



girls&football sa

An award winning initiative

that focuses on the development of girls
through sport, media and education.

www.girlsandfootballsas.com

 Girls and Football SA

 @GirlsandFootballSA

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about girls & football sa

HIV/Aids, teen pregnancy and violence against girls and women are highly prevalent in South Africa. Inspired by this fact and the need to provide girls with a positive platform to develop, we use football as a vehicle for education and a source of empowerment for girls, equipping them with a strong sense of body ownership and promoting self-esteem.

At the award winning Girls & Football SA¹, we involve the local and global community by encouraging sport as a developmental tool for girls and by raising awareness about important issues that influence the lives of girls in South Africa.

We conduct workshops combining life skills training and football to empower girls at a grass roots level. Through production of our award winning documentary, “Can I Kick It?”, various Girls & Football SA media channels², social networks, and leading websites such as Super-sport, we raise awareness nationally and internationally on women’s sports in South Africa. By linking our participants with strong role models such as the players of the South African national women’s team, they are inspired to build a better future. Through design of our educational health campaign, we provide girls with important health information they need.

1 Girls & Football SA received a “Best Research” award from the Interdisciplinary Centre of Excellence for Sports Science and Development for our academic research on girls’ and women’s sport development in South Africa. The Sports and Business plan which reflects Girls & Football SA’s strategic development plan, was awarded by Nike, Ashoka Changemakers and the National Committee for International Cooperation and Sustainable Development in June 2010. Our documentary, “Can I Kick It?”, which tells the untold story of women’s football in South Africa, won “Best Documentary” at the Festival du TV et Cinema in Beirut, Lebanon, which celebrates the second biggest film festival in the Middle East.

2 <http://www.youtube.com/watch?v=CNmjz6HBDZw>
<http://www.youtube.com/watch?v=5LHEO8RgC9o>

why girls?

Girls face immense inequalities in South Africa, even in spaces meant for positive development, like schools³. Frequently, girls are sexually harassed/abused and don’t receive proper assistance to deal with traumatizing experiences. By equipping our female players with tools to build a strong self-esteem they are encouraged to believe in their rights.

Objective: To empower girls through sport, media and education in order to better equip them with the life skills they need to make educated choices.

Target Group: Girls aged 10-14 (workshop participants) and young women aged 20 – 29 (coaches and life skills trainers).

Girls face different challenges than boys do, in addition to institutionalized stigma preventing them from participating in sport. Placing an emphasis on being sensitive towards a girl’s needs as she is growing up and participating in sport allows her to feel safe and trusted - two key factors contributing to her further physical and mental development.

Execution: We have trained 15 volunteers working in two communities in the Western Cape⁴. During two hour workshops once weekly in two locations with 80 girls, the girls conduct football drills and life skills based education and training. We have experience under our belt and with strategic partners want to make the Girls & Football SA a national movement.

3 UNICEF Gender Education Movement and the Southern African Development Community Protocol 2010 Barometer Gender Based Violence

4 Our training materials are derived from works completed by Women Win, Women Thrive Worldwide, Sport in Society and Girls Action Foundation.

why sport?

Method: We have successfully combined sport, media and education to develop a unique and comprehensive program specific to girls’ development, the only organization in South Africa to do so. At Girls & Football SA, our participants have access to a “safe place” to practice sport which maximizes growth potential and development. Our volunteers receive in depth training prior to working with the participants and we stress a girls-only space.

In South Africa, only 8% of media sport coverage is allocated towards features regarding female athletes and female sport development. This blatant lack of coverage on girls’ and women’s success in sport negates the important contribution women are making to the field, in turn neglecting the importance of strong women in leadership positions.

Football is the continent’s most popular sport, which is why we’ve chosen it as a vehicle to equip girls with skills so readily granted to boys; leadership, being a team player, responsibility, and commitment.

quick fact: A girl between the ages 10 - 14 is at a crossroad between childhood and adulthood. The changes her body is going through might make her feel vulnerable and uncomfortable, and as she enters puberty she may become more susceptible to being sexually targeted by others. At Girls & Football SA there is the potential to make a positive contribution during this part of a girl’s life, by providing her with a safe space to grow, develop and talk about the challenges she is facing.

our communities

Between August 2010 and August 2011, our 15 volunteers, two interns and two staff worked with 80 girls in two communities in the Western Cape.

1st Community: Kayamandi (29,000 inhabitants) is located in the outskirts of Cape Town. The township has 2 primary schools, but requires an additional 6 to provide education for all the children. Police reports indicate girls are harassed at school by boys and teachers yet little is done to counter and prevent this. Since implementation, the participants, teachers and principals have been exceedingly receptive and satisfied with the program. Recommendations include more workshops, which is a priority during our expansion.

Lynedoch is located 30km outside of Cape Town. Lynedoch Primary School accommodates 475 children from farm worker families. The schools' principal is an athlete and agreed that Lynedoch is a perfect community for football development programs for girls as these had never been implemented before. The positive reception of the program is immense; although our resources limit us to working with small groups of girls, we are consistently greeted by a very large amount of keen players.

Both communities are challenging environments for a child to grow up in. The particular challenges facing a girl child are sexual harassment/assault, gender specific roles assigned from an early age, stigma when partaking in sport programming, and obligatory domestic duties deterring girls from being able to participate. In Lynedoch particularly, alcohol abuse is not uncommon, which often times requires children to be mature beyond their years, though this is often times not age appropriate.

Research shows parents do not always conduct in sexually appropriate behavior, with as a result that children imitate sexually inappropriate behavior at a young age. Emphasizing healthy sexuality and a healthy life style is crucial to the development of these children.

A priority during our workshops is to ensure the girls play in a safe and comfortable girls-only setting, which caters towards their basic needs (through providing water and snacks), their safety, their psychological needs, their esteem needs, and eventually, their self-actualization.

expansion

Girls & Football SA consistently makes it a priority to branch out into more areas, in order to be able to run more workshops. Girls & Football SA has been approached by several schools and communities for implementation of the workshops. However, lack of resources and funding poses a challenge in carrying out these goals. An important goal remains securing funds and support.

workshop design

The two hour workshops operate on a weekly basis, commencing in a classroom setting and ending on the football field. During the first 4 sessions in a series of 6 to 8 workshops per semester, the volunteers re-iterate 'rules' of the program, with an emphasis placed on the workshops being a 'safe space'. This concept is uncommon, but vital to the participants' understanding they can be themselves, shouldn't be afraid to ask questions, and can voice concerns. Participants engage in role playing games, life skills based education, followed by drills, activities and a football match.

Each week, a different girl forms 'her' team. We encourage girls to pick players not only based on skill, but based on other attributes such as how she acts in a team and her sportswomanship.

quick fact: Through effective use of media, as we've done at Girls & Football SA, it is possible to reach a wider audience and raise awareness. One way to do so is by creating short videos that highlight the important effect sport has on the development of girls and women.



monitor and evaluation

Since March of 2010, we have carried out three main Monitoring and Evaluation processes. In the beginning stages of our project, we conducted a Needs Assessment through key informant interviews with professional female footballers, professional and amateur coaches, amateur female football players, primary school teachers and primary school students.

We conducted in depth research on female football on the African continent, and South Africa in particular. Our research granted us an academic award for Best Research Paper at the Interdisciplinary Centre of Excellence for Sports Science and Development Conference in the Western Cape, affirming the need for our work.

By distributing short questionnaires to participants and volunteers, and through a key informant interview with teachers after the project's initial pilot we were able to gauge the benefits of the program, how the program is/ was experienced by participants, and suggestions for potential changes/improvements.

We engage in consistent discourse with our national and international partners on growing our project, progress in the field of sport development, how to best maximize our limited resources. A goal remains to implement feedback successfully.

Most recently, a M&E carried out by two external evaluators showed high rates of success. Half of the participants partaking in Girls & Football SA were interviewed, of which;

numerical results

Our program's positive impact is best evaluated through its direct national and international expansion since March 2010. With limited resources, we have grown from working with 2 initial staff to a team of 6, all currently working on a volunteer basis. We have grown from working with 17 girls in one community to working with 80 girls in two communities. Additional communities interested in direct implementation of our project have approached us, even though our current resources do not allow for this kind of expansion.

Our social media, through both Facebook and Twitter, have grown to a significant amount of followers and fans, with over 3,000 active international contributors. Our fan base grows steadily and consistently and has not seen a dip since inception. We have access to outlets with significant social media presence for expansion.

Our documentary, "Can I Kick It?" has reached North America, Southern and Eastern Africa, and the Middle Eastern region through the Beirut Film Festival winning "Best Documentary" - a first to be awarded to a female director and female led initiative. Furthermore, it's been aired on Cape Town TV in South Africa, which primarily reaches township areas. Currently, we are in discussions regarding airing of the documentary on E!TV and SABC. We collaborate with supporters on an international level, with successful sport organizations such as "Sport in Society" (Boston) and established girls' empowerment organizations such as "Girls Action Foundation" (Montreal) and Women Win (the Netherlands) taking a direct interest in our work.

why support girls & football sa?

The Girls & Football SA brand is nationally and internationally established as a young, energetic and successful initiative for the empowerment of girls and young women through sport, media and education.

Girls & Football SA has a dynamic and young management team with a broad international network, which allows for expanded exposure both nationally and internationally. Furthermore, with increased emphasis on women's football with the past 2011 FIFA Women's World Cup and through the girls' empowerment movement spearheaded by organizations such as The Girl Effect, the Nike Foundation and UNICEF, now is the time to become involved in an exciting and transformative movement.

Through association with Girls & Football SA, funding partners are not only meeting their Corporate Social Investment needs, they are also gaining visibility through various Girls & Football SA outlets that have garnered significant traction over the last year.

96.6% of participants enjoyed being part of Girls & Football SA very much
93.1% of participants felt more comfortable after being part of Girls & Football SA
89.7% of participants appreciated a girls-only space to play

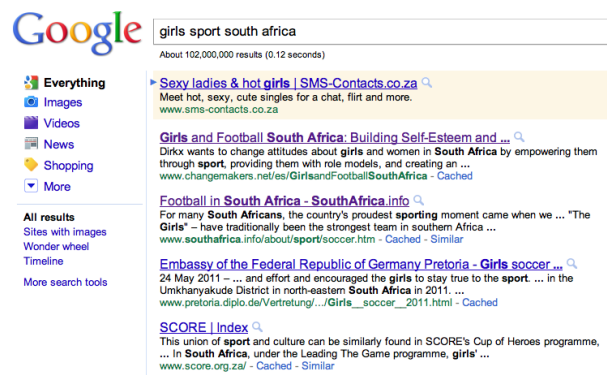


Social Media With over 3,000 active followers Girls & Football SA has secured a growing fan base and has been mentioned various times through numerous social media outlets with fan-bases of 250,000 (The Girl Effect, I love Cape Town) and on Twitter with fan-bases of 20,000 (Cancer Schmancer, The Girl Effect). With required backing this will grow exponentially.

Short Video Production Realizing the impact of captivating video content, Girls & Football SA has produced short webisodes highlighting the importance of empowerment for girls and young women in South Africa. Most recently, the video produced in celebration of Mrs. Obama's visit to South Africa featured on the Google search page. The webisodes offer advertising space for corporates.

Documentary The documentary, "Can I Kick It?" won the "Best Documentary" award at the Beirut International Film Festival, representing the 2nd biggest film festival in the Middle East. It has been screened in New York, Toronto, Vancouver and South Africa. Girls & Football SA was able to build a strong network of supporters and followers in various regions of the world.

Website The Girls & Football SA website has a track record of 40 visits per day while growing steadily and maintaining a strong fan base. Through consistent delivery of well produced and interesting content in addition to strategic SEO, Girls & Football SA has been able to gain more fans and followers and web traction in a short amount of time than all but one of the organizations in the same field.



Girls & Football SA is working on the **Educational Content** production of content for girls-only sport programming- which highlights empowerment of girls through sport in schools. With the Girls & Football SA program design for girls-only spaces for development, Girls & Football SA is aiming to create nation-wide programming for girls' sport in schools.

Girls & Football SA has been featured in numerous **Media** publications, outlets and media, with a few to mention: 2Oceansvibe Radio (South Africa) Nederland I (Netherlands) Shaw TV (Canada) Future TV (Lebanon, Arabic World reach) Ashoka Changemakers (International)

Girls & Football SA received a "Best **Academic Research** Research" award from the Interdisciplinary Centre of Excellence for Sports Science and Development for our academic research on girls' and women's sport development in South Africa. Acclaimed academic research supporting the Girls & Football SA model ensures accurate execution in the field.

Girls & Football SA is **Branding through equipment** working towards nation wide expansion within the next two and a half years. Girls partaking in the Girls & Football SA programming will thus be the majority of primary and secondary school-goers, which allows for significant branding through equipment and clothing, waterbottles, shoes and other sports wear.

the case

Problems:

- High levels of HIV/Aids, teen pregnancy, rape and GBV without significant dedicated action and significant platforms to raise awareness, discussion and promote change
- Girls & women presented with inaccurate or imprecise information on sex, pregnancy, rape and HIV/Aids, delivered in an insensitive and incomprehensible manner
- A highly patriarchal society which does not allow girls & women to reach their full potential

Activities:

- Weekly football & life skills based education led by female coaches and trainers
- Recruitment & development of local female coaches, workshop leaders, peer leaders and administrators
- South-South exchanges of coaches & administrators
- Advocacy through social media channels, “webisodes” and promotion of award winning documentary “Can I Kick It?”
- In field research, PME, and documentation of processes to inform other stakeholders and investors
- Advocacy through press, government relations and community outreach
- Increased availability of health information, dialogue through workshops, online, health campaign, guides

Results:

- 500+ girls and women are trained and empowered and better equipped to fight off violence or develop economic opportunities
- 150+ South African girls trained, working as leaders
- Development of guidelines for a replicable Girls & Football model: “Girls & Football SA: Girls Only Spaces” and “Girls & Football SA: Drills and Skills for Coaches”

outcomes

Girls & Football SA is raising funds for expansion from January 2012 - January 2015. Deployment of the Girls & Football SA curriculum in 12 communities in South Africa, expansion via social media and raising awareness on girls-only sport programs and spaces results in overall policy change and nation wide implementation.

Outcomes for girls, women and their families:

- Direct participants are confident, empowered, equipped to make healthy choices. Able to identify their rights, fight off violence, highlight when they are mistreated. Aware of their opportunities, introduced to strong leaders, encouraged to become active participants in society.
- Are empowered and able to build a healthy relationship with their bodies through sport.
- Are stronger leaders, learn through collaboration, improve discipline and responsibility.
- Volunteers, workshop leaders and staff learn skills required to keep a job, successfully participate in South Africa’s economic development and to be entrepreneurs. Appreciate the experience of volunteering, able to run programs, and be community leaders.

Outcomes for the local community:

- Communities are encouraged to take a stance against detrimental issues; GBV, HIV/Aids, the spread of other communicable diseases, early pregnancy, early drop-outs of school, community violence.
- Local communities develop understanding around sport as a tool for development for girls and consider girls as equal contributors to boys in South African society.
- Participants are encouraged to partake in the community, which has a positive effect on national level, as girls are better suited to be leaders in their communities.



Outcomes for women’s sport and development

- Girls & Football SA appreciates the importance of sharing research, lessons learned and documentation with partner organizations in the field to encourage program building, improvement and expansion where deemed fit
- Girls & Football SA understands the need for comprehensive research in the field of sport development in South Africa and will make this a priority in so far as resources and funding support this work.
- Girls & Football SA aims to be a pioneer in using creative and social media tools to raise the profile of grass roots movements
- The Girls & Football SA guidebooks on coaching, working in girls-only spaces and maximizing the benefits of creative media can be educational resources for other grass roots organizations.

Outcomes for the International Community:

- Through social media, production of a series of “webisodes” and the documentary “Can I Kick It?” Girls & Football SA is able to reach the international community effectively.
- Through articles about women’s sports and the importance of sport for development of girls, Girls & Football SA and strategic partners raise media awareness on the important role of sport for girls and women.
- Through Public Service Announcements, girls are presented with role models found in the players of the South African National team.

contact

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If there are any ways you wish to contribute, if you want to send through tips or feedback, please let us know.

We gladly welcome your input and look forward to hearing from you.

