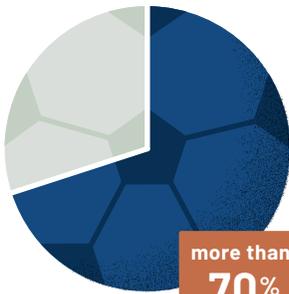


# Sports Visitor Program

The Sports Visitor Program builds ties between international and American non-elite youth athletes, coaches, and administrators and cultivates participants' leadership skills to utilize the lessons from sports to positively impact their communities across the globe. In 2020, ECA conducted an evaluation to better understand how the Sports Visitor Program meets these goals.

The program provides participants with a new way of playing, coaching, teaching, and communicating



of participants enhanced their Coaching Ability, English Language Competency, Leadership Skills, Networking Skills, and Sports Ability

Participants cited increased confidence, better communication, and leadership skills as their greatest take-aways from the program.

“They taught me how to teach values and character using sport. I learned about gender equity and about team building. It was all very important and very different than what we learn in Indonesia.”

**Coach, Indonesia**  
Using Sport for Community Change

“I changed a lot. I used to be shy but after I came back, I was more confident. I could speak up in front of people in a way that I could not before. Now I’m always the first to volunteer and raise my hand. I feel like I can be a leader.”

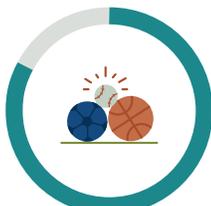
**Youth Participant, Tanzania**  
Youth Soccer and Women’s Empowerment

Alumni return to their communities as change makers



**91%**

Volunteered in their communities



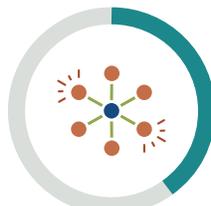
**83%**

Initiated new activities and projects



**78%**

Took a leadership position in their community



**40%**

Established a new organization



The program changed my life path. I now want to continue working with girls. I want to do what I can to help them, to reach their potential. I want to make networks with people, especially women so I can help lead them down a good path.”

**Youth Participant, Nepal**  
Women’s Empowerment, Youth



BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS  
Evaluation Division



Read the full report here:

[eca.state.gov/files/bureau/sports\\_visitor\\_program\\_evaluation\\_report\\_final\\_december\\_2020.pdf](https://eca.state.gov/files/bureau/sports_visitor_program_evaluation_report_final_december_2020.pdf)

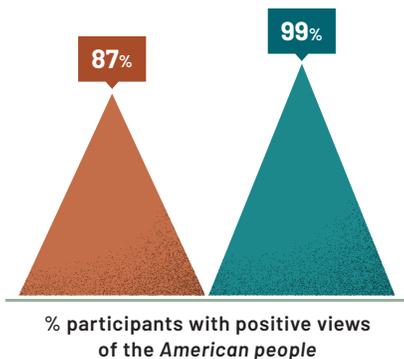
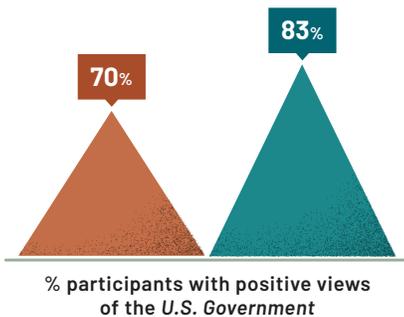
“Embassy staff was able to go to several of the [project’s] events...They saw that there was a big change in the girls, their leadership and what they could do. Community members commented on how much the girls changed.”

U.S. Embassy Staff

## Alumni return to their communities as change makers

75% of Coaches and Administrators started projects in their communities

The projects included sports events, workshops, train-the-trainer sessions, and fundraising



- ▲ Prior to participating in the Sports Visitor Program
- ▲ After participating in the Sports Visitor Program

## The program improves participants' views of the United States

“The best part for me was learning about the history of American sports and how it relates to the real history of the U.S. Going to visit the African American museum, learning about Martin Luther King Jr. and Rosa Parks. Understanding the struggle that Black Americans have had, also in sports. **That was amazing to me and inspiring to me.**”

Coach, Niger  
A New Class of Coaches for Niger



It was a positive experience. Socially – this is one of the most important experiences that I had because my understanding of the U.S. and the perception of the U.S. had completely changed after the program. Before I visited, America was like a movie to me (what is portrayed in movies). But after the visit I realized that Americans are not as aggressive, ruthless, or causing problems like I thought. Now, I feel totally the opposite – [they are] loving, caring, considerate.”

Coach, Zimbabwe  
Improving University Student Participation in Sport



## Embassies use the program to meet their strategic goals

It helps us target underprivileged youth and is very popular with this group. They see other programs as designed for elite. Sports Visitor is by far the only one they like and apply to.”

U.S. Embassy Staff

“The program provides access to programming for those with disabilities. Its an opportunity to show how the Americans with Disabilities Act is being enforced and how the **U.S. is helping those with disabilities,** specifically athletes. It helps participants look at ways we can use what they learned to push access with all here.”

U.S. Embassy Staff