



PAOKACTION

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PAOK FC

**For ECA Community & Social Responsibility
Programme Award 2016**



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MESSAGE

from PAOK FC Vice President



As the Vice President of the PAOK FC - member of ECA - I am pleased to present you the "Football Unites" Programme our club designed and implemented in October 2015. A programme that has past, present and future.

Undoubtedly Europe's refugee crisis is escalating and the whole continent is trying to tackle the issue, looking for viable solutions to relieve all these people who are forced to leave their homes and families, displaced from their homeland. For us at PAOK, the drama of the refugees is all too familiar and painful, due to our own past and the respective drama experienced by our forefathers and founders.

Indeed, *"Football is more than fun and money. Football is bringing communities, people, nations together!"*.

Nobody can close their eyes and sit idly by as a huge humanitarian crisis is currently taking place. Especially Greece has become witness to the drama of people forced to leave their homes overnight in a desperate attempt to save their future and the lives of their children.

We are very proud to be next to these people who need our help trying to bring their smiles on their faces again.

I would like to thank all people who have participated in "Football unites" and all other activities providing their essential help to all our fellows.

"For PAOK, CSR is not an obligation, it's a duty!"

Yours sincerely,



Chrysostomos Gagatsis
Vice President PAOK FC

INTRODUCTION

"Football Unites", it's a Programme that launched in October 2015 in cooperation with several organizations, public authorities and NGOs. From the first time the European refugee crisis began in 2015, PAOK took the decision to take action by designing a plan that would provide help to all these thousands of people who were forced to leave their homes and families, displaced from their homeland, suffering and who were staying at the Greek border without having the opportunity to continue their long journey to their final destination

Background

PAOK is against all forms of social and regional discrimination, racism, xenophobia and violence. Sport, and especially football, has an enormous communication potential. Undoubtedly, the world of football has the power to attract and engage people across Greece and globally.

PAOK, has been working on the issue of Social Responsibility & Education for several years through special initiatives and its' **PAOK ACTION** programme. A programme that has always been using the value of football as an educational tool raising awareness among supporters and stakeholders providing help to all people who really need it.

In addition to the "Football Unites" Programme PAOK FC participated to the European Union S.P.I.N. Project as well as the ECA charity initiative "90 Minutes for Hope" in support of child refugees in Europe.

Anti-discrimination, integration and education are the three main pillars for development and growth of a world where we daily have to fight racism, poverty, financial crises, environmental issues and war.



PAOKACTION



- Project Length:** Over 8 months
- Partners:** NGO, Public Institution, Private Company
- Budget:** 150.000 €
- Demographic Target Group:** All ages
- Number of Participants:** over 1.000
- Geographical Reach:** City/Town, Regional

- Anti-Discrimination
- Anti-Social behaviours
- Health & Physical Activity
- Integration

Strategic themes

Main Objectives

- To provide humanitarian assistance to all Refugees in our area
- To use the power of PAOK FC to raise awareness & tackle racism
- To involve the community on a humanitarian project

More than a million migrants and refugees crossed into Europe in 2015, sparking a crisis as countries struggled to cope with the influx, and creating division in the EU over how best to deal with resettling people. According to the IOM, more than 3,770 migrants were reported to have died trying to cross the Mediterranean in 2015. According to the IRC (International Rescue Committee) over 1 million people in search of sanctuary have traveled through Greece since 2015 and 57,000 refugees are currently stranded in Greece.

PAOK FC launched the "Football Unites" programme in October 2015 and kicked off a series of initiatives for the relief of refugees. After the donation of one euro per ticket in the home encounter against Borussia Dortmund, PAOK FC has done the same in the next 2 home matches of PAOK in the UEFA Europa League. The sum collected will be handed to humanitarian non-governmental organizations.

Meanwhile, PAOK FC have putted together a large scale plan of clothing and edibles' donation, as well as emergency survival items for refugees accommodated in Thessaloniki. PAOK fans accepted the invitation and they bring a large amount of such products at Toumba Stadium. In addition, there were further announcements regarding more initiatives towards financial and social support of refugees and the humanitarian assistance – non governmental organizations. PAOK proceeded with the information of the public on the global dramatic phenomenon of rootlessness and how important it is to show love and solidarity to people who – against their will- are forced to face a situation that we Greeks experienced massively in the past.



Actually **#weareallrefugees...**

CROSSING THE BORDER

concert



PAOK FC was "Crossing the border" on Sunday 18 October 2015, supporting the solidarity concert that aims to offer relief to thousands of refugees who cross on a daily basis the borders of Idomeni in search of a better future.

The concert started at noon in the Thessaloniki Port (Erythros Stavros Square) where more than 60 artists and singers, creative groups and dozens of volunteers participated in the event. It was a unique opportunity for all of us to show our support to thousands of refugees who cross on a daily basis the borders of Idomeni in search of a better future.

For us at PAOK, the drama of the refugees is all too familiar and painful, due to our own past and the respective drama experienced by our forefathers and founders.

Therefore, apart from the donation of one euro per each stay of their guests between 15th and 31st October, everybody were invited to come at the port of Thessaloniki and to head to the designated areas in order to offer their donation of clothing, edibles and emergency survival items. The Initiative of Thessaloniki Citizens extend an invitation to everyone to come to the concert and, instead of buying a ticket, provide any item like baby-childer items, arts-crafts toys, dry food, personal hygiene and clothing items. Indeed, the response from people was huge and the help to all these people, priceless!



We should never forget that [#weareallrefugees...](#)

"Helping others in need is not only a responsibility of life; it is what gives meaning to life"



The concert was organized in collaboration with the Initiative of Thessaloniki Citizens, Makedonia Palace Hotel, Neapoli-Sykees Municipality, Thermaikos Municipality and the support of Cultural Centre PKM and "Arsis"-Youth Support Social Organization

FOOTBALL UNITES Idomeni & Cherso



PAOK FC in cooperation with the International Coordination Committee Pontian Youth, went to the Idomeni Refugee Camp (Kilkis area) - next to the borders with F.Y.R.O.M - in order to provide humanitarian assistance.

On Saturday 7 November 2015 many PAOK representatives, veteran football players, the Pontian Committee, a Cypriot company MEDOCHEMIE LTD as well as volunteer doctors distributed several relief & hygiene goods to all refugees.

It was amazing to see all these children playing with all these balls they brought to them and through sports activities, having the chance to escape and forget all of their problems. Children from Syria, Afghanistan, Africa.

Next stop of PAOK FC was the Refugee camp of Cherso (Kilkis area). PAOK FC and the club's youth sections has been making an effort to offer relief and hope to the people who are fighting for survival every day, away from their homes.

On Wednesday 16 March, a delegation of PAOK FC led by youth sections's director Vangelis Pourliotopoulos brought much-needed items to the refugees in Cherso: about 1.000 raincoats, balls, clothing items and medicines. Aware of their humanitarian role, PAOK FC respond to the needs of the refugees and now organize a coordinated attempt to deliver a convoy of much-needed items to the tortured souls gathered at Idomeni, Diavata and Cherso.



PAOK FC and their youth sections call upon everyone willing to help, to come to the following sports centres and donate items that will ensure the improvement of the refugees' living standards. Lastly, PAOK FC has already started the construction of football fields for all people in campus, in addition to many other constructions, activities and projects in the near future. What we would like to do, is to "make these people feel like home!".

Medicines list: Tear drops, nose drops gloves, masks medicines used in diarrhea for children-adults Gastrointestinal medicines for adults Anticonvulsants for adults Antiemetics, syrups

List of food: Dry food Milk (long-life, powder), Baby milk, creams (powder), Baby food in cans (large size), non-perishable food

Personal hygiene products: Baby tissues, tissues, toilet paper, baby diapers, baby bottles, Razors, sanitary towels, tooth brushes, tooth-pastes shampoos, bath foams, soap bars

Clothing: Waterproof jackets for men and children hoods, gloves, scarves men's shoes

Other items: Tents, sleeping bags, single-use glasses of styrofoam, plastic spoons



More people have been forced to flee their homes by crisis than at any time since World War II. It's a local, a Greek, a European problem...but a global one!

The EU-Turkey agreement has stranded 57,000 people in Greece, and although the Greek government has created temporary housing sites, many do not meet accepted humanitarian standards. PAOK is committed to working with the government, local aid partners, foundations and NGOs to improve conditions at existing sites and identify more suitable accommodations

With conditions deteriorating and legal routes into Europe closed, refugees inevitably will turn to more dangerous options to reach the sanctuary they seek. The short & long term focus of PAOK FC is to provide help and support whenever is needed, as long these people will stay in our beautiful country, Greece.

#weareallrefugess



PAOKACTION

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Any questions or in need of further information?

Please contact us by phone or email

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PAOK ACTION

"Because all together we can make our world a little bit better!"