



Official Charity Campaign of  
the FIFA U-20 World Cup  
Canada 2007



SOS Children's Villages  
Canada





“SOS Children’s Villages is a wonderful partner, and this partnership is one of the most pleasing aspects of FIFA’s work.”

*~ FIFA President  
Joseph S. Blatter*

*Photo: P. Whittmann*

## The Next Stage of the Partnership Kicks Off!

Following the overwhelming success of the 2006 FIFA World Cup Germany's™ '6 villages for 2006' campaign, FIFA once again partnered with SOS Children's Villages to launch 'Let's Play, Let's Build', the Official Charity Campaign of the FIFA U-20 World Cup Canada 2007!

Held from June 30th to July 22nd, 2007, the FIFA U-20 World Cup Canada 2007 took place in six cities across the country: Victoria, Burnaby, Edmonton, Toronto, Ottawa and Montreal. While the tournament showcased the world's up-and-coming male soccer stars, it also gave considerable attention to another group of youngsters: the orphaned and abandoned children of southern Africa.

Continuing in its commitment to bring the plight of these children to the attention of soccer

audiences everywhere, FIFA was committed to helping SOS Children's Villages reach its goal of providing families and communities to the world's most vulnerable children. 'Let's Play, Let's Build' aimed to raise USD\$2.0 million to support the growing number of HIV/AIDS-affected children in southern Africa by building a new SOS Children's Village and kindergarten in Ondangwa, Namibia, and creating vital Family Strengthening Programmes in both Namibia and Rustenburg, South Africa.

The months leading up to the FIFA U-20 World Cup Canada 2007 and including the tournament itself were an exciting time for both FIFA and SOS Children's Villages Canada. Canadian fans, soccer groups, corporations, celebrities and volunteers were able to come together and make 'Let's Play, Let's Build' a huge success! In the end, Canadians gained first-hand experience in the excitement of international soccer, and also got a taste of what the sport can do for children around the world.



Burnaby

Victoria



Edmonton

Montreal

Ottawa

Toronto

# The Official Launch of 'Let's Play, Let's Build'

On March 3rd, 2007, 'Let's Play, Let's Build' was launched at the official draw ceremony of the FIFA U-20 World Cup Canada 2007 in Toronto.

Canadian soccer legend and Honourary Chair of the tournament Craig Forrest led the ceremony and proudly spoke about his role as a FIFA for SOS Children's Villages ambassador. Craig announced the launch of 'Let's Play, Let's Build' on live television in front of half a million viewers, officially marking the beginning of the newest chapter of the FIFA and SOS Children's Villages partnership.

## **Launch Party in Edmonton March 31st, 2007**

A cocktail reception celebrating the launch of 'Let's Play, Let's Build' took place on the evening of March 31st, 2007 in Edmonton, one of the six sites chosen to host

the FIFA U-20 World Cup Canada 2007. Guests included FIFA staff and volunteers, key soccer stakeholders and current SOS donors living in the area.

Approximately 60 soccer enthusiasts were entertained with speeches made by Jim Fleming, Chair of the Edmonton Site Organizing Committee (SOC), Val Close, General Manager of the Edmonton SOC, and Boyd McBride, National Director of SOS Children's Villages Canada. Delicious hors d'oeuvres, African music, and promotional videos for both FIFA and SOS heightened excitement surrounding the potential of the tournament and the promotional platform it would provide for SOS Children's Villages. And the games were still months away!

*FIFA President Joseph S. Blatter (right) & FIFA U-20 World Cup Canada 2007 Chairman Jack Warner (left) are enthusiastic about the launch of 'Let's Play, Let's Build'.*





*Photo: Gardener's Plum*





Photos (Clockwise from top left):  
Shah Studios, Gardener's Plum, L. Hammad





## Volunteers

The FIFA Site Organizing Committees were instrumental in advertising volunteer positions for SOS Children's Villages, sending notices to hundreds of their own volunteers. Thanks to their help, the response from hopeful volunteers was overwhelming. Volunteers ranged in age from teenagers to seniors in their 60s, reflecting all walks of life and backgrounds. Nevertheless, the one characteristic all of them shared was a keen interest in helping orphaned and abandoned children and a love of soccer.

In the end, over one hundred SOS-trained volunteers from across the country donated their time and effort to 'Let's Play, Let's Build'. SOS Children's Villages thanks them for their dedication and enthusiasm throughout the campaign, and the success of 'Let's Play, Let's Build' is indebted to them.



# Pre-tournament Events and Activities

## International Friendly Games

May 11th, June 3rd and June 18th, 2007

In the weeks leading up to the FIFA U-20 World Cup Canada 2007, international friendly games were held across Canada showcasing the Canadian U-20 team and other teams that would be competing in the tournament. The Canadian Soccer Association invited SOS Children's Villages to participate in the friendly matches to promote 'Let's Play, Let's Build'. On May 11th, June 3rd and June 18th, 2007 in Toronto, Ottawa and Edmonton respectively, SOS Children's Villages set up displays and sold raffle tickets in the stadiums to generate enthusiasm for the official charity campaign. SOS commercials were also shown on the stadium screens, helping to reach the thousands of fans who attended the matches.

## Community Events

To raise additional awareness and funds before the start of the tournament, 'Let's Play, Let's Build' promotions were held across the country in conjunction with local soccer games, festivals, parades and other celebrations. Large SOS Children's Villages tents were frequently set up at these events to distribute information to thousands of people regarding the campaign and how the public could get involved. In Toronto for example, SOS tents made appearances at several cultural festivals, and in Victoria, SOS even had representatives walk in the Victoria Day Parade!



Photos (from left): B. Caines, J. Chan

## Soccer Day in Toronto June 14th, 2007

On June 14th, 2007, SOS Children's Villages was invited to participate in "Soccer Day in Toronto", a full day of soccer activities organized to promote the FIFA U-20 World Cup Canada 2007. The event was held in downtown Toronto at Dundas Square, one of the city's busiest intersections. SOS Children's Villages set up a large tent among the other FIFA Partners to display information regarding 'Let's Play, Let's Build'. Face-painting and photography were also offered to all passers-by free of charge.

However, the best part of "Soccer Day in Toronto" occurred towards the end when FIFA for SOS ambassador Craig Forrest announced the names of the children who would be acting as Player Escorts at the final game in Toronto! Twenty-two kids won the honour of holding the hand of a future soccer star that day.

*Amazingly, one little boy who had waited over six hours in the heat in the hopes of hearing his name announced as a Player Escort was one of the lucky winners! He poses here with FIFA for SOS ambassador Craig Forrest.*



# Captain's Escort Programme

SOS Children's Villages was granted the right to choose all of the children who would act as Captain's Escorts for the FIFA U-20 World Cup Canada 2007 matches, as well as the 22 lucky children who would act as Player Escorts in the final match on July 22<sup>nd</sup>. SOS Children's Villages opened the contest up to all children across Canada, promoting the concept in partnership with SOCs. Parents were required to register their children on the 'Let's Play, Let's Build' website so they could also learn about the official charity campaign and the work of SOS Children's Villages. This turned into a wonderful promotional opportunity for 'Let's Play, Let's Build' as thousands of children across the country entered to win this exciting opportunity.

The Captain's Escort Programme at each site varied slightly, with some SOCs adding greater challenges to the competition. In

*Photo: D. Greiner*

*Drawing: B. Vukovic*

Ottawa, children were required to complete the sentence "I would like to act as a Captain's Escort and help SOS Children's Villages because..." Children could submit short written entries or draw a picture. Their submissions were judged by CBC radio and TV personalities and the winners were announced at an exciting event in downtown Ottawa that attracted over 3,000 people,





featuring cultural singers and dancers, a soccer 'fun zone', face-painting and dozens of prizes and activities presented by SOS, the CBC and the Ottawa SOC.

In Victoria, hundreds of parents and children joined SOS Children's Villages and the Victoria SOC for the announcement of the Captain's Escort winners on June 13<sup>th</sup>, 2007, which featured live drumming, face-painting and presentations from both soccer and government officials. The winners' names were drawn by Colin Linford, President of the Canadian Soccer Association, along with various soccer notables and government representatives. The highlight of the event was the presence of the FIFA U-20 World Cup trophy! Attendees were excited to see the Cup in person and several local television and radio stations broadcasted live from the event.

In Burnaby, Captain's Escort winners had their names drawn at Swangard Stadium by members of the Canadian Women's National Team. In Edmonton, the Canadian Men's U-20

team thrilled entrants by drawing Captain's Escort names at a pep rally in the city centre.

All Captain's Escort winners received an official uniform provided by Adidas with the 'Let's Play, Let's Build' logo on the front. SOS Children's Villages received tremendous positive feedback from the winning children and their families who were thrilled to participate in the FIFA U-20 World Cup Canada 2007, and considered it an 'opportunity of a lifetime.'



*Photo: K. Lemon*





Photo: Shah Studios

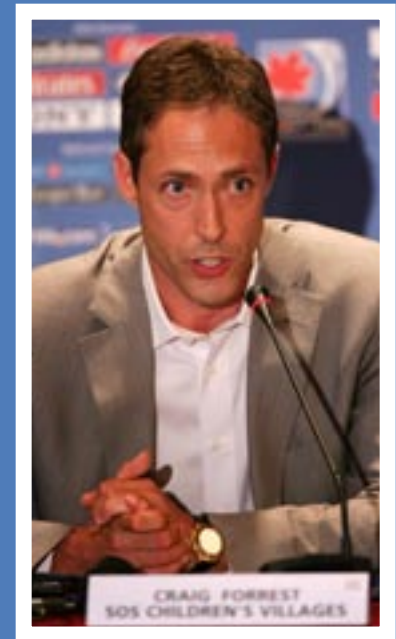
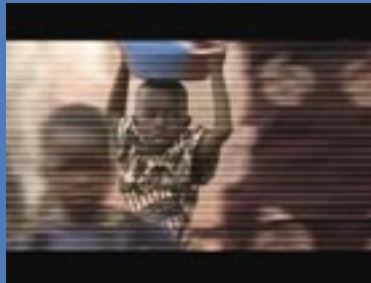


# Media

SOS produced a number of commercials for 'Let's Play, Let's Build' featuring Craig Forrest and Canadian celebrity Mike Holmes. The host broadcaster CBC aired the SOS commercials regularly throughout all of the matches, advertising 'Let's Play, Let's Build' to 6.5 million Canadians. The campaign commercials were also featured on seven other Canadian networks from June to August 1st, 2007.

Canadian media demonstrated an interest in 'Let's Play, Let's Build' with dozens of print articles, radio interviews and television pieces. Most of these featured Craig Forrest discussing the campaign and his commitment to SOS Children's Villages.

SOS Children's Villages also had the opportunity to promote 'Let's Play, Let's Build' at FIFA Press Conferences on March 3rd, June 26th, and July 18th, 2007.



*Photo: FIFA*

# At the FIFA U-20 World Cup Canada 2007

## **In the FIFA Fan Zone**

The FIFA U-20 World Cup Canada 2007 finally arrives! Amidst all of the excitement of the tournament, SOS Children's Villages actively promoted 'Let's Play, Let's Build' at each of the stadiums in Victoria, Burnaby, Edmonton, Toronto, Ottawa and Montreal from June 30th to July 22nd, 2007. Large SOS Children's Villages tents were assembled in the FIFA Fan Zones of each stadium for 42 of the 52 matches, displaying information about the campaign and providing free face-painting, temporary tattoos and photography for kids and adult fans alike.

Soccer fans were truly motivated to learn about the work of SOS Children's Villages. Thousands approached SOS volunteers to learn more about the organization, and many more learned about 'Let's Play, Let's Build' while having their photo taken and/or their faces painted.

"Soccer isn't just a game," said one fan. "It's a way to connect with almost every other human being on the planet. I'm glad that I can come to a soccer game and learn how I can make a difference in the lives of kids halfway around the world at the same time."

In all, approximately 1.2 million spectators walked through the FIFA Fan Zone at all six sites of the tournament, giving SOS Children's Villages plenty of opportunities to showcase their work and promote 'Let's Play, Let's Build'.

## **In the Stadium**

No matter where fans sat in the stadiums, everyone had a great view of SOS Children's Villages. Field boards featuring the "Let's Play, Let's Build" campaign were in constant sight during matches. Spectators within the stadiums were also treated to SOS advertisements featuring Craig Forrest at the beginning of the games, halftime and at the end.

Soccer enthusiasts who purchased the FIFA U-20 World Cup Canada 2007 Official Programme were given additional information regarding 'Let's Play, Let's Build' through a full page ad as well as an article.

From the Round of 16 to the finals, SOS Children's Villages also sold thousands of raffle tickets in the FIFA Fan Zone as well as inside the stadium gates to promote the 'Let's Play, Let's Build' Prize Draw, which included in-kind donations from FIFA Partner Adidas, and national supporters Europe's Best and Winners. The raffle raised over \$10,000, of which 100% of proceeds will go directly to the orphaned and abandoned children of southern Africa. Additional advertisements for the 'Let's Play, Let's Build' Prize Draw were shown in the infotainment programme to encourage fans to buy raffle tickets.



Photos (Clockwise from top right):  
Shah Studios, D. Greiner, L. Hammad, Shah Studios







Photos: D. Cox

## Wrap-Up Celebration in Toronto July 21st, 2007

Just as the launch of 'Let's Play, Let's Build' was commemorated with a kick-off party, the end of the FIFA U-20 World Cup Canada 2007 merited an even greater celebration! To thank FIFA for their contribution to SOS Children's Villages and to announce the on-going success of the campaign, the charity held a cocktail reception the night before the finals in downtown Toronto.



Photos: D. Greiner

Guests included several FIFA officials, key Canadian soccer stakeholders, supporters of SOS Children's Villages, and SOS volunteers. However, the most distinguished guest of the evening was Joseph S. Blatter, President of FIFA. President Blatter spoke eloquently about the enduring collaboration between FIFA and SOS Children's Villages, affirming that, "the children, they are our future. And if there are children [who] have, for any reasons, no parents, then we have to do something to give them a home." His moving speech included stories of visiting SOS Villages around the world and witnessing first-hand how soccer lights up the children's faces. President Blatter ended with the declaration that FIFA will continue to partner with SOS Children's Villages in the future.

*(Left to right) Colin Linford, President of the Canada Soccer Association; Craig Forrest, FIFA for SOS ambassador; Joseph S. Blatter, FIFA President; Boyd McBride, National Director of SOS Children's Villages Canada*





*Photo: FIFA*



*Photo: P. Whittmann*

## Results

Overall 'Let's Play, Let's Build' was a resounding success for both SOS Children's Villages Canada and children in southern Africa! SOS and FIFA exceeded their goal of USD\$2.0 million, and actually raised USD\$2.12 million by the end of the tournament!

Construction of the new SOS Children's Village Ondangwa will begin in the fall of 2007, and completion is expected in early 2008. The Family Strengthening Programme in Rustenburg will receive funds from 'Let's Play, Let's Build' to reach over a thousand families affected by HIV/AIDS and poverty from 2007- 2010.

SOS Children's Villages Canada benefited greatly from 'Let's Play, Let's Build', receiving unprecedented publicity and creating public awareness which will lay a strong foundation for many more future successes.

Thank you!

# Samples of Campaign Creative



**LET'S PLAY.**



**LET'S BUILD.**


[www.soschildrensvillages.ca](http://www.soschildrensvillages.ca)  
 Official Charity Campaign  
 of the FIFA U-20 World Cup
 



**Joignez-vous à la FIFA et à SOS Villages d'Enfants pour CHANGER LA VIE des enfants affectés par le VIH/sida !**

La FIFA est convaincue de l'importance de sensibiliser la population mondiale à la situation des orphelins et des enfants abandonnés. C'est pourquoi nous faisons de nouveau équipe avec SOS Villages d'Enfants pour lancer « Jouons! Bâtissons! », la campagne de charité officielle de la Coupe du Monde U-20 de la FIFA Canada 2007 !

Quel est l'objectif de « Jouons! Bâtissons! » ? Offrir une famille et un avenir aux enfants abandonnés ou orphelins à cause de l'épidémie de VIH/sida en Afrique australe.

Comment la campagne « Jouons! Bâtissons! » permettra-t-elle d'atteindre cet objectif ? En encourageant les amateurs de soccer du monde entier à contribuer financièrement à la construction d'un nouveau village d'enfants SOS et d'une école maternelle en Namibie et à la création de programmes d'action directe en Namibie et en Afrique du Sud. Ces moyens permettront de changer la vie de plus de 1000 enfants démunis !

Pourquoi le soccer est-il important pour SOS Villages d'Enfants ? Le soccer et SOS Villages d'Enfants enseignent aux enfants des valeurs similaires, dont le partage et le travail d'équipe. Jouer au soccer aide les orphelins et les enfants abandonnés à acquérir de l'assurance pour un jour devenir des membres utiles de leur collectivité.

**Impliquez-vous dès maintenant ! Visitez [LetsPlayLetsBuild.ca](http://LetsPlayLetsBuild.ca) pour plus de détails !**







# LET'S PLAY. LET'S BUILD. JOUONS! BÂTISSONS!



What if you could help an orphan feel loved? You can! Join SOS Children's Villages and FIFA, along with Craig Forrest in 'Let's Play, Let's Build'

Qu'arriverait-il si vous pouviez aider un enfant orphelin à se sentir aimé et en sécurité. Vous pouvez ! Joignez SOS Villages d'Enfants et FIFA, avec Craig Forrest et participez à notre campagne <Jouons ! Bâtissons !>



Official Charity Campaign of the FIFA U-20 World Cup

Campagne Humanitaire Officielle de la Coupe du Monde U-20 de la FIFA



[www.soschildrensvillages.ca](http://www.soschildrensvillages.ca)

# LET'S PLAY LET'S BUILD



[www.soschildrensvillages.ca](http://www.soschildrensvillages.ca)

Official Charity Campaign of the FIFA U-20 World Cup





Win the FIFA U-20 World Cup Canada 2007 Prize Pack!

## 'LET'S PLAY. LET'S BUILD.' PRIZE DRAW

Name: \_\_\_\_\_  
E-Mail: \_\_\_\_\_  
Contact Info: \_\_\_\_\_  
\_\_\_\_\_

# LET'S PLAY. LET'S BUILD.







LET'S  
PLAY  
CANADA

JABAROO





Craig Forrest and Kelsey Lemon (SOS Children's Villages Canada Project Leader for 'Let's Play, Let's Build') with the children of Namibia who will benefit from 'Let's Play, Let's Build'.

*Photo: D. Hackett*



**SOS Children's Villages**  
Canada

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