

Initiative	We are all family
<p><b>Description</b></p>	<p>Our players are coming from completely different backgrounds with ages between 13 to 25 years old. Some of them, around 25%, live on disadvantaged families, therefore they cannot afford the costs to attend the trainings.</p> <p>80% of these families are from countryside (villages located near Braşov city), from one-parent families or with one/both parents abroad for work and children living with grandfathers. Kids are spending more than 1h per day to commute to the stadium.</p> <p>Not wearing the uniform (or just a part of it) is frustrating for our players: they either place themselves out of the big team or they have to face risk of being discriminated by their colleagues.</p> <p>Our solution helps our players to feel „safe at home” and part of a community which cares on them. We do not have had any case of discriminations; the less rich kids receive the same treatment of the others because of the efforts done by the club and its supporters.</p>
<p><b>Implementation</b></p>	<p>We identified sponsors willing to cover the costs of the equipment and social activities for the kids who cannot afford themselves. We found them both online and off line.</p> <p>The team is often invited out for lunch or dinner. Since not all of them could pay for the meal, pizza or lunch is paid by our sponsors and it is for free for all children. Furthermore, players around 16-17 are attending senior official and friendly match, so they also benefit of socialisation.</p> <p>While spending time with the senior team, children often receive consultancy and other kind of help (mobile phones, tablets, clothes etc) from the senior players. It is like the older brother taking care of his little one. We also help them in finding a job once they have 18 years old and finish the school.</p> <p>The key role was played by our chairman, thanks to his experience in HR and marketing.</p> <p>We spent no more than 300 EUR on social media promotion but the highest results came from spreading the message from person to person.</p>
<p><b>Impact</b></p>	<p>We reached our target: our players continue their activity for free, receiving the same equipment as every team member, so they can attend the matches.</p> <p>As result we noticed that the team’s performances grew up as the number of players willing to be part of our club.</p> <p>We believe we could grow up the number of our players of 100% in the next 2 years and add further benefits to our offer.</p> <p>In the long term, when the project will better known we believe we could become the biggest club for number of players in Braşov city (500+ members).</p>
<p><b>Lessons learnt</b></p>	<p>We are surprized and very happy that the paying parents are not complaining about the economic advantage received by the other kids. The problem is that some people could take advantage from the situation and request financial aid even if not needed.</p>
<p><b>Conclusion</b></p>	<p>The atmosphere in the club is very relaxed, there are not complaining and neither discrimination cases.</p>

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	<p>Usually, clubs help only the most talented players, instead we have to remember that every kid should benefit from equal opportunities. We advise everybody to try to see and understand things from kids' point of view, we need to keep let them dream to be a football player no matter if talented or not. Hope is the highest motivation.</p>
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