

ALIVE & KICKING KENYA

NEWSLETTER OCTOBER 2008



I'm pleased to announce that our work has been recognised as the most enterprising football initiative in Africa by AFFORD, the African Foundation for Development, who presented us with one of their inaugural SCORE4Africa awards, made in recognition of the good work being done by Footballers or Footballing Organisations in Africa. Other recipients included Didier Drogba, George Weah, Arsene Wenger; Right to Play and MYSA. I'm even more pleased to report that we stitched our 150,000th ball this month – so do join me in congratulating our brilliant team of stitchers. I'm prouder still to let you know that we've successfully conducted our 17th HIV/AIDS Awareness Road Show, this time in Eastern Province, and in the process, reached out to more than 12,000 school kids. Congratulations to Carol, Noah, Edward and the Haba na Haba drama group for their efforts, and a big thank you to the Safaricom Foundation and General Motors EA who made it all possible.

We've faced many challenges in turning Jim Cogan's Vision for Alive & Kicking into reality, particularly his dream of Rural Stitching Centres, but I'm happy to report that on 24th October, at a gala dinner to celebrate the 50th Anniversary of their commencing operations in Kenya, Crown Berger Kenya Ltd announced their commitment to fund our first Rural Stitching Centre and its attendant Community Resource Centre, and to guarantee the sale of the balls that it produces for the next five years. This is an incredibly generous undertaking, by Crown and a fabulous opportunity for Alive & Kicking to develop its health awareness programme.

One of the biggest challenges facing any enterprise in the Development Sector is securing core funding. We've managed to do so for nearly four years now, but sadly it would seem our recent efforts have not borne enough fruit. It is with great regret therefore I have to inform that as things stand, I'll no longer be with Alive & Kicking come the end of December. I feel extremely privileged to have been given the chance to develop this brilliant concept, and I've met so many good people along the way. Throughout the journey, I've had fantastic support from my fellow Directors, my management team, and our staff, so thank you all, it's been a pleasure working with you. There are two people I'd like to single out for special thanks; the first, Jane my wife, for her patience and encouragement, without which I would not have achieved half of what I have. The second needs no introduction to most as he's been my right hand man for nearly three years. Joel Kinuthia wouldn't want me to sing his praises, but I will. He's not only gifted, resourceful, charming, and big hearted, he's one of the most committed guys I've ever known. I'm sure you'll all join me in wishing him the best as he takes over the reigns. Please make it a little easier for him by buying lots of balls. Long may your support continue, Martin Barnard, Director.

NAKUMATT INITIATIVE

Our "Balls to Make a Difference" initiative with Nakumatt was finally launched on 16th July at the Nakumatt Junction. Invited guests included Kenyan footballing legend and AKK Director JJ Masiga, Kenya's National Football Team Coach Francis Kimanzi, its former Manager Anthony Origi, and Harambee Stars Mascot & AKK Sports Ambassador Isaac Juma. Nakumatt have generously agreed to retail Alive & Kicking balls in their stores under their CR umbrella, donating a percentage of the agreed ball price to selected charities. Our Points of Sale currently grace 13 Nakumatt stores countrywide.



The Nakumatt Launch

NEW SUPPORTERS

3GTV; Eaton; Karen Hospital; Eco-Sys Foundation; Maria Brady Tucker Foundation; AFFORD; US Navy.

AKK VISITORS THIS QUARTER

Will Prochaska, Joe Cogan, James Flecker, Tom Cadogan (all AKUK). Sunderland Samba; Peace Corp Volunteers

THE ALIVE & KICKING ROADSHOW



The Roadshow Launch from Safaricom House

Thanks to the generous support of Safaricom, through its Foundation, and General Motors East Africa, who provided the bus, on 11th September, AKK embarked on another HIV/Awareness Roadshow, this time in Eastern Province. Using a combination of music, drama, and sport, we managed to interact with over 12,000 secondary school children during the five week long journey. Visits were made to 40 secondary schools in Machakos, Kangundo, Yatta and Mwala. Each Form 1 student who participated was presented with a set of our HIV Awareness sports based mini posters to share with family and friends at home. Zonal Football and Volleyball tournaments were held over 4 weekends, and the Zonal winners took part in the Tournament Finals that were held on 18th Oct at Machakos Stadium. The Finals were graced with the presence of AKUK's new Director—Tom Cadogan.

G-ForSE (Global Forum for Sport & Environment)

UNEP flew Martin to Alicante in Spain in October to share Alive & Kicking's experience of using sport to create awareness with 150 delegates from a cross section of international sporting organisations tasked with combating Climate Change. Potential partnerships were identified with Prince Albert of Monaco's Peace & Sport Organisation, and the Department of the Environment & Tourism in South Africa in connection with the 2010 FIFA World Cup.

LAIKIPIA HIGHLAND GAMES



Thanks to a generous donation from the Marcia Brady Tucker Foundation from Maryland USA, Alive & Kicking were able to give the Kuki Gallman Memorial Foundation 100 footballs & volleyballs for this sports for peace initiative. The event, which was graced by the Minister of Sport, the Director of Kenya Wildlife & several Ambassadors, brought together teams from the warring Njemps, Pokot and Samburu communities in an attempt to promote reconciliation.

NEWS FLASHES

KSSSA's National Ball Games Championships

AKK's footballs, netballs and volleyballs were once again used in this year's Kenya Secondary Schools Sports Association's National Championships that were held in Machakos. Noah was present throughout the week long event to provide HIV Awareness counseling services.

Supersport

An eight minute feature on AKK, shot by Fareed Khimani for Supersport, was screened across Africa in August.

UEFA

UEFA's "Balls for Africa" initiative, under which we made 81,000 balls for distribution to every country in Africa, is now complete with delivery of the remaining 2,000 balls to KFF. Having invited us to a formal handover of the balls at Kasarani Stadium, to which they'd also invited the Minister of Sport, they (KFF) didn't show up to receive them. No apologies have been received to date!

Global Giving Workshop

AKK are grateful to Global Giving for their ongoing support, and in particular to their Chief Program Officer Stephanie Fischer for taking time out on a visit to Nairobi to conduct a workshop designed to help us better understand how to maximize usage of e-philanthropy and their programme.

SSCN workshop

We're also most grateful to Care International for organizing yet another SSCN Workshop, and to Nike for sending down their team of experts in the fields of brand planning, advertising, event management, digital marketing, and storytelling. Our management team are most certainly now better equipped to take Alive & Kicking forward.



Per Omdal Ball donations

A lot of youngsters have benefited as a result of Per Omdal's generosity. All 1,500 balls he donated have now been given out to organizations such as SOS Village, the Scouts, Moving the Goal Posts, AMREF, Tackle Africa, SSCN, Kisumu Youth Sports Association, Kenya Red Cross and the Kenya Homeless Street Soccer Association pictured above.

Formal handover of 1,000 AKK balls to the MOE

On 18th August, to coincide with the AKUK Chairman James Flecker's visit, we presented 1,000 balls earmarked for Primary Schools to Hon. Prof Onger, Minister of Education

HIV/AIDS awareness in Maungu

In continuation of the support we provide to Gaffer, Noah Odhiambo, our HIV/AIDS awareness counselor went down to Taita District in August, to train sports teachers.

Naivasha Horticultural Fair

The Naivasha Horticultural Society believes that its annual Horticultural Fair is the biggest of its type in Africa. We were given a stall at this year's event and invited to sell our balls.