULTS



## HNDR Health-Focused Evaluation Overview

During the 2013-2014 academic year, Healthy Networks Design & Research (HNDR) conducted a nationwide independent evaluation of *Soccer for Success* to measure its health impact. The quasi-experimental study compared the change in health among *Soccer for Success* participants and non-participants from the same communities. At the conclusion of the study, *Soccer for Success* participants showed significantly better health results compared to non-participants. The study was part of the Foundation's Social Innovation Fund grant award.

## Soccer for Success Participants Showed



Greater Body Mass Index (BMI) improvement



Greater aerobic capacity improvement



Greater reduction in waist circumference size

## ADDITIONAL HEALTH DATA

Similar health outcomes, especially among children who are categorized as overweight or obese when they enter the program, are seen seasonally with each *Soccer for Success* program:

**83%** of children who are categorized as overweight or obese are improving or curbing an unhealthy BMI and/or aerobic capacity trend by participating in *Soccer for Success*.

In addition, the Foundation has seen improvements in nutrition comprehension and healthy habits among participants, as the chart below suggests:





# YOUTH DEVELOPMENT RESULTS

## AIR Youth Development & Mentoring Evaluation Overview

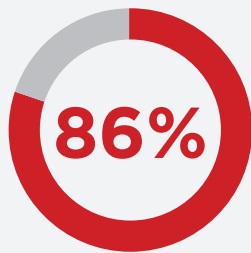
During the 2014-2015 academic year, American Institutes for Research (AIR) evaluated the youth development and mentorship impact of *Soccer for Success*. This nationwide independent evaluation measured the life skills development among participants and their relationships with coach-mentors. Based on numerous site visits, focus groups, interviews, and survey results, AIR determined that *Soccer for Success* is an effective group mentoring program, and meets the key benchmarks outlined by MENTOR. The study was part of the Foundation's Department of Justice Multi-State Mentoring grant award.



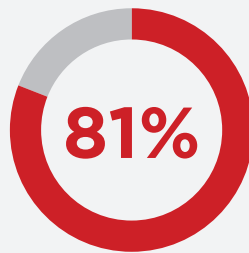
## Soccer for Success has helped me...



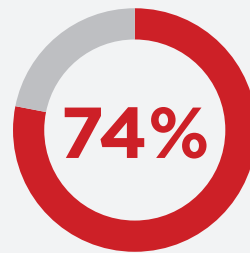
Work better on a team



Stay away from anti-social behavior



Feel better about my future



Stay away from gangs



Try harder in school

## ADDITIONAL YOUTH DEVELOPMENT DATA

In addition to the study results above, the U.S. Soccer Foundation has also seen that *Soccer for Success* can be an effective tool to discourage gang involvement and prevent juvenile delinquency. The chart below shows the improvement in attitudes related to fighting and staying out of trouble among participants:

BEFORE

70%

AFTER

76%

Stay away from fighting

BEFORE

54%

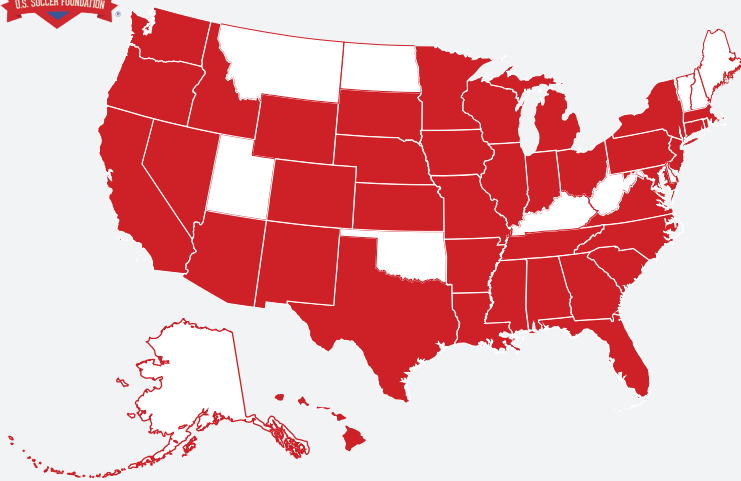
AFTER

65%

Stay out of trouble



# SOCCER FOR SUCCESS GROWTH



Since *Soccer for Success* started in 2009, the Foundation, in partnership with community-based non-profits, has positively impacted:

**230,000+**  
CHILDREN

**10,000**  
COACH-MENTORS

By 2026, the U.S. Soccer Foundation's goal is to serve 1,000,000 children in *Soccer for Success*.



## U.S. Soccer Foundation

The U.S. Soccer Foundation's programs are the national model for sports-based youth development in underserved communities. Since its founding in 1994, the Foundation has established programs proven to help children embrace an active and healthy lifestyle while nurturing their personal growth beyond sports. Its cost-effective, high-impact initiatives offer safe environments where kids and communities thrive. The Foundation has awarded over \$100 million in financial support to soccer organizations and field-building initiatives nationwide.



## Healthy Networks Design & Research (HNDR)

HNDR assists organizations with health-related project development, implementation, evaluation, and research functions to improve the health of communities they serve. Activities led by HNDR have been funded by the W.K. Kellogg Foundation, Walmart Foundation, NRPA, and the World Bank.



## American Institutes for Research (AIR)

AIR, founded in 1946 as a non-partisan not-for-profit organization, is recognized around the world as a leader in behavior and social science research and evidence-based technical assistance. AIR strengthens the capacities of agencies – public health, behavior and mental health, health care, and human services – to better improve services for vulnerable groups.



## Measuring Success

Measuring Success is the U.S. Soccer Foundation's current evaluation partner, helping to maximize *Soccer for Success* measurement, data collection, and research efforts to move the needle on youth development and healthy living. Measuring Success provides analytic and data solutions to mission-driven organizations to help drive informed decisions.

Evaluation activities powered by:



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