



### Pan Pan

**Host organization:** streetfootballworld (Berlin, Germany)

**ICats role:** Global Strategy & Partnership Development

**ICats duration:** Feb - Dec 2013 (full-time)

**Degree:** INSEAD MBA (France)

**Professional experience:** 14+ years of professional experience in private & not-for-profit sectors

## Summary

Working closely with the CEO/founder as well as the Partnership Development (PDE) and Network Members (NWM) teams, Pan applied her extensive experience in partnership development/fund raising, strategy and marketing/communications to help streetfootballworld (sfw) extend its global network of 100+ community based grassroots organizations using football to tackle social issues and drive social change & development among disadvantaged youth and children.

### streetfootballworld's mission

- Using football to drive social change tackle social challenges for disadvantaged youth.
- Millions of young people around the world are born into a cycle of social injustice. Football, as a truly universal sport, has a perfect combination of the ingredients required for global social change.

### streetfootballworld's challenges

To date, sfw has a good presence in Africa and Latin America, but not in Asia, Middle East as well as Central America. It is expanding in the US and opened an office in New York in 2012. It also needs to raise more unrestricted funding to support its own expansion and growth.

### streetfootballworld's solutions

- ▶ sfw is a global network of community based local org.'s that uses football as a tool to address issues in their communities ranging from health, education to social integration and employability.
- ▶ sfw selects, coordinates, monitors, evaluates and offers a range of support to NWMs including advocacy, capacity building, access to funding and knowledge sharing/exchange.

### Opportunity for an ICats Fellow

▶ There was an opportunity for an ICat Fellow with PDE/fund raising experience esp. in Asia to help sfw design a strategy & plan and find partners to expand into the region as well as globally in countries where it is not present currently.

### Pan's achievements ...



- Wrote implementation strategy & framework for Asia expansion -> including country pilot plans
- Played key role in launching two major partnerships in Russia and Mexico (two “white” countries for sfw)
- Help draft Mexican and Russian strategy plan (also planned & attended strategy meetings in Moscow)
- Acted as liaison with the WEF on several initiatives

### Pan's next challenge

She plans to return to the private sector while staying actively engaged with the impact investing/philanthropy community (she will stay on with sfw as an advisor/consultant). Pan is also exploring a few entrepreneurial ideas to better connect social entrepreneurs with the private sector.

- Introduced/connected sfw to multiple corporate and NGO partners
- Attended multiple conferences (SPIEF, WEF, etc.) to promote sfw, meet potential partners/funders and as panelist on impact measurement
- Planned strategic philanthropy workshop with Geneva FO engaging corporates, private investors and social entrepreneurs (with sfw as panelist)

“The ICats Fellowship has been a great experience for me – it exceeded my expectations and enabled me to learn first hand about impact investing/philanthropy from the dual perspectives of a social entrepreneur and an impact investor. I also enjoyed working with the LGT VP ICats team very much - who provided me with support & insights throughout the year.

*Pan*