



ALIVE & KICKING KENYA



Your chance to kick start a major initiative to assist children and young people from poorer communities to play more sport, and at the same time to address their vulnerability to diseases such as HIV/AIDS and malaria.



A Shortage of Balls

Alan Majisu is ten years old and lives in Kawangware, Nairobi. He loves football, idolises Denis Oliech, and dreams that one day he'll play for Arsenal.

Sadly, Alan has little chance of realising his dream because his school has limited sports facilities and struggles to provide balls.

Undaunted, he, and thousands like him across Kenya, play wherever they can find space with balls made from bundles of crumpled plastic bags bound with string.



Vulnerability to Disease

Not only is Alan unlikely to make it as a footballer, as things stand, he may not even enjoy much of an adult life. Alan does not know about AIDS, nor does he know how to protect himself from malaria.

The Game Plan

A new charity - Alive & Kicking Kenya has been set up to address these two issues.

Large numbers of durable, repairable, affordable leather balls will be manufactured in Kenya and sold at cost. The balls will be used as the focal point of a health education programme targeting the prevention of HIV/AIDS and Malaria.

The Directors

Alive & Kicking Kenya is registered as a Charity and Company Limited by Guarantee with the following Directors:

- ⚽ J J Masiga
- ⚽ Catherine Kenyatta
- ⚽ Charles Appleton
- ⚽ Chris Akiwumi
- ⚽ Martin Barnard



"Young people need to stay healthy in order to participate in sports and attend school. I'm pleased to be associated with Alive and Kicking in its effort to bring sport and health education to the youth in this country. Please join me in supporting this noble project."

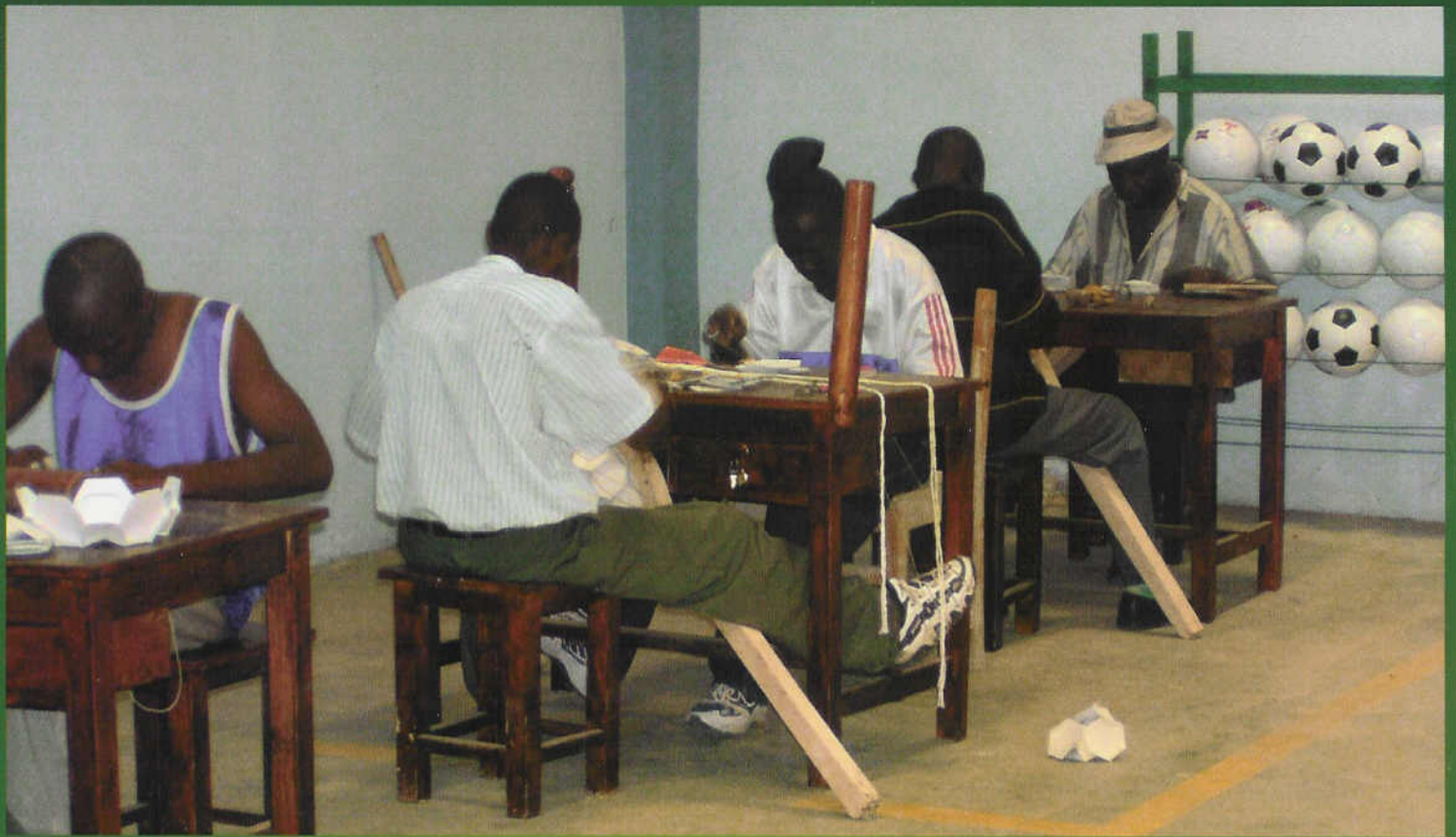
J J Masiga
former Harambee Stars
Footballer

Supporters Club

Alive & Kicking has already attracted the support of a number of high profile individuals and organisations keen to change things for the better. These include

- ⚽ Ministry of Gender, Sports, Culture & Social Services
- ⚽ National Olympic Committee
- ⚽ The National AIDS Control Council
- ⚽ UNICEF





The Ball

For the past eight months Alive & Kicking has been working with Bata at Limuru and experts from both UK and Kenya to develop a leather panel suitable for ball production. The endeavour has finally borne fruit and a suitable layering of canvas, leather and pvc waterproofing has now been achieved.

The 32 panels that make up each ball are machine cut from the composite material prepared at Bata, and delivered to the Alive & Kicking workshop on Mombasa Road. Here they are screen printed with health education advice before being despatched to a stitching centre. Kenya is blessed with an abundance of ball making artisans who, under the watchful eye of an experienced supervisor, expertly stitch each panel into the ball. Before stitching the

final panels, a latex bladder is inserted and glued into place. The finished ball is cleaned and inflated for 24 hours to ensure its valve is properly functioning.

Alive & Kicking will be making footballs (in two sizes), netballs and volleyballs. To supply Kenya's 20,000 schools, annual ball production is planned to exceed 120,000 within two years.

Health Education

Although they will be reliant on the support of the schools' sports teachers for ensuring an enabling environment, team captains will carry much of the responsibility for implementing Alive & Kicking's health education programme.

Initially balls will be printed with warnings on the two main killer diseases – malaria

and AIDS. Soon, with the assistance of UNICEF, balls will be distributed along with a simple pamphlet containing essential preventive advice reinforced with endorsements by sporting idols. The advice will be written with the help of young people so that peer group leaders and team captains find it easy to use, before or after matches or training sessions. Fitness, as a prerequisite for participation in future games, is the perfect incentive for the peer group to take all health advice seriously.

In the final phase of the programme, the team captains and trainers will be invited to attend a series of Workshops to gather feedback on the successes and failings of the programme to date, develop peer educating skills, and to consolidate knowledge of other avoidable illnesses.

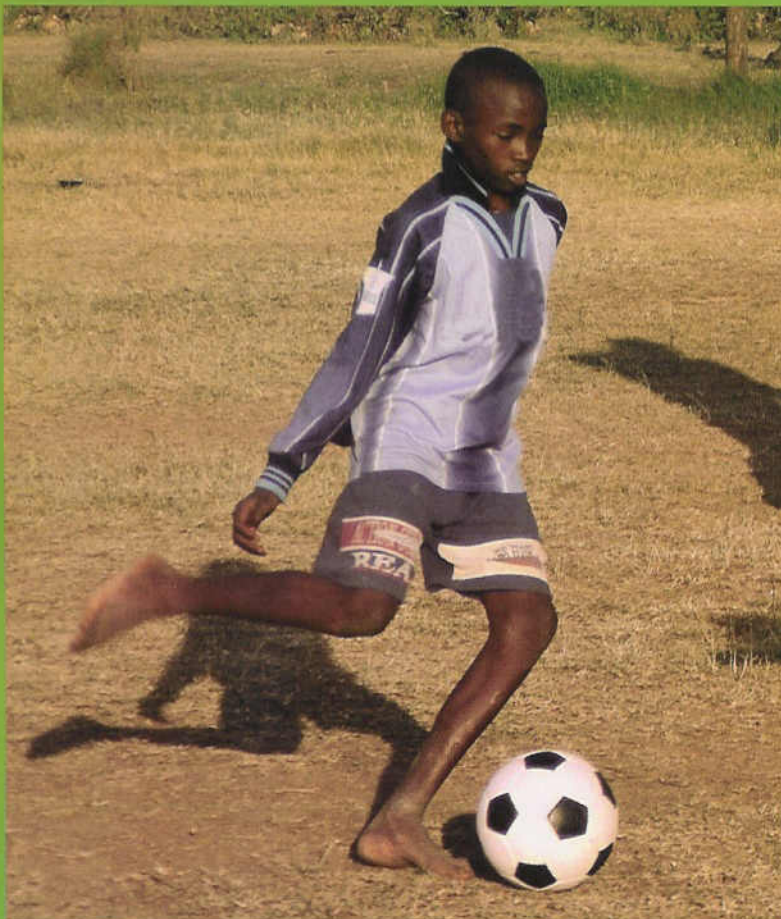


Players Needed

To kick off this grassroots initiative successfully, we need the support of individuals and organisations with a strong sense of social responsibility and a passion for sport.

With your help, we will train a core intake of managers and staff, purchase the raw materials and equipment necessary for the project, and put in place a sound infrastructure to ensure efficient production and distribution.

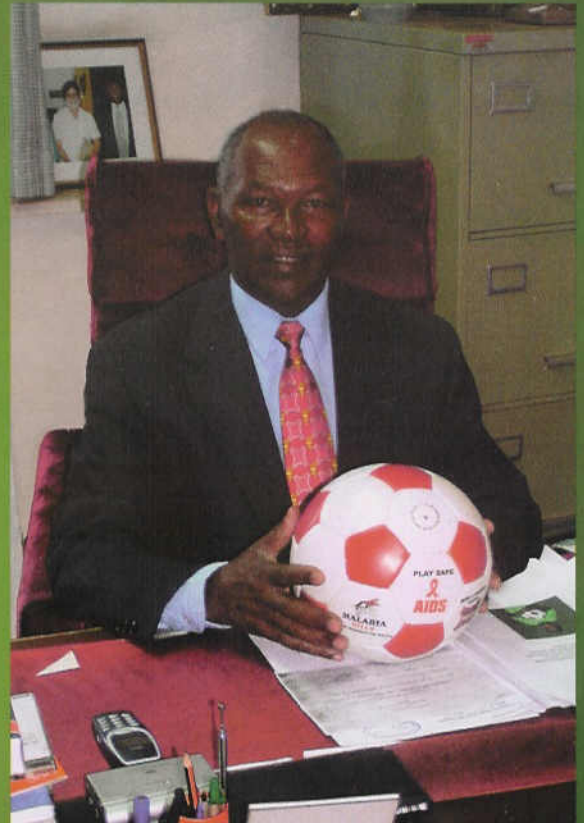
- ⚽ Kshs 750 will cover the cost of making each ball.
- ⚽ Kshs 20,000 will cover the cost of raw materials for making 50 balls
- ⚽ Kshs 5,000 will ensure that 50 balls are printed with an indelible warning on HIV/AIDS and malaria.
- ⚽ Kshs 450,000 will pay for a ball panel cutting machine.
- ⚽ Kshs 600,000 will cover the start up costs of a stitching centre employing 20 artisans, each of whom will make two balls a day.



Every Little Counts

Every ball that is distributed goes some way towards achieving our goal.

If you would like to explore ways in which you or your company can be involved, please contact:- Martin Barnard or Solomon Ligaga at Alive & Kicking Kenya, PO Box 27641 - 00506 Nairobi, tel. 20 552688/98 or email martinbarnard@aliveandkicking.or.ke



"The National Olympic Committee will endeavour to assist children in poverty stricken areas to develop their skills. We support Alive and Kicking in giving Kenyan children an opportunity to become great footballers."

Dr Kipchoge Keino – Chairman,
National Olympic Committee of Kenya

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