

ALIVE & KICKING KENYA

NEWSLETTER JULY 2008



It's been a difficult three months for Alive & Kicking – but the team has dug deep, redoubled its efforts and is now beginning to see the fruits of its endeavour. Despite the challenges, 7,730 balls were stitched in the quarter; 4,000 HIV Awareness poster sets have been distributed to schools across the country; ball orders are slowly on the rise; and most importantly, UEFA has pledged to continue its support. As you will be aware, unlike other charitable organisations, we don't go around asking for money to sustain the initiative, all we ask is for people to buy our balls. Unfortunately for us, the disciplines in which we struggle most are Marketing & Sales. Put quite simply, we're not selling enough balls because we don't have retail outlets and not enough people know about us. Over recent months however, we've been working hard in these two areas and I'm delighted to report that in recognition of our efforts, and of our objectives, Nakumatt have generously offered to retail our balls in all their stores countrywide. Looking forward to this going along way towards consolidating our position - Martin Barnard, Director.

BEIJING

On April 23rd, thanks to Nike China, Alive & Kicking was profiled at a Sports and Youth Development Forum in Beijing. As one of four keynote speakers, AKK MD Martin Barnard was asked to speak on the importance of sport in the lives of young people, and in particular how it can be used in connection with Health Education. Nike received feedback from the audience that Martin's remarks "inspired them to think more creatively about how to give youth, particularly disadvantaged youth, greater access to sports as part of their development."



Martin & Gao Hong, former China Women's World Cup Soccer Team Goalkeeper

Martin pictured alongside Gao Hong, former China Women's World Cup Soccer Team Goalkeeper

UEFA

Martin and Will Prochaska from A&K's UK office, were invited to Switzerland in May to meet with Pascal Torres, UEFA's new Head of Assistance Programmes, and a number of other stakeholders. We are pleased to announce that the meetings were very successful, with UEFA committing to four years of support. Once



Martin & Will in one of UEFA's fine Boardrooms

Executive Board approval has been secured, this will first be demonstrated through a new ball making contract, expected to be of magnitude 120,000 balls. UEFA has also showed interest in purchasing synthetic leather balls stitched by A&K for use in Europe.

HENRY WANYOIKE'S RUN

Alive & Kicking and the Henry Wanyoike Foundation enjoy a relationship of mutual respect and do what they can to support each other's efforts to improve people's lives. On 31st May, Henry's Foundation staged a "Hope for the Future" Run at Kikuyu in an attempt to inspire jobless youth in the locality. A&K donated balls as prizes, Martin & Joel helped with the officiating, and after the race, Martin addressed the 2,000 participants.



HIV/AIDS AWARENESS POSTERS LAUNCH

Alive & Kicking's HIV/AIDS Awareness Posters were formally launched on 25th June at a colourful ceremony hosted by Safaricom, one of the poster sponsors. Martin, in his introductory address, challenged an attentive media to themselves become Change-makers. Other speakers were Dr Kilemi Mwiria, Assistant Minister of Education, Dr. James Kisia, Deputy Secretary of Kenya Red Cross and Les Baillie, CFO of Safaricom. Three of AKK's HIV Awareness Ambassadors: Henry Wanyoike, Issac Juma and Carlin Alusa, and a number of AKK Directors, also attended the function.

SSCN WORKSHOP

From 18th to 20th June, Alive & Kicking joined other members of the Sports for Social Change Network, East Africa for a three-day Sports Management Training Workshop. The workshop, funded by Nike and organised by CARE International, was hosted by MYSA. Over 30 participants from a number of network member organisations were assisted in developing their management skills. UEFA Vice President Per Omdal, who in his personal capacity has paid for 3,000 A&K balls to be given out to worthy recipient groups, was happy for 300 of his balls to be donated to the Network.



AKK's Joel Kinuthia, SSCN Coordinator Auma Obama, and Coaches from Seacoast United at the Workshop alongside a picture of one of the balls made for Mr Omdal.

ROBERT GREEN

Alive & Kicking was asked by AMREF to make 50 balls for the visit of their new Goodwill Ambassador Robert Green, the West Ham & England Goalkeeper. We met up with Robert at the Dagoretti Child in Need Project, and got him to sign a special ball that we're now planning to auction. For a very interesting account Robert wrote of his experience, we would recommend you visit: <http://www.independent.co.uk/sport/football/news-and-comment/rob-green-21-days-that-changed-my-life-865856.html>



BANDA AND PEONI SPORTS TOURNAMENTS

Also in June, Alive & Kicking was invited to Banda and Peoni Schools in Nairobi for their year end soccer tournaments. At both events, AKK's Carol Ngori was able to talk to children and parents about the initiative, and of course sell balls! Over 70 balls were purchased and significant contacts made with school teachers and interested parents.



Youngsters at the stall set up at Banda School

NEW SUPPORTERS

- * Kenya Shell
- * AMREF
- * Per Omdal
- * Oilibya

NEWS FLASHES

New Director

We are pleased to announce that Alive & Kicking UK has appointed Tom Cadogan as its new Director. Tom, who has good Africa experience from a number of years in Tanzania with Student Partnerships Worldwide (SPW), will have overall responsibility for A&K's operations in Kenya, Zambia and South Africa. Tom will be based in London.

Nakumatt Update

We are pleased to inform that the official launch of our "Balls to make a difference" initiative will be held on 15th July at Nakumatt Junction.

Change in ball price

KRA has decided that AKK ought to be charging VAT on its balls. This along with increases in the price of leather (27%) workshop rent (25%), transport, stitcher salaries and just about everything we look at means that we regretfully have no option but to increase our ball price to Kshs 905 plus VAT (i.e. Kshs 1,050) from 1st July. Pole sana.