



2010 FIFA World Cup Legacy Proposal

2010 World Cup Concerns

The 2010 FIFA World Cup is likely to amplify and compound existing negative paradigms with youth at risk, namely:

- Recruitment into gangs
- Drugs, alcohol, & absence of supervision
- HIV /AIDS
- Extended school holidays increasing youth vulnerability
- Child prostitution/trafficking
- Foreign capital/currency actuating criminal behaviour

Grassroot Soccer (GRS) trains soccer stars, coaches, teachers, and peer educators throughout the world's most HIV-affected countries to deliver an interactive HIV prevention and life skills curriculum to youth. GRS is a leader in the 'sport for development' movement, transforming research into action and engaging young people through schools, community outreach, and social multimedia.

Outward Bound Trust of South Africa is one of the world's leading international **non-profit** experiential education organisations. We use outdoor and adventure activities as a profound metaphor through which to promote individual growth and community transformation. These **learning interventions** are designed to be transformative experiences in the lives of young people. We aim to positively effect **change** in youth at risk and to **empower** young South Africans with the character, will, values, and self-belief to live their lives to the fullest.

Aims/Objectives of the GRS and Outward Bound Strategic Partnership

- Sustainability & Measurable Outcomes
- Education (Life Skills/HIV/Environmental/Leadership & Personal Development)
- Occupy students with healthy alternatives
- Crime prevention/Intervention
- Reward and Recognition for participation
- Catalyse leadership and community service
- Provide role models, mentors, and supervisors
- Opportunities for youth to participate in something that they have never experienced before

GRS Program Outline

Grassroots Football for an HIV Generation (F4) & Skillz Program is an initiative between the African Broadcast Media Partnership (ABMP), Coxswain Social Investment Plus (CSI+), Grassroot Soccer (GRS), LoveLife and UNAIDS, which strives to capitalise on the excitement surrounding the 2010 FIFA World Cup™ by using sport to fight HIV and AIDS in Africa.

F4 serves as the platform for HIV prevention efforts across Africa using the game of soccer, soccer role models, and principles of soccer to educate and prevent new infections in African youth. The F4 Initiative is brought to life through the delivery of Skillz programming at the community level, supplemental mass media messaging, and coordinated advocacy.

Grassroots Soccer in partnership with FIFA Football for Hope Centres and Castrol, will be implementing a total of 44 Skillz Holiday Programs in seven of our nine provinces between 14th September 2009 and 09th July 2010, with special attention on the extended school holidays in June/July 2010.

Each program will last 5 days and be keep the participants occupied with healthy activities from 9am-3pm each day.

Basic Objectives

- Life Skills
- Voluntary counselling/ HIV testing
- Tournament matches
- Educational activities

GRS will then identify 56 suitable candidates from each Skillz program based on specific criteria and nominate them to attend an additional 5 day outdoor adventure program facilitated by Outward Bound.

Outward Bound Program Objectives

The leadership and personal development programs will both have an environmental education component which will introduce the students to flora/fauna, explain the importance of preserving nature, carbon footprint/global warming and the importance of water management.

We will encourage the students to identify opportunities to transfer skills acquired back to their community and to catalyse leadership potential. There will be opportunities for individuals to return to F4 and Grassroots Football for Hope Centre to volunteer.

We will use the 2010 World Cup as a platform to expand our portfolio with a module which encourages students to explore the concept of being Proudly South African and the responsibilities they have as members of the nation. Each individual will be given the opportunity to sign a constitution committing to making the right choices and making a positive contribution toward society.

Students will also be provided the opportunity of watching key fixtures which overlap with their outdoor program to ensure that they remain an integral part of this exciting event and each student will receive a branded soccer ball on successful completion of the program.

Personal Development Program:

Aims and Objectives	Outcomes
<ul style="list-style-type: none">• Capacity Building• Resilience and coping skills• Team work and effectiveness• Exploring Diversity• Environmental Skills	<ul style="list-style-type: none">• Recognize strengths, self awareness, conflict resolution• Goal setting & planning, handling adversity, resisting negative behaviour• Listening, commitment, trust, cooperation with common goals• Tolerance & Acceptance, Respect• Navigation and map reading, preservation of environment

Leadership Program:

Aims and Objectives	Outcomes
<ul style="list-style-type: none">• Problem solving & creative thinking• Leadership Skills • Communication• Decision making strategies• Environmental Skills	<ul style="list-style-type: none">• Identify & solve problems, alternative solutions, using all resources• Managing and delegating, effective principles & practice• Strategy, confidence, articulation, language• Goal setting, review methods, patience, diligence• Navigation and map reading, preservation of environment

Partnership Benefits

The students will be in a healthy, positive environment for a total of 10 days during the holidays supported by constant positive reinforcement and encouragement.

The partnership between GRS & Outward Bound creates an incentive for individuals who complete the Skillz program to participate in an outdoor adventure education program.

Our combined program objectives complement holistic development and increase the potential to catalyse change in our youth.

Finally, this partnership provides an opportunity to be involved in, have an association with, and exposure to the 2010 FIFA World Cup, as well as an opportunity to engage with potential funders due to the marketing and media potential.

Logistics & Infrastructure

The proximity of the Football for Hope Centre in Khayelitsha and our operation base in Hottentots Holland Nature Reserve allows for affordable and punctual transport options which maximise the impact of the program.

GRS has the infrastructure, volunteers and student numbers to successfully identify and nominate students who fulfil the criteria for a successful outcome.

GRS and Outward Bound are able to manage, support and coordinate these large student numbers and provide sustainable, measureable outcomes.

Proposed Schedule

Monday 14 June Friday 18 June	Thursday 17 June Monday 21 June
Monday June 21 Friday June 25	Thursday 24 June Monday 28 June
Monday 28 June Friday 2 July	Thursday 01 July Monday 05 July
Monday 5 July Friday 9 July	Thursday 08 July Monday 12 July
Grassroots F4 Skillz Program	Outward Bound Personal Development and Leadership

Funding Requirements

We operate on a fixed fee structure of **R 350.00** per person per day **including VAT**

The Duration is 5 days = **R1750** per student

56 Students=**R 98,000.00** per program

4 programs Total = **R 392,000.00**

OBSA qualifies as a beneficiary under the BEE Code of Good Practice and as a section 21 Non-Profit Organisation.

Course Fee Includes:

- Facilitation and activities
- 3 meals per day
- Tented accommodation
- Park reservation fees
- Gear & technical and safety equipment
- Group Assessment & Individual Assessment
- Client report & photographs & experience letters
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Proposed Activities

- Hiking & navigation, camp craft & outdoor cooking
- Team initiatives breeches buoy/raft building & group dynamics
- Abseiling & rock climbing

Thank you for allowing us the opportunity of presenting this exciting initiative and for considering our proposal. We look forward to your response.

Best regards,

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Marketing and Fundraising

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