






Project 	The value of the football effect in supporting at-risk youth reach their potential	Partner	 
		Year	2018



Purpose 	<p>City in the Community (CITC) Melbourne is a registered charity affiliated with Melbourne City Football Club, which is owned by City Football Group</p> <p>CITC engaged the CSSI to explore the social impact of the programs delivered. The research focused on six programs across three program categories, and worked on developing the program logic for each that could clearly illustrate:</p> <ol style="list-style-type: none"> 1. The activities of each program 2. The outputs of each program 3. The outcome of each program 4. A mapping of how the activities delivered the outputs and led to positive participant, stakeholder and community outcomes.
Method 	<p>A mixed method approach was used to collect data from the participants, program leaders, and partner organisations of each program. In addition, site visits to observe the programs were made to provide contextual data.</p> <p>The CSSI conducted 25 participant and trainer interviews, along with the completion of 83 purpose built surveys and 6 in depth program observations .</p>
Application 	<p>Research findings provide strong evidence that the CITC programs develop individuals into more positive community members, improve their life skills, decision-making, and provides them with genuine pathways and opportunities that reduce the likelihood of them engaging in risky behaviours.</p>