



TRIAD Trust's GOALS FOR GOALS Initiative

To celebrate the upcoming FIFA World Cup 2010 in South Africa, TRIAD is excited to announce **Goals for Goals**, a FUNdraising plan that will connect youth soccer participants around the world.

WHAT IS GOALS FOR GOALS?

TRIAD's **Goals for Goals** campaign is simple: Each player on your team's roster gets family and friends to pledge a donation per goal scored throughout the World Cup. For example, Greg Goalscorer gets his neighbor, Mrs. Johnson, to pledge \$1 per goal scored during the tournament. Let's say the grand total of goals scored is 147 (the actual amount scored in World Cup 2006 in Germany). Mrs. Johnson would then donate \$147. His other family and friends pledge at total of \$5. His efforts, alone, raise \$882. If his 17 teammates each work as hard as Greg, the team can raise about \$16,000!

WHAT IS MY TEAM SUPPORTING?

The TRIAD Trust trains local leaders in areas hardest-hit by HIV/AIDS to create and run sustainable sports- and arts-based HIV and life-skills education programs. Through our programs, we aim to reduce the transmission of HIV to zero. It is possible. And we're getting closer to that goal. But not without your team's support. The TRIAD Nkomazi Rush, our first sustainable partner organization in South Africa, was established in a rural region about 100 miles from Nelspruit, one of the host cities for the FIFA World Cup 2010 in South Africa. In spite of its proximity to the excitement, the Nkomazi region faces many challenges. 60% of the local population is HIV+. Half the kids are orphans and vulnerable children. But the TRIAD Nkomazi Rush is addressing those challenges. It has created a 3,500+ member youth sports league to engage orphans and vulnerable children in healthy, fun activities that also provide the community with the most effective education programs in the country. Another 2,000 youth participate in TRIAD Nkomazi Rush's innovative school-based programs. To date, more than 88% of age-eligible kids who participate in these programs voluntarily seek free, anonymous, confidential HIV testing. Less than 4% of the same age group in the population at large seeks to learn their status. It's pretty amazing, no?

WHERE IS MY TEAM'S SUPPORT GOING?

Money raised through the *Goals for Goals* program can be a joint fundraiser for your local club and the TRIAD Nkomazi Rush's sports-based education programs. Transportation for soccer teams to travel between remote villages for tournaments, HIV test kits, and salaries for the Medical Education team all require support. Your team's efforts can keep the TRIAD Nkomazi Rush participants thriving. It only costs \$30 per year to support a child as he or she participates in the league or school-based programs, receives year-round weekly medical education, and has access to 3 free, anonymous, confidential HIV tests each year. That's less than a dollar a week.

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TRIAD Trust is a 501 (c)3 not-for-profit organization serving local leaders and their communities in the areas hardest-hit by HIV/AIDS. TRIAD Trust was born out of the belief that global crises can be resolved with local resources. TRIAD Trust was founded on the principle that local leaders are the agents to sustaining social change and fostering healthier communities. TRIAD Trust aims to reduce the transmission of HIV by providing local leaders with the necessary training, mentoring, and support to create, implement and sustain their own not-for-profit and income-generating health and life-skills education-based organizations. Unlike many non-profits, TRIAD Trust creates new, sustainable employment opportunities designed to keep these vital local leaders in their own communities.