

## MEMBERSHIP IN THE COMMON GOAL COMMUNITY

The Common Goal Community unites organisations around the world that are using football to contribute to people and planet. Common Goal utilises the approach of a minimum 1% contribution across all sectors of football and society in order to achieve our vision of a just and dignified life for all and a sustainable planet for generations to come.

Through its membership process, Common Goal evaluates organisations according to both basic and specific Football for Good criteria that establish how it uses football to generate impact towards social topics aligned to the Sustainable Development Goals

This document provides an overview of the membership process and criteria employed by Common Goal. For more information you can check out our [Common Goal Governance Manual](#) and our [Common Goal Community Pledge](#).

### 6-STEP VETTING PROCESS



#### 1 APPLICATION

The applicant completes an online membership questionnaire and agrees with the core goals, values and processes of the Common Goal Community.

#### 2 APPLICATION REVIEW

A member of the Common Goal Community Team reviews the completed membership questionnaire and all supporting documents.

#### 3 SITE VISIT

A virtual or in-person site visit is conducted to gain a first-hand impression and fuller understanding of the organisation's work.

#### 4 REFERENCE CHECK

The references provided are asked to complete a brief online form to validate the organisation and the information provided in the application.

#### 5 RECOMMENDATION

The Community Team finalises the evaluation and makes a recommendation for membership to the Membership Committee

#### 6 FINAL DECISION

The Membership Committee reviews the recommendation and votes on the organisation's acceptance into the Common Goal Community.

### HOW WE MAINTAIN QUALITY



#### 1. Football for Good Quality Seal.

After the confirmation of membership, the new Common Goal Community member organisations qualify to initiate the Football for Good Quality Seal process within a period of six to twelve months.



#### 2. Compliance and Annual Updates.

It is expected that all member organisations meet and regularly apply all membership criteria and provide an annual update.



#### 3. Field visits

We conduct in-person visits to member organisations' headquarters and programmes on the ground.

## COMMUNITY MEMBERSHIP CRITERIA

Our criteria are divided into two areas: **Basic Criteria and Football for Good Criteria.**

Each of these focus areas include a number of criteria that enable Common Goal to evaluate organisations that apply to become part of our Community.

### COMMUNITY MEMBERSHIP CRITERIA

#### A. BASIC CRITERIA

##### CONTRIBUTION TO PEOPLE AND PLANET

- **Alignment with the Sustainable Development Goals**

##### ALIGNMENT & OPERATIONS

- **Political and religious affiliation**
- **Safeguarding**
- **Inclusion and diversity**
- **Gender equity**
- **Climate action**
- **Youth development**
- **Transparent practices**
- **Collective action, learning and knowledge exchange**

#### B. FOOTBALL FOR GOOD CRITERIA

- **Community based programme implementation**
- **Advocacy and resource mobilisation**
- **Expertise and capacity development**
- **Other approaches using football to create impact towards people and planet and the Sustainable Development Goals**