



# ALIVE & KICKING KENYA

## Newsletter

*Second Edition 2009*

*W*elcome to the second edition of our newsletter in 2009. We find ourselves this year busier than we expected, the demand for our footballs has increased and we thank you all for the support. Our work force currently stands at 78 stitchers 12 of whom are women. This newsletter is dedicated to their tireless efforts over these 9 months that have ensured young people in Africa can have meaningful play. We cannot forget to thank those of you who continue to live Jim Cogan's dream with us. Asanteni sana. —Joel Kinuthia-

### HIV/AIDS AWARENESS ON THE FOOTBALL PITCH



*(Inset: Undugu, Kibera Challenge: He shoots).*

In a bid to land as many balls as possible before the 2010 first ever African World Cup, in the hands of children who have never played with a real football before let alone owned one, Alive and Kicking Kenya initiated the 'Penalty Kick Challenge' over the month of July. Within this month, we went around various slum areas in Nairobi; Kibera (Olympic & Undugu), Kayole and Mukuru kwa Reuben, coaching children using special drills designed to inform them about HIV as well as teach them football skills.

In total, about 200 children directly took part in the challenge and got to learn a little about HIV; its prevention, how it works, the truth about HIV/AIDS, and about available support and where to find it. Don't let the sport-based health education fool you though; it was fun all around, and a little bit of sweat and tact, especially during the penalty shoot outs where 87 children were able to outwit our goalie to take home their very own quality, repairable and durable leather footballs; balls that will benefit their greater communities due to the team nature of football. We hope to take the Penalty Kick Challenge out to more slum and rural areas around the country in November/December.

### PEPETA NA ARSENAL PROMOTION

On Thursday 13 August 2009 the "Pepeta na Arsenal" Promotion was launched at Braeburn Garden Estate with speeches from Terry Neill (former Arsenal player and manager), and the Guest of Honour, British High Commissioner Mr Rob Macaire. The competition which will run during the 2009/2010 football

*(Inset: Terry Neill presents an Arsenal replica jersey to the winner of the pepeta competition held at the launch. On looking is A & K's Martin Barnard)*



season aims to reward arsenal fans in the country. It will entail answering simple questions on football and the Premier League via sms, for a chance to win one of 24 fully paid trips for two to the Emirates stadium where they will watch Arsenal home matches. Fans will also have chances to win branded Arsenal merchandise in weekly draws, among them Arsenal branded Alive & Kicking footballs. More to just winning trips and merchandise, the promotion which is being run by Terry Neill Sports Services LLP in partnership with SkyData Ltd, a Kenyan Premium Rates Service Provider, will also support A & K's initiative to land more balls in the hands of underprivileged children in the country, develop sports and create health awareness.

### EX-BRAZIL TEAM PLAYERS VISIT KENYA

Names like Silvio, Giovanni, and Paulo Sergio evoke memories of the golden Brazilian sides of the nineties. Most of us only watched these stars on tv but a select few

kids from various organizations in the country that use sports for development (e.g. the Musa Otieno Foundation, Kibera Mpira Mtaani, Umoja Soccer Academy etc.), got to see them in person and get coached by them in football clinics held at the Nyayo stadium on the 30th and 31st of July, 2009. A & K proudly sponsored the football clinics which were organized by the Ambassadors in Sport (AIS) with footballs that were used to train the kids from the various academies, and thereafter distributed between them to aid their practice sessions. The ex-Brazilian internationals were in the country to launch a program promoting football and life values among youth, but also found time to play a charity match at Kasarani stadium with the Harambee Stars, to whom they lost, 1-0.



*(Inset: Sergio uses A&K balls to train kids at the clinic)*

### MR. LEMKE & DR. JACOBS VISIT

On Tuesday 16 June, 2009, we were delighted to receive the Special Advisor to the UN Secretary-General on Sport for Development and Peace, Mr. Wilfried Lemke, and Dr. J. Christian Jacobs, Chairman of the Jacob's Foundation at our A & K workshop. Besides acquainting them with our 'balls to make a difference' initiative, discussing our experiences with the use of sport for positive social change, and taking them through the ball making process, there was time for a little play as Mr. Lemke showed off his ball juggling skills upon presenting him with a customized football as a gift. Mr. Lemke, and Dr. Jacobs were in the country for a Forum on Productive Youth Development through Sport in Africa, which was held at the UN Head Offices in Nairobi, and attended by representatives from various organizations that use sport for development and peace. Martin Barnard represented A & K at the forum.

*(Inset: Mr. Lemke & Dr. Jacobs admire their customized footballs presented to them by Joel)*





## HENRY WANYOIKE'S 'HOPE FOR THE FUTURE' RUN

On 6th June 2009, we participated in Henry's 3rd annual 7.5km run in Kikuyu to raise funds to empower the youth in the locality. Henry has been a long-term friend and partner of Alive and Kicking Kenya and in support of his effort to inspire the youth of Kikuyu to keep their hope alive; even in the face of seemingly insurmountable challenges just as Henry overcame his blindness; A & K donated footballs to be used as prizes for the winners.

The guest of honour at this year's event was British High Commissioner Rob Macaire, who flagged off the 8,000 participants that took part in this year's run; among them A&K's Isabel and the unfit Joel.



*(Inset: Joel presents Henry with A & K footballs)*

## NEWSFLASHES

### NAKUMATT UGANDA & RWANDA –

We are pleased to announce that as of mid-July, A & K footballs made their debut in the recently launched Nakumatt supermarkets in Kampala, Uganda and Kigali, Rwanda. We're excited to be availing quality balls for football lovers in Uganda and Rwanda to play with, and we hope to take this new venture to greater heights in the future in terms of health awareness.

### K24 FEATURE –

A 5 minute feature on A & K was shot by Samuel Macharia for K24, and aired nationally on Saturday 1st & Sunday 2nd August, 2009.

### TACKLE AFRICA TRAINING –

In August, A & K was invited by Tackle Africa to participate in a 5-day training on delivering the HIV/AIDS message through football drills at Kisumu Polytechnic. Having worked with Tackle Africa in the past and even used their drills in some of our health awareness projects, it was a privilege to have an additional member of our staff; Isabel trained alongside 40 other local coaches, youth workers and leaders, in using football to increase the understanding of HIV/AIDS among the youth.

### WE'RE ACCOUNTABLE!

In August, Mr. Tony Philip spent approximately 2 weeks with us at Alive and Kicking Kenya following his visit to A & K, UK and Zambia respectively to install a new accounting system that he

*(Inset: Mr. Philip & Roy hard at work)*



voluntarily designed for A & K based on our needs. The system which is currently in use by all A & K branches will take A & K to the next level of accountability and transparency. It will allow us to evidence that we do what we claim to do, thus assuring you our partners and supporters of our adherence to good governance. For his time and tremendous effort, we thank Mr. Philip who left convinced of the significance of A & K's initiative after witnessing the pyramid effect of lives touched by it.

### NAIVASHA HORTICULTURAL FAIR



*(Inset: The A & K stand at the fair)*

A & K was invited to participate in the annual Naivasha Horticultural Fair on the 11th and 12th of September at the Naivasha Sports Club. The event which has been running for the past seven years raises money to support various charities in the locality, including the Naivasha Children's Shelter, which A & K has in the past supported with ball donations. All in all, we were able to make significant contacts, and had a lovely time sharing the A & K initiative with interested individuals who could hardly believe it when they saw Catherine (one of our stitchers) hand-stitch a ball.

### NEW SUPPORTERS

**UNDP, CISP, Nairobi Chapel, Triple O Law, CFC Stanbic Bank, HEART & Donbosco Life choices Program.**

### RECIPIENTS OF A & K BALL DONATIONS

Carolina for Kibera/Kilimanjaro Initiative; Support Activities in Poverty Eradication & Health (SAIPEH)/Sporting Chance International (SCI); Lodwar Primary, Bright Academy, Salvation Army High, Kare Academy, and Errite Academy – all in Lodwar; Jikaze & Vumilia IDP Camps; Kenya Homeless Street Soccer Association; the Musa Otieno Foundation; Little Sport Organisation; Heshima Kenya; and the Terry Children Support Home and Youth Resource Centre who sent in this little note of appreciation,

*“We are grateful for the ball donations which reached out to the rural youths who hardly get the opportunity to use leather balls. At Terry, we are forever grateful”.*

**For more information or to become involved with Alive and Kicking Kenya, please contact us on P.O. Box 27641-00506, Nairobi \* Tel: 020 2045481 Email: [info@aliveandkicking.org.ke](mailto:info@aliveandkicking.org.ke) \* Website: [www.aliveandkicking.org.uk](http://www.aliveandkicking.org.uk)**