



KICK OFF THE BALL FOR MENTAL AND PHYSICAL WELLBEING OF THE YOUNG PERSON

2. EDITION ESFA CUP TOURNAMENT 2022 REPORT

CATEGORIES:
U15 & U13 YEARS BOYS



**YOUTH INITIATIVE DEVELOPMENT
PROGRAMME (YIDP)**

1. BACKGROUND

COVID-19 has created an unprecedented health crisis, disrupting the lives of thousands of individuals, as well as their societies. Young people are seriously affected by the pandemic within disadvantaged communities. Hopelessness and hunger (hardship within the surrounding) has led to depression and anxiety which later resulted to force and consensual sex for monetary gains by incredibly young boys and girls, early pregnancy, early marriage, drugs, and substance abuse amongst others and an advanced stage of it results to suicidal.

Youth Initiative Development Programme conducts annual tournaments to advocate for the importance of mental wellness. Throughout the event, we share knowledge to help young people overcome these challenges and to ensure children and youth grow up in a safer and conducive environment. We use sports as a vehicle to reach out to the young people and embrace a concept built on the African philosophy of Ubuntu, which can be translated to “I am because we are”.



1. BACKGROUND

When young persons develop the ability to take initiative to accept reality, solve problems, overcome difficulties, manage conflict, interact with each other, and understand instructions - it helps them overcome adversity and build resilience. Kick off the ball for mental and physical wellbeing has been instrumental for young person's development in Njiru and its surrounding.

Article 31 of the United Nations Convention on the Rights of the Child states that children have the right to relax and play, and to join in a wide range of cultural, artistic, and other recreational activities. This is never respected especially in many parts of Kenya where girls are expected to stay at home and perform domestic chores.

According to Participatory Situation Analysis for Nairobi Plan International Program Unit13 social-cultural myths, beliefs, and practices that entrench and compound the gender and generational marginalization has clearly defined boy child and girl child and has engendered continued isolation of the girl child all in the name of "social construction" of the society. Girls are facing a series of unique and urgent challenges that require specific attention if we are to harness the remarkable potential of girls to create a better life for themselves and their children, a more prosperous community, a healthier workforce, and a stronger nation.



2. ABOUT US

Youth Initiative Development Programme (YIDP) is a charitable organization for developing youth through sports using value-based football games as tools to promote education, healthy lifestyle, child protection rights, youth free from drugs and substance abuse, football talents and life skills of children and youth in Nairobi Kenya. YIDP utilizes different sport related drills and games as well as events, grassroots tournaments, and forums both in and out of school as platforms to advance various community development objectives highlighted above. An average of 10,000 teenagers ages 8-18 in and around Nairobi county participate in our annual football tournaments. Our programmes models behavior change activities anchored on life skills training, youth mentorship and child participation and protection and academic recognition and support

Venue- Bamau, Njiru; ESFA Cup 2022

Event Date- March 31-02 April, 2022 Under 15 Years

April 23rd and 24th 2022 Under 13 Years

Mission- Host an event at the highest quality so every player, coach, parent, and fan can experience and celebrate soccer/football as a community

Goals - Host an entertaining event, partner with great companies to advocate for mental and physical wellness, achieve the whole community concept, contribute to local non-profit organizations to impact lives for the better

Core Values - Integrity , Service to others, and Pursuing excellence



3. ESFA CUP 2022 TEAMS

Below are the under 13 years teams that participated:

Winner: Rodney Strikers FC

First Runner up: Ebenezer Stars Football Academy

Second Runners up: Victors Faith Church Academy



Teams Names:

1. Ebenezer Stars Football Academy
2. Victors Faith Church Academy
3. Rodney Strikers
4. Kuza Academy
5. Kariobangi South All-Stars
6. Rising Stars

1. Best Goal Keeper- Climax Kombo(Rodney Strikers)
2. Top Scorer- Kevin Otieno (Rodney Strikers)
3. Best Players- Gibson Wafula (Rodney Strikers)
4. Most Disciplined Player- Edwin
5. Kariobangi South All-Stars
6. Youngest and best players- Samson Mutua (ESFA)

3. ESFA CUP 2022 TEAMS

Below are the under 15 years teams that participated:

Winner: Rodney Strikers FC

First Runner up: Springstars

Second Runners up: PAG School



Teams Names:

1. Ebenezer Stars Football Academy
2. Victors Faith Church Academy
3. Rodney Strikers
4. Impact FC
5. Kariobangi South All-Stars
6. Rising Stars
7. Young Boys
8. Young Lion
9. Cheza Sports Academy
10. PAG School
11. Saika Youngs
12. Bilbao
13. Vintage SC
14. Black Panther

1. Best Goalkeeper-James Foubian (Rodney Strikers)
2. Top Scorer- Brighton Chanzu (PAG School)
3. Best Players- Alex Mwangi (Springs Stars)
4. Most Disciplined Player- Edwin
5. Kariobangi South All-Stars
6. Youngest and best players- Samson Mutua (ESFA)
7. MVP- Collince Musyoka (Young Boys)
8. Most Disciplined Team: Young Boys and Rodney strikers
9. Most Disciplined Coach: Justus Jack(Young Boys) and Tyson Otieno(Rodney Strikers)

4. PRIZES AWARDED TO U13 & U15

Best Player Branded water bottle
Top Scorer Boot and branded water bottle
Goalkeeper kit and branded water bottle
M.V.P: Boots and branded water bottle
Medals awarded to numbers 1,2 and 3
Awarded 16 coaches with branded water bottles
Certificates to all the teams and players
Awarded officials and coaches event t-shirts
8 quarter finalist teams awarded a trophy

NOTE:

All 8 teams to make it to quarters will be awarded 12 pieces of jersey



5. OUR TEAM

Collince Dundo
Founder and Interim CEO

Benta Vusha
Project Coordinator

Bernard Obuya
Patron

Liz Otaye
Volunteer Cooperate Affairs



6. PARTNERS & SPONSORS

... AND CONNECT WITH THE COMMUNITY.

Youth Initiative Development Programme becomes able to arrange the event ESFA CUP 2022 Tournament for young people 9-15 years of age from various soccer clubs as we advocate for physical and mental well-being. This is all because of our) sponsors that played a great role to make this event take place in a lavish style. Thank you for providing refreshments, sports kits, bottles and many prizes to appreciate the participants. Youth Initiative Development Programme gain huge success due to your support. Children enjoyed a lot. Your corporation in providing help to organize the event is highly appreciated.



7. OBJECTIVES

5.1 OBEJCTIVE

- To recruit and train talented youth in football
- Create awareness about the problems facing the youth e.g depression, Crime. Drug abuse, sexual immorality unemployment.
- Cleaning our environment and educating people on the importance of a clean environment.
- Improving and promoting youth talents and skills.
- Participating and encouraging youth in spiritual activities.
- Alert the youth of the dangers of tribalism and nepotism.
- Reducing crime rate and poverty through job creation
- Educating the youth about the dangers of depression
- Organizing games and sports activities to bring the youth and kids together.
- To create and institutionalize soccer as a professional career choice to the youth and kids
- To facilitate the development of professional football in Kenya.

The ultimate goal of this tournament is to Improve

- To improve mental and physical well-being for vulnerable young people through soccer and mentorship. Thus, take soccer standards of kids talented in soccer to the next level



8. EXPECTED OUTCOMES

EXPECTED OUTCOMES

- Enhanced leadership skills amongst 500 young person through participation in football and life skills/mentorship activities during the tournament
- Improved self-confidence and self-esteem of 500 young person through participation in football and life skills/mentorship activities
- Young football stakeholders commit funding for football to support young people
- The expected reduction in cases of suicide, early marriages, and early pregnancies.
- Increase the rate of participation in playing soccer.
- Discover various talents amongst themselves and build confidence.
- Making young people become more supportive.
- Break various stereotypes amongst these young people
- Retention of young people in school.
- The increased signing of good players to join national clubs by scouts.
- Better performance in sports activities.



9. SPONSORSHIP

Our amazing sponsors and supporters allowed the Youth Initiative Development Programme to run the grassroots tournament to advocate for mental and physical wellbeing and create a platform for talented young person to showcase their talents.

1. Provided funding for transportation of the players from their various destinations.
2. Provided groundsman support and equipment for the tournament.
3. Live stream all games on number one and provided world-leading software to live score all games.
4. Provide prizes for the Tournament (best player, goalkeeper, top scorer, most discipline team, champions, first runners up and second runner up)



10. TARGET AUDIENCE

Our focused target market is millennials, ages 9-25 years. Along with that our core market and fans are all sports lovers which boasts a population of well over thousands of fans,
As well as we are increasing our fan following by providing them with a great sporting environment.

Sponsoring ESFA Cup 2022 2nd edition provides a unique opportunity to connect your brand with a target audience of 90% of players involved in football programs, and spend an average of \$ 15000 per year on sporting goods/ athletic purchases. This event will reach a blended key audience with an economic force and a passion to align themselves with brands that impact an emerging scene and increase loyalty to their favorite events. With our engaging marketing strategies and on-site visibility, this event will provide sponsors with a major opportunity to gain new consumers.



11. WHY YOU SHOULD SPONSOR US!

In return for your support, your brand will be highly promoted throughout our events and programs, as well as various social media platforms, as an official sponsor of the ESFA Cup Tournament which project of the Youth Initiative Development Programme.

Our following and popularity are growing consistently, As we have already built our image and people already trust us because they have been attending our games in past.

Youth Initiative Development Programme has a very professional and clean look. Extremely marketable, and would make remarkable partners.

BRAND EXPOSURE	BUILD RELATIONSHIP	BUSINESS IN THE SPOTLIGHT	HEIGHTENED VISIBILITY
<ul style="list-style-type: none">• The opportunity to promote your brand, and to maintain a high profile among key participants before, during, and after the event.	<ul style="list-style-type: none">• Opportunity to consolidate corporate and community relationships, and expose your brand within key markets.	<ul style="list-style-type: none">• Sponsoring our tournament will help you stand out from the crowd. It enables you to prominently display your products and marketing materials.	<ul style="list-style-type: none">• Positive publicity from print and electronic media will help increase the visibility of your company's products and services. Your brand will benefit from media coverage that otherwise could be prohibitively expensive.



12. PREVIOUS EVENTS

.13.1. ESFA CUP 2020 U18; THEME: KICK OFF THE BALL FOR MENTAL AND PHYSICAL WELLBEING FOR THE YOUNG PERSON.

Below are the teams that participated:

Category: U18

Winner: Toben FC

First Runner up Cheza Sport Academy

Second Runners up Ebenezer Stars Football Academy



Teams Names:

- | | |
|------------------------------------|-----------------------------------|
| 1. Ebenezer Stars Football Academy | 9. Fanko FC |
| 2. Midihill Soccer Academy | 10. Ruaraka sports Academy |
| 3. Members United FC | 11. Neva Luzii FC |
| 4. Nairobi County Academy | 12. Kihumbuini FC |
| 5. Kessoccer Academy | 13. Toben FC |
| 6. Wysa | 14. Real Maono FC |
| 7. Ambassadors FC | 15. Black Panther FC |
| 8. Cheza Sport Academy | 16. Kariobangi South all stars FC |



13. PREVIOUS EVENTS

ESFA CUP 2020 U13; THEME: KICK OFF THE BALL FOR MENTAL AND PHYSICAL WELLBEING FOR THE YOUNG PERSON.

Below are the teams that participated:

Winner: Rodney Strikers FC

First Runner up: Gitothua Academy

Second Runners up: Maridadi FC



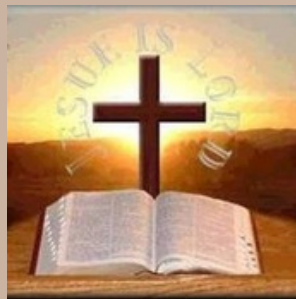
Teams Names:

- | | |
|------------------------------------|-----------------------------|
| 1. Ebenezer Stars Football Academy | 9. Istanbul FC |
| 2. Black Panther FC | 10. Kariobangi All Stars FC |
| 3. Elman FC | 11. Rodney Strikers |
| 4. Corner Legends | 12. Blep Academy |
| 5. Kuza FC | 13. Gitothua Academy |
| 6. Maridadi FC | 14. Ushawishi FC |
| 7. Nairobi County Academy | 15. Shalom FC |
| 8. Young Boys | 16. Kesoccer Academy |





15. 2022 EVENT SPONSORS FOR U15



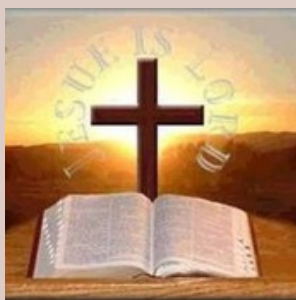
ESFA CUP 2022 U15



16. 2020 EVENT SPONSORS FOR U13



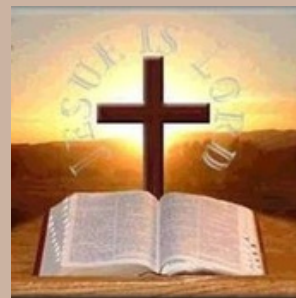
YOUTH INITIATIVE DEVELOPMENT PROGRAMME



ESFA CUP 2020 U13



17. 2020 EVENT SPONSORS FOR U18



YOUTH INITIATIVE DEVELOPMENT PROGRAMME



ESFA CUP 2020 U18



FOR PARTNERSHIP

Collince Dundo
cdundo@yidpk.org or
info@yidpk.org
+254710703891



Visited Guests

1. Secondary schools soccer scouts (Recruiting class 8 for sponsorship)
2. National former soccer players legends
3. Area administration
4. Mental and Physical Health Experts
5. National and grassroots coaches