

YOUTH INITIATIVE DEVELOPMENT PROGRAMME

“Transform to Make a Difference through Sport”



**Youth Initiative
Development Programme**

Profile

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YIDP Director (Collince Dundo) speaking at our tournament held on 2018, in Korogocho slums with over 20 teams and 100 children and youth.

1 About us



YOUTH INITIATIVE DEVELOPMENT PROGRAMME (YIDP) is a grass root youth driven Non-Governmental Organization (NGO) based in Kisumu County, Homabay County, Kakamega County, Nairobi County and Siaya County in Kenya. Founded and started its operations in 2015

and registered as an NGO in 2016, the organization intervenes on youth and children rights, youth health and healthy life style (life skills), youth employability and livelihood (Social entrepreneurship/ economic development and empowerment), Youth and children development (formal and informal education), gender equality, technology skills for youth, and peace building and reconciliation. YIDP utilizes the power of sport as a comprehensive tool for addressing the above-listed interventions and has already impacted more than 1500 youth between ages 5 and 30.

1.1 Vision:

“To see all young people in the community identify and develop their talents, become meaningful contributors in their communities towards sustainable developments, and lead fulfilled productive lives.”

1.2 Mission;

To promote access to health care, education, ICT and nurture talents through sports among the youth and the community at large.

1.3 Mission statement;

“To be the leading grassroot youth initiative nonprofit sports organization in Kenya, providing effective sporting and social inclusion initiatives for youth and children.”

1.4 Our Values;

- Motivate and inspire
- Teamwork
- Maximum participation and inclusion
- Total enjoyment and learning
- Integrity

1.5 Targets beneficiaries

- Youth and children between 5 and 30 years
- Local community

2 Projects

2.1 Sports for Mental Well-being

Sport is the primary intervention tool that YIDP uses to propel children, youth and communities. It has proved to be a unique and innovative all-terrain medium that knows no bounds. It is international in scope, intercultural in appeal and there are no social hang – ups. It moves swiftly through all different races, religions, ages, gender and status. Sport is a great common denominator, opening doors to all levels of society. It does not discriminate.

Currently football is a major sports code for the youthful community in Kenya. The program is managed by our Sports council formed by youth who have a passion in Sports for Mental Wellbeing. It involves a number of activities aimed at developing youth and children sports talent in the area and impacting the future development both in sports and through sports in the country.

We are also focusing on training professional football coaches, referees, sports administrators, athletic and first-aid injury therapists, and event management leaders (leagues & tournaments). In the future we plan to have a football academy for the community in Kakamega County, Nairobi County, Siaya County, Homabay County and Kisumu County, Kenya, with well-developed sports facilities including a stadium.

2.2 Ebenezer Stars Football Academy

While Kenya as a country has been left behind to watch the on goings in the world of football, it is still a highlight in other key sports around the globe, i.e. Athletics, Rugby and Cricket. For decades, Kenya's football administration has not developed a football structure that grooms the talents of youth and children, with coaching education remaining inadequate. The talent, drive, and leadership in players and coaches are visible, but must be assisted by the administration to flourish.

Ebenezer Stars Football Academy program aims to **“set up quality football development programs”** to improve the level of football in the country, and produce world class football talents, as players, coaches and administrators.

Our Football Academy program is implemented alongside the Sports and Inclusion program, which provides the platform for talent identification and further nurturing in the Football Academy.

The program was started in 2017, and is managed by both passionate qualified coaches and dedicated volunteers in the field. Currently the program has a number of All-Star teams in the age categories of U10, U12, U14, U16, U18, U25 at every level developing the players.

The youth football development structure is in place, with the administrators, coaches trainers/assessors, coaches, referees; all stars teams and a number of target activities.

The program has junior boys (men) and girls (female) teams which will graduate to senior team, whose mission will be to represent YIDP in the National league and other international tournaments.



Ebenezer stars football academy stars receiving new balls donated by Christ Economy

2.3 Youth health and healthy lifestyle

Depression education, drugs and substance abuse and life skills training are integrated into the sports activities with an aim of addressing the key social challenges that are facing the youth in the marginalized communities we work in. **YIDP uses sport as a way of bringing young people together to participate in fun and educational games and activities while delivering knowledge and practical skills about how to live a positive and healthy life.** Sport and physical activity are used to build awareness about depression while also encouraging peers to discuss issues affecting their lives and their communities. The model goes beyond depression education and places a strong emphasis on facilitating the development of life skills in youth. Among the challenges that the youth in Kenya are facing are school dropout and lack of school fees to further their primary, secondary, tertiary and higher education. It is evident in our four centers that this challenge leads to many more challenges; namely drug and substance abuse, child prostitution, crime, illiteracy etc.

We have introduced ongoing football training in our 4 centers i.e. Korogocho, Njiru, Kadongo and Nyakach in order to keep the youth and children engaged as we equip them with skills that they can apply in their daily lives and overcome the daily social challenges in their community.



Collince Dundo (far left) with some players accepting equipment from our partner Britannia in 2020.

2.4 Youth and Children rights

The systems in Kenya provide limited information about youth and children rights and mostly this information is inaccessible to them. We integrate this in our trainings as part of raising informative and active youth for national development. This intervention also helps build peace and reconciliation among the youth who have joined different sects within the community. We advocate for *participation rights* that allows children and adolescents to take an active role in their communities (e.g., the freedom to express opinions; to have a say in matters affecting their own lives; to join associations etc.)

2.5 Capacity development

The focus of this initiative is to provide capacity trainings aimed at quality delivery of the entire YIDP programs and at the same time prepare youth and volunteer leaders for the outside world. We work with like-minded initiatives to conduct the following trainings for the youth:

- Football coaching and refereeing

- Event management skills (tournament and league management trainings)
- Sport administration and development
- Leadership and mentorship
- Environment conservation awareness
- Peer education
- Entrepreneurship



YIDP team of community mobilizers engaging and sensitizing the parents on the importance of allowing their children to pursue their dreams

2.6 Gender equality

YIDP initiated a gender equality program to help the adolescent and teenage girls and boys equally gain access to development activities in life skills and healthy life style, culture, leadership, and peer education.

The impact of these activities are to build self-esteem and leadership skills for both girls and boys; increase gender consciousness; raise awareness and exchange information concerning the various issues affecting young females and males in the informal settlements in counties we work in (e.g., sexual and reproductive health, teenage pregnancy, gender based violence, rape, prostitution, etc.) – talking with girls and boys about making right choices in life and assertiveness – saying “No” to what you do not want and “Yes” to what you want.

YIDP creates opportunities for both girls and boys and perspective through a mentoring and role modeling programme connecting younger and older professional to one another. The impact on the community is to change the perspective of how women are seen as capable human beings who can bring change in the world and not as confined to roles of domestic chores and serving others.



Parents and their children taken through gender equality and why it is important

The program also encourages and facilitates formal and informal education. Parents and leaders are engaged for necessary support, and the organization takes the role of facilitating this process. The overall aim here is to produce learned independent youth who will be in the fore front in contributing to the socio-economic development of their communities.

Girls and boys are targeted and recruited into the program at early and easy to build/develop age, that is, between 5 and 30 years. And with the above remaining as key focus areas, sports is a very important vehicle, where mobilization, recruitment, assessment/monitoring of the girls and boys growth is done through the existing sports and life skills program.



Boys and girls from Sunrise pedagogical academy competition on a volleyball. What a man can do a girl can do better

2.7 Empowering girls and young women

Gender inequality has become a big issue in disadvantaged communities today. YIDP objective to empowering girls and young women by helping to strengthen their self-esteem and social status in the community. Using the power of sport to help address gender inequality and violence against women and girls. Young people, both male and female, take part in weekly football sessions to learn about gender issues and how these affect their communities. These sessions will help develop young leaders who will be empowered to be a stronger voice on violence against women and girls and other issues.

The programs use local grassroots coaches trained by our club coaches in order for them to deliver the sessions, and are all volunteers. There is a strong focus on outreach and advocacy to reach out to the wider community on the negative consequences of violence on the ability of women and girls to fulfil their potential.



YIDP involve in gender equality training to young girls in over 20 secondary school in the village

2.8 Youth Employability and Livelihood Project

In YELP we are committed to changing the lives and livelihoods of our youth and community at large. YELP core focus is to empower the youth with social entrepreneurship and ICT skills that will boost their economic development. The project targets very active and promising leaders and youth as beneficiaries. The project aims to live by its name and become a beacon of light for instilling hope, inspiration, skills and offering opportunities for creativity and innovativeness to the beneficiaries.

The project has three focus areas;

- Training the youth on social entrepreneurship and Technology, helping them develop business plan for the ideas they have and supporting them to start the enterprises.

- Setting up Income Generating Projects; designed and identified projects are, Green housing, Cattle breeding (dairy and meat), Chicken breeding (layers and broilers), Car washing, Property development (hostels, guest houses).
- Trainings and Capacity building: identified leaders and youth undergo trainings in social entrepreneurship, Micro, Small and medium enterprise, M&E and reporting, project management and finance management.



Social entrepreneurship introduction to over 200 students at Sigoti

The project selects its beneficiaries as follows;

- Very active and promising youth and leaders are given opportunity to join in groups of 3 to 5 people, discuss and define an idea, with intent to develop it further into a project for implementation.
- Individuals in the organization with brilliant business and investment ideas are incorporated into the project and supported to develop their ideas into a project reality.
- All the beneficiaries are recruited from the ongoing Sports for Mental Wellbeing which are the core of each strategy and project in the organization.

This project plans to grow into a community managed micro finance (CMMF) in order to benefit the wider community.



Collince founder of YIDP distributing \$50 to most disadvantage parents of the players to startup a business.

2.9 Community outreach and environmental awareness: “I care” Project.

This project aims to conserve the environment through planting of trees, community clean up exercises, general hygiene and sensitizing the public on the significance of conserving the environment to at least its natural status and maintaining cleanliness within the community and its environs.

YIDP Kenya teams, players and leaders commits to monthly I-care environment activities, community members and leaders are engaged and environment conservation awareness is created to the community.

The project has a belief that ‘*a clean environment*’ is a recipe to a healthy life style and helps greatly in curbing disease that endanger people’s lives as a result of a dirty environment.

2.10 Mentor me Project (Escalate Mentorship Programme)

The aim of this project is to have youth and children who are ‘*educated, inspired and able to see their future with much optimism*’. The youth are engaged through weekly discussion forums in realizing their conditions, problems and challenges and developing solutions for their challenges. They make beadwork e.g. bracelets, necklaces, and bangles etc. that are sold locally and internationally and from the profit they are able to access scholarship for their education. They

are as well engaged in the mentorship programme (life skills, education and career mentorship), inspirational programme and activities in order to open their minds, so that they can see real possibilities in life and provided with access to information through a community library/knowledge hub. Through the forums we have role models who are invited to interact with the youth and children as they share and inspire them. The goal is to have “Educated, Inspired and Empowered” young leaders.



Thematic and Intervention Areas;

- Scholarship programme.
- Mentorship and socio-economic programme.
- Inspirational programme.
- Community Library

3 YIDP club

3.1 How YIDP friend club works

YIDP friends club is open to individuals who are willing to become friends of YIDP by supporting children who are participating in our program through secondary, TVETs and college/university education or by donating towards workshops organized to equip the children with life skills.

3.2 Long term impact of the YIDP friend club

This initiative will help disadvantaged children and youth in five counties of operation access formal education thus preparing them as future independent citizens and generally alleviating poverty and unemployment in the long term. Further the initiative will help equip the beneficiaries with life skills through organized on going trainings which will enable them make right decisions.

3.3 How the children are selected

The children are only selected from our areas of operation and are selected by a committee formed to oversee the process. We have established a criterion where by children who are needy and are consistent participants in our ongoing programs are selected.



4 Impact so far

YIDP's interventions since 2016 to date have shown positive developments in the lives of children and youth and as well as local communities; some of the impacts are as follows:

- Initiated the only community football center for the U10, U12, U14 and U17 youth in Kisumu, Homabay and Nairobi Counties, reaching more than 50 teams and 1250 youth and

children. This has **increased youth participation** and **improved sports skills** for the youth.

- We have so far managed to take **10 children** back to secondary school and **6 to colleges and university** levels and they are continuing with their studies.
- **Leadership development**; YIDP is founded and run by the youth themselves, by giving youth opportunities to lead has raised a young generation of leaders in the area who are responsible and enlightened.
- **Community engagement and involvement**; parents and community leaders are now involved in development work in counties of our work; this was facilitated by using the youth to bridge the gap and actively engage their parents in community work.
- **Improved depression and life skills awareness among the youth**. In 2016, majority of the youth could not make informed choices about their life. YIDP started integrating this into Sports programs; currently 50% of active youth in YIDP possess and are aware of the fundamental life skills.
- **Gender balance/equality**; YIDP believes in advocating and engaging both genders in its development work. Girls are able to do all that boys are doing in the organization; there is improved participation leadership and activities.
- Established **Ebenezer Stars football academy** with U11, U13, U15 and U23 teams and
- **Established local and international networks**. Since the organization was started, it has managed to attract very important local and international partners and networks. The organization is in touch with the community and the local authorities and institutions.

5 2020 Impact and COVID-19 Response

Youth Initiative team taking measures to stop the spread of COVID-19 in the disadvantage community is particularly difficult. Social distancing is a challenge in homes where 5 or more people live in one small room. Regular hand washing adds extra costs as families buy water by the bucket. Schools are closed and children who normally rely on the free meals they get at school are going hungry. Many families normally rely on casual labour for their income and many are losing their jobs at this time. The market has been demolished and some houses, the eviction has taken place when COVID-19 is still on the rise.

Youth Initiative Development Programme takes part in mobilizing resources to buy food, face masks and detergent to support families who lost their jobs at this time of COVID-19 in Korogocho Slum Nairobi, Kenya to flatten the curve. So far we have managed to feed over 100 youth.



Pastor Maina distributing food donated by Oshwal

May 2020

- Ran an ICT introduction program for over 1000 young people both in schools and at home through a team of volunteers from universities in Kenya.

August 2020

Exchange Programme (Deyna Junior Tournament) – Starogard Gdansky, Poland

- YIDP worked in partnership with Beniaminek 03 to nurture talent through an exchange programme.
- YIDP facilitated the travel of 10 talented children aged 10 years old to attend the *Deyna Junior Tournament* which was attended by 20 European scout clubs including Manchester City, Malaga FC and Beniaminek 03
- Due to COVID-19, the tournament has been postponed, but YIDP is actively looking to continue such events for our youth in the future



November 2020

ESFA Cup Tournament – Nairobi, Kenya

- YIDP organized a under 13 tournament on 14-15 November, 2020 attended by 16 youth teams across Nairobi, Kenya from neighboring counties. Finals was played with Rodney vs Githua. Rodney won and crowned ESFA Cup Champions: Kick off the ball for mental wellbeing (see pictures below)



- YIDP organized a U17 tournament on 11th & 12th December, 2020. 16 teams attended across Nairobi. Finals played by Cheza Sports vs Toben. Toben won and crowned ESFA Cup Champions U17.



Collince Dundo Founder of Youth Initiative Development Programme and Tonny Guest of honor handing trophy to the Toben FC captain.

- Partnered with YIDP and local volunteers to organize over 20 games over the weekend for youth for free
- Partnered with Britannia Foods to provide players with snacks and refreshments during tournament
- Partnered with Collection Fund Christ Economy and Demerk Discounter and received a donation of 12 soccer balls
- Awarded winning teams with trophy and was able to provide an environment of friendly competition and collaboration for over 100 youth to help improve mental well-being during the COVID-19 pandemic
- YIDP partnered with Rohto company which provided 24 T-shirt to the players.



Collecting donation of 12 soccer balls from Collection Fund Christ Economy and Demerk Discounter (left), Omondi, a star youth midfield player performs a tackle on opposing player at tournament (right)

5.1 Some of the under 13 16 teams that attended the tournament.



5.2 Some of the under 17 16 teams that attended the tournament.





5.3 Mentorship programme. 23.12.2020

Youth Initiative Development Programme carry over annual mentorship programmes to young people from disadvantaged communities. In December we managed to reach out to more than 5000 youth and children in Nyakach. Our teams provide mentorship and first aid training to take care of minor injuries which may occur during the soccer training or game. YIDP empowered the local clubs with soccer balls and uniform.



5.4 Reaching out to the widows and orphans 24-12-2020.

Most of us are fortunate, we don't know what it's like to be that hungry. But millions of widows and orphans do. Malnourished mothers give birth to underweight babies leading to a high mortality rate. The children who survive face their own battle due to a lack of food. Youth Initiative Development Programme has a food bank to share with orphans and widows to put a smile on their face.



6 Future plans

6.1 Short Term (1-2 years)

This is the event that you want to host. What you need:

1. Speakers
2. Food sponsors
3. People on job training
4. Cost

6.2 Long Term 2+ years

Build a world class talent based schools in Kisumu, Homabay, Siaya, Nairobi and Kakamega counties, which will produce international recognized talents who will in turn influence sports leadership, with an emphasis on football, and become a pillar in Kenya.

NB; YIDP's future plan is to have a talent corner for excellence that will be a beacon of light for the vulnerable children, youth and the community and play an important role in development work in Kenya. This will also help in developing a self-sustainable programme for the children, youth, sports and community development.



7 Get involved

In YIDP we believe in joining hands, it is not our sole contribution the far we have come and the miles we have covered since 2016. We attribute this to the power of networks and complimentary approach to development. You can be part of YIDP work by;

- Partnerships and networking
- Volunteering
- Telling YIDP's story
- Sharing knowledge and skills
- Donating to one of our programs
- Joining us on our social networks



7.1 How your donations to our tournaments make an impact:

Donate football equipment, balls, boots and football kits to help vulnerable youth engage with sports, foster teamwork, release endorphins and ultimately, use football as a medium to give young people important life lessons about hard work, dedication and relying on others.

More importantly, sports/football help to keep kids off the streets and away from the pitfalls in life that can happen to anyone without the guidance of people who care.



7.2 Why is your football equipment donation and support important to us?

Poor health poses a major challenge to socio-economic development. We support to address these challenges by offering a range of services including health awareness programmes for young people as well as a referral system to nearby health facilities. Some of the Key objectives they tackle range from depression prevention, education, environment, gender, health, social integration and youth leadership targeting poor and marginalized young people.

7.3 Why is your partnership support important to us?

Due to poor education, many youths lack skills making it difficult for them to find employment. They are exposed to health risks, alcoholism and drugs. Girls and young women especially face violence and crime, more than a few are discriminated and excluded from social life. To further support them we request partners to support us providing equipment such as computers, sponsorship, books and guidance to support and develop educational resources for vulnerable youth in disadvantaged communities.

8 Conclusion

We hope you will join us in standing by, for, and with young people, because solving the world's toughest challenges is not something we can do alone, in fact, only by working together can we achieve change that is truly transformative. Every donation contributes meaningfully to YIDP's mission of equipping young people in Kenya with the opportunities they need to unlock their potential and create the future they want.

Please know that we respect your right to privacy and will never sell, share, or trade donor information, including names, credit card information, email addresses, phone numbers, and other personal data. We will only collect information that is submitted voluntarily, and if you would like this information updated or deleted, please contact us.

We look forward to hearing from you!
Thank you, and God Bless.

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