World Rugby and ChildFund ‘Pass it Back’ to Change Children’s Lives through Sport

Sept. 5, 2018 – Today World Rugby and ChildFund launched an international partnership to change children’s lives through the power of sport, as part of Rugby World Cup 2019 to take place in Japan.

“We awarded the tournament to Japan because we knew that it could be a powerful game-changer for sporting and social change in Asia,” said World Rugby Chief Executive Officer Brett Gosper. “ChildFund Pass It Back is the perfect embodiment of that objective and we are excited about the impact rugby can have among thousands of children within the world’s most populous and youthful continent.”

“Rugby is a sport of character-building values and we have witnessed the solidarity of the rugby community in rallying behind Kamaishi (Japan) and I am sure that fans purchasing tickets for Asia’s first Rugby World Cup will be generous in supporting rugby programs that will make a real and lasting difference to thousands of disadvantaged children.”

Funds raised through the partnership will enable the award-winning ChildFund Pass It Back program to be expanded in Laos, Vietnam and the Philippines, and extended to other developing countries in the region. Donated funds will also assist emergency relief efforts in disaster-affected areas in Japan. Over 20,000 children from disadvantaged communities across Asia will benefit.

“This is an exciting opportunity. We believe every child should have the right to play, which is why ChildFund’s Pass it Back program was originally established for children in rural and remote communities of Laos and Vietnam,” said ChildFund Alliance President Michael Rose. “These are children who face significant challenges around poverty and inequality.”

The ChildFund Pass It Back program has already assisted more than 6,000 children across Asia, with its unique curriculum that integrates tag rugby and life skills learning to help young people in a range of areas including leadership, problem solving, gender equity, conflict resolution and planning for the future. The program has high participation rates for girls and young women.

“The partnership with World Rugby will help ChildFund reach even more young people in Asia who have been marginalized, whether children from poor communities, young people living in rural and remote areas, girls or others who have never had the opportunity to take part in an organized sport,” said Anne Lynam Goddard, President of ChildFund International. “ChildFund is honored to join this global initiative to improve the lives of impoverished children in Asia.”

About ChildFund
ChildFund is a global alliance of child-focused international development organizations which assists more than 14 million children and their families in over 60 countries. With a long-standing and trusted presence in many of the world’s poorest communities, ChildFund works in partnership with children, their families and
local organizations to achieve lasting change, respond to humanitarian emergencies and promote children’s rights. ChildFund implements programs to improve education, healthcare and child protection. It also delivers programs to build the resilience of children and youth, including sport for development – most notably the highly successful ChildFund Pass It Back program.

**About ChildFund Pass it Back**
ChildFund Pass It Back is an innovative sport for development program led by ChildFund in partnership with World Rugby, Asia Rugby and Women Win that delivers an integrated life skills and rugby curriculum for children and young people in disadvantaged communities across Asia. With a focus on gender inclusion, more than half of all players and coaches are female. The program’s objectives are to equip children and young people in Asia to overcome challenges, inspire positive social change and ‘pass it back’ to their communities. ChildFund Pass It Back is a key component of World Rugby’s Impact Beyond 2019 Program.

**About World Rugby**
World Rugby is the international governing body of rugby union and is committed to the growth and sustainability of rugby around the globe, underpinned by the values of integrity, respect, solidarity, passion and discipline.