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PROPOSAL

FOR

SPONSORSHIP AND FUNDING

YASENA FOUNDATION (YF)

YOUTH SPORTS ACADEMY

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YASENA FOUNDATION (YF) YOUTH SPORTS ACADEMY PROJECT PROPOSAL

Submitted by: Yasena Foundation (YF).

Project Title: Sponsorship and Funding of a Youth Sports Academy.

Project Beneficiaries: Youths / Communities from Western Kenya.

Registration No: CLG-6YFPER.

Location: Sabatia Sub-County in Vihiga County – Western Kenya.

Duration: 2 (Two) years.

Time Frame: Immediately After Approval

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EXECUTIVE SUMMARY

The Yasena Foundation believes every young person has the potential to do great things. We believe that through sports, youths are given the tools to explore, learn, invent, and develop. Spearheaded by its ambassador **Umerjet Kagira Yasena**, the mission of our non-profit generating organization is to help the youth to develop their cognitive and social skills through sports and education.

Using sports and education as our instruments, the organization aims to identify and nurture talent in youths from poverty stricken homes; where young people are forced to drop out of school due to financial constraints and even lack the basic human needs, negatively exposing such youths to crime and drug abuse.

Majority of the families in Western Kenya region have an average number of five children per household and are struggle to survive by doing odd jobs. All the family's small income is therefore basically for feeding the family (hand-to-mouth) and many of these households cannot afford the cost of educating their children and supporting them up to the level where they can sustain themselves.

As a result, children from these less privileged families attend schools that are highly congested and poorly equipped with no facilities for extracurricular education and development. Yet, these very same children are evaluated equally with the rest from better off families who have access to good schools with all the necessary facilities and better conditions. The **irony** of this is that the needy children that are in dare need of scholarships to further their studies, are the ones without any possibilities of achieving in order to benefit from it.

The opposite is true; that children from well off families who after attending very good schools perform well and are therefore eligible for free higher education at both secondary and tertiary levels. Unfortunately, parent from middle and low level families care very little about the size of their families thereby creating a vicious circle of poor and needy families transmitted from generation to generation.

Through identifying, nurturing and promoting talent, this project aims to give a concrete possibility of social and economic empowerment to the adults of tomorrow and to all their families and dependants.

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INTRODUCTION

Yasena Foundation (YF) is a dully registered non-profit generating organization in Kenya. Our objective is to improving the living standard of people in the western part of Kenya by identifying and nurturing young people with talent in sporting activities. Since its establishment Yasena Foundation has conducted and supported several sporting activities within the region in talent search and capacity building among the youth.

The area of intervention for this project is in Sabatia Sub-County within Vihiga County – Western Kenya. We request your support for the establishment of a youth football sports academy for both genders of between the age of **14-21**years old. Our vision is to operate a modern youth recreation and resource centre that will host a modern community library and an **all-round youth sport centre**. The centre will offer professional sports trainings alongside other short term basic education courses on healthy living (HIV/AIDS and Drug Abuse), ICT application, entrepreneurship skills and community development programs.

Our Mission

To create a better future for young people by improving their employability and key life skills, through our sports and education-themed personal development programs

Our Vision

To create a level playing field where every young person has the opportunity to create a better future for themselves.

Our Motto

“Start Small.....but start”

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CORE VALUES

- Professionalism
- Respect
- Integrity
- Dedication
- Excellence

JUSTIFICATION

Most youths are ready to defy some of the challenges prevailing in the world today such as unemployment and economic hardship, which has reduced them to the level of desperation. However, many of them have given up hopes and have buried their talents and now indulge in activities such as drug abuse, early marriages/pregnancies, prostitution, and crime. It can therefore not be argued that idleness breeds crime and other numerous malpractices that can only lead to the destruction of individuals and their communities.

The youngsters in Vihiga County just like any other youths in Kenya have got economic and social problems. The major economic problem is lack of employment opportunities. Youth population is dominant in the area and there are not enough jobs to absorb them. As a result, the youth get involved in illegal activities so as to sustain their lives. Common social problems are lack of recreation and entertainment centers, inadequate and unaffordable social facilities, etc.

To observe the problems of youths in Vihiga County, one just needs to visit any town or market within the county and see the army of youth sitting idle along the streets. It is common to see them in very large numbers crowding the streets without any engagement. If these youths can be mobilized in an organized manner, they can really bring about great change in their lives and in the society at large.

In December 2019, YF organized a football tournament dubbed the YF Tournament Cup 2019 edition within Wodanga Ward, Sabatia Sub-County in Vihiga County and the turnout was shocking. A total of six boys football teams and four girls football teams drawn across the Ward participated bringing together more than 300 youths who actively participated in the event. A lot

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of talent was identified during the tournament that if professionally nurtured, it can comfortably be marketable both nationally and internationally,

Recognizing all this, we do present this proposal to the development partners to fund this project so that the youth can contribute to the betterment of their own lives and improve the living standards of the entire region.

YF YOUTH FOOTBALL ACADEMY – BOYS & GIRLS

This program is designed for highly talented & committed players and is focused on guiding young players towards team play through co-operative and intensive professional training.

Participants will be coached to make effective choices about attacking and defending.

They will learn to understand the different positions within a team where they will be required to demonstrate specific attacking and defending skills. Training and development in speed, strength and endurance will also be incorporated into this program.

OBJECTIVES:

To nurture and develop players who can play at the professional levels (nationally and internationally) by creating a proper educational program entailing:

- Training access 4/5 times a week.
- Academic environment – perception that participants are first students then players.
- Regulated social environment - protected from negative influences & peer pressure.
- Character building and development - human virtues.

OVERALL OBJECTIVES:

In a region that does not count many industries and resources that constitute a source of empowerment through gainful employment, the overall objectives of this proposal include:

- Creating a community and sustainable academy in order to develop football sporting activities in the region.

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- Identifying sports talents in young people and giving them a chance at making a career even away from our academy.
- Engaging young people in physical and moral Education (life skills and peer education) with a view to reducing crime rate, drug abuse as well as the fight against HIV/AIDS and early marriages/pregnancies.
- Training young people in the sustainable management of bio-diversities and environmental protection.
- Building friendship ties with stakeholders as well as other sports oriented agents across the globe by participating in both national and international tournaments, exchange programs, work camps and activities that promote friendship, tolerance and fight against racism and all forms of discrimination.

EXPECTED OUTCOME

The anticipated outcome and the benefits of this Youths Football Academy Project would be multi-dimensional.

- The Participants shall be trained and equipped with basic material for re-training and career development.
- With sponsorship, partnership and adequate consultations, the project shall equally reveal more hidden talents in young people not only from Western region but equally from other parts of our country, Kenya.
- The coming together of young people from all parts of the country shall foster friendship ties and encourage national integration that is indispensable in national unity and nation building.

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- The training activities shall equally present and encourage the spirit of competition and especially self-challenge in all participants, whose spirit shall build strong personalities in each one of them.
- The project through its participants will help fight poverty, illiteracy, crime and other malpractice behaviors within their specific communities by way of earning a living from sporting activities.
- The project will increase sponsors and partners profile and awareness through marketing of their products and services to members of the academy, the community /region and to the entire nation at large.

PROJECT SUSTAINABILITY

This project is meant for the professional training of young people in football sporting activities.

The program shall be a continuous process of identifying, training, building capacities and causing sports men and women to participate in national and international events.

The Academy shall host local and international youth tournaments, put up sports facilities for hire, conduct training in sports related education, offer coach training courses for coaches, host seminars for sports marketing and branding as well as operating a sport apparel shop which are all income generating.

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MONITORING AND EVALUATION

The following assumptions were made in presenting this proposal;

- That the YF Youth Football Academy will identify and train those youths who are talented in football.
- That the Academy will help to expose the trained and talented footballers into the national and international market.
- That the Academy will create jobs in many directions.
- That the Academy will be a developing project by building football and other infrastructure.
- That both the public and private sector will welcome the initiative and support it.
- That assistance and funding will be made available for the resource of the Academy by whoever the Foundation approaches.
- That the Academy will increase awareness and market products of its sponsors and funding agents.

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MANAGEMENT AND TECHNICAL CAPACITY

POSITION	QUALIFICATIONS AND EXPERIENCE	ROLE IN THE ORGANISATION
Organization Director	<p>Stella Muthoni Adam. Bachelors Degree in Information Technology (IT). Currently working in the public sector, as a senior officer in charge of Service Delivery in the ICT department at New Kenya Co-operative Creameries Limited in Kenya. She has over 15 years working experience in supervising and managing ICT services within the organization. A co-founder of the Yasena Foundation (YF) organization in Kenya</p>	<p>Providing technical and oversight leadership in the development and implementation of projects within the organization.</p>
Organization Director	<p>Umberjet Kagira Yasena. Diploma in Project Planning and Management. Currently working in the Kenyan private sector – Butali Sugar Mills Limited, as the Manager in charge of Security. Has over 15 years of experience managing security operations and logistics in the private sector. He was an active footballer in the Kenyan primary and second education sports competitions when he was a student. A co-founder of the Yasena Foundation (YF) organization in Kenya.</p>	<p>Providing technical and oversight leadership in the development and implementation of projects within the organization.</p>
Administrator	<p>Racheal VisheMbuni. Masters Degree in Early Childhood Education. Retired as a Curriculum Development Officer in 2019 after serving 40 years in the Kenyan Ministry of Education.</p>	<p>Providing Administrative Support functions in the day to day running of the organization programs.</p>

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YF YOUTH SPORTS ACADEMY NEEDS.

STAGE	NEEDS AND REQUIREMENTS
STAGE 1	<p>-Facilitators and technical staff</p> <p>-Training ground (temporal)</p> <p>-Training materials:</p> <ul style="list-style-type: none">• Standard footballs• Football boots• Playing and training kits (uniform)• Cones• Shin guards• Goal Post nets• Modern Standard First Aid kits etc <p>-Team welfare (allowances)</p> <p>-Medical facilities</p> <p>-Other football sports equipment and materials</p>
STAGE 2	<p>A 32-seater bus for transporting our youngsters to and from trial matches, competition games and other group activities.</p>
STAGE 3	<p>A modern sports complex which is the dream of YF comprising of;-</p> <p>-A fully fledged academy with a secondary school complete with boarding facilities,</p> <p>-A standard green tuft pitch of reasonable capacity stadium with running tracks and other sports facilities (futsal courts, gym, swimming pool etc).</p>

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YF YOUH SPORTS ACADEMY BUDGET – STAGE 1 & 2

ITEM	DESCRIPTION	UNIT COST (KSH)	TOTAL (KSH)
Office Rent	12 Months	5,000.00	60,000.00
Office utility bills	12 Months	5,000.00	60,000.00
Hire of training pitch	12 Months	15,000.00	180,000.00
Facilitators	Six (6) coaching staff -(1yrs)	10,000.00	720,000.00
Soccer standard balls	50 pieces – boys & girls teams	2,500.00	125,000.00
Training cones	100 pieces ,,	450.00	45,000.00
Space markers	4 sets ,,	4,500.00	18,000.00
Portable / flexible goals	4 pairs ,,	18,000.00	72,000.00
Goal post nets	4 pairs ,,	5,500.00	22,000.00
Training bibs	80 pieces ,,	400.00	32,000.00
Pressure pumps	2 pieces ,,	1,800.00	3,600.00
Playing kits (uniform) - local	80 pieces – boys & girls teams	2,500.00	200,000.00
Soccer boots	80 pieces – boys & girls teams	3,500.00	280,000.00
Goalkeeper gloves	10 pairs ,,	1,500.00	15,000.00
Coaching boards	4 pieces ,,	3,500.00	14,000.00
Coaches training kits	5 sets ,,	4,500.00	22,500.00
Corner flag posts – spring	4 sets ,,	4,600.00	18,400.00
Affiliation –Boys/girls teams	FKF-Kenya (annually)	50,000.00	100,000.00
Office Equipment & Stationary	Annually	100,000.00	100,000.00
Branding and publicity	12 Months	10,000.00	120,000.00
Refreshments	12 Months	10,000.00	120,000.00
Players allowances	80 players (boys & girls) -1 year	80 x 2,500.00	2,400,000.00

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Players Medical Insurance	80 players (boys & girls) -1 year	80 x 2,000.00	1,920,000.00
Local tournament	Annually – boys and girls	150,000.00	300,000.00
Branch league competitions	Boys & girls team- annually	350,000.00	700,000.00
Transport	32-seater bus	4,000,000.00	4,000,000.00
	TOTAL		11,647,500.00

UPCOMING EVENTS & TARGETS

October / November 2020

Recruitment of competent persons for the technical staff positions (head coach, assistant coach, technicians and instructors) who will run the YF youth sport academy. The exercise will be supervised by the organization management team in liaison with both the County and National Government departments of Youth, Sports and Education.

December 2020

Hosting of a major football tournament across Vihiga County by the Foundation where participants (boys and girls) with incredible talent in football shall be selected and enrolled under the YF Youth Football Academy.

Thank you so much for considering our proposal and I hope that we secure a very positive and healthy working relationship with you.

Yours Faithfully,

Umberjet Kagira Yasena

CEO- Yasena Foundation.

umberjet@yasenafoundation.org

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ANNEXES:-

YF PHOTOS (2019 FOOTBALL TOURNAMENT).



2019 YF Football Tournament Cup Trophée Being Handed Over To The Boys Champions Team Captain (Galaxy United FC) By The YF-CEO.



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2019 YF Football Tournament Cup Champions (Boys) – Galaxy United FC.

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YF Director Awarding Girls Football Teams That Participated In The 2019 YF Football Tournament Cup.

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YF Administrator Commissioning The 2019 YF Football Tournament Cup Girls Final Match – Stars Vs Queens.

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Launching of the 2019 YF Football Tournament Cup by the YF -CEO (Queens FC).

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Launching of the 2019 YF Football Tournament Cup by the YF -CEO (Lusengeli FC).

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Launching of the 2019 YF Football Tournament Cup by the YF -CEO (Gaigedi FC).



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No. CLG-6YFPER

CERTIFICATE OF INCORPORATION

I hereby **CERTIFY** that,

YASENA FOUNDATION LIMITED

is on this date 17 Dec 2019 Incorporated under the Companies Act, 2015 and that the Company is a **LIMITED BY GUARANTEE COMPANY**.



A handwritten signature in black ink, likely belonging to the Registrar of Companies.

.....
Registrar Of Companies

This is a system generated certificate. To validate this document use the word **BRS** id: **21546**

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