



ALIVE & KICKING KENYA

Newsletter

2009 Updates

"If you are good and kind you will be rewarded in ways that you can never know."
(Nelson Mandela.)

Score4Africa Award

We are pleased to announce that for the 2nd year in a row, AFFORD, the African Foundation for Development presented Alive & Kicking (A&K) with one of its SCORE4Africa awards, made in recognition of the good work being done by individuals, projects or organisations that use football to drive development in Africa. Alive & Kicking was again recognised as the most enterprising football initiative in Africa at the ceremony held on 30th November. Other recipients included Michael Essien, Special Olympics Africa, Grassroots Soccer/FIFA Football for Hope/Football for a HIV free Generation, and MTG Kilifi.

(Photo: A&K Kenya Country Manager, Joel Kinuthia and with Chelsea's Salomon Kalou).



Rarieda Road Show

We're more pleased to report that through sponsorship from the Safaricom Foundation, A&K Kenya will host its 18th Health Awareness Road Show next year in Rarieda District. Last year, we interacted with over 35,000 children in Eastern Province using our health awareness posters, complemented with music, drama and zonal football and volleyball tournaments to disseminate health awareness advice. Next year, we hope to disseminate information on HIV/AIDS and TB to over 40,000 students and youth in 30 secondary schools, and 23 community sports groups over the 5 week duration of the road show scheduled for February 2010 in Rarieda District.

Dandora Drug-Free Street Soccer Tournament

On the 17th October 2009, A&K Kenya held a drug-free street soccer tournament at the Dandora Stadium Grounds. Known for hosting Nairobi's dumping site, its high crime rate, smuggling and unemployment, Dandora is considered one of the most impoverished areas in Nairobi. The tournament therefore formed part of a larger drive to mobilise young people from around the Dandora neighbourhood, using football to encourage healthy behavioural choices and discourage the abuse of drugs. The theme for the day was 'drugs and football don't mix', with anti drug messages printed on A&K balls. Balls were awarded to the winning team, the runners up, and winners of a quiz about HIV/AIDS and drugs abuse following a health awareness session.

(Inset: The tournament in action).



Luis Figo Workshop & Tournament on TB/HIV

HIV and TB form a lethal combination, each speeding the other's progress. According to WHO, TB is the leading cause of death among people who are HIV positive, while in Africa, HIV is the single most important factor determining the increased incidence of TB. In a bid to therefore raise awareness of TB/HIV co-infection, Alive & Kicking, teamed up with the Stop TB Partnership, WHO, Mathare Youth Sport Association, Vijana Amani Pamoja, and the National Aids/

STD Control Programme, to organize a Stop TB workshop and tournament that took place between 30th November and 1st December. 24 teams; all of which walked away A&K footballs printed with TB & HIV messages, took part in the health awareness workshops and six-aside football tournament targeted at under 12s. In attendance were Dr. Jorge Sampaio - UN Secretary-General's Special Envoy to Stop TB, Wilfried Lemke - Special Advisor on Sport for Development & Peace, and Hon. Prof. Hellen Sambili – Kenyan Minister for Youth Affairs & Sports, among others.

(Photo: Dr. Sampaio awards the winning team with medals)



Every child has the right to play!

In support of Special Olympics Kenya's inaugural 'Camp Shriver' that engaged 106 children aged 8 – 25 years with intellectual disabilities and their partners in social activities such as football and basketball, A&K Kenya distributed 15 footballs donated by the Ashworth Trust to the camp.

The camp, which was held at the Kenyatta University, was modelled after other Camp Shriver's around the world, with the aim of including children with and without intellectual disabilities in the same recreational programmes alongside one another. During the camp children with disabilities were partnered up with those without disabilities to promote social inclusion of children with disabilities and allowing the children without disabilities the opportunity to interact with and achieve a greater understanding and appreciation of their peers with disabilities.

(Photo: Stanley Gichira aged 13, with his partner Martin Mwaura aged 14).



The Christmas Fair, 2009

Our final event for the year was the Christmas Fair held at the Ngong Race Course on the 5th and 6th December, to which we had been invited as one of the nominated charities. The annual fair has over the years allowed us to network, make more people aware of what we are doing, and sell balls to the public, and this year was no exception. We are ever so grateful for the opportunities afforded to us over the years by The Christmas Trust to participate in the Christmas Fair.

(Photo: From left - Roy, Zechariah, Edward & Nancy at the A&K tent at the fair).

Alive & Kicking in Business Week

A&K was ranked 3rd in a Business Week article on '25 Products That Might Just Change The World'. You can read the online article on: http://images.business-week.com/ss/09/12/1209_25_world_changing_products/4.htm



Thank you for all your valuable support this year and we look forward to changing the world and making more of a difference in the lives of children and youth across Africa in 2010 with your help. We wish you all a prosperous 2010 - the year of football!

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