

## Camps and clinics

Ambassadors Football camps and clinics focus on young footballers from 5-16 years old and provides them with a chance to play, learn and compete in a fun, safe and positive environment. In partnership with local churches, football clubs and other organizations we deliver football camps in school holidays to develop the young players' techniques, skills and character.

## Coaching in schools and communities

We conduct weekly football sessions in various schools and communities and develop boys and girls of different age groups holistically around Mamelodi and Cape Town.



## Tours

Ambassadors Football South Africa hosts football tours through the Ambassadors Football International network. Each football tour to South Africa can include: Exhibition matches, coaching clinics at our Academies, in local schools and in the community, School assemblies, prison outreaches and team building exercises. Please contact us for more information.

## How to get involved

*"If you want to go fast - go alone. If you want to go far - go together."*

Come alongside us – as an individual, family, organisation or company – to see the transformation of individuals and communities in South Africa! Please contact us to

- receive our **Newsletter**
- **visit on-site**
- **volunteer** with us or do an **Internship**
- Support **financially**
- become a **Skills contributor**

**Contact us** – Phone +(27) 083 564 1225  
southafrica@ambassadorsfootball.org

## Story of Hope



**Sam was only 14 years when he was sentenced to 8 years for car hijacking and indecent assault.**

In prison he was selected to join the squad in 2008. When experiencing genuine love displayed in the lives of the coaches, he began to make significant changes in his life.

He is an amazing young man and has for the last four years been employed at the Soweto Hope Academy. As an assistant coach he serves as a role model and leader to the children. Sam is a living testimony to a transformed life and that true hope is possible even in the most difficult circumstances.

## Visit us online

[www.ambassadorsfootball.org/za](http://www.ambassadorsfootball.org/za)



## Banking details:

Ambassadors In Sport  
Account No: 07-813-261-4  
Standard Bank  
Branch code: 01234515  
Swift number: SBZAJJ

## Give online:

[ais.givengain.org](http://ais.givengain.org)

**NPO Registration Number:** 040-084-  
NPO (Ambassadors in Sport)



Football is the most participated sport played in South Africa and is a powerful and effective way to impact the most vulnerable of society. As a Christian-based NPO, Ambassadors Football South Africa has developed football programmes in order to bring hope to many people from some of South Africa's most disadvantaged communities.

## Using football to address fatherlessness

The most common challenge around the world is a lack of fathers and positive male role models. Major studies have shown that violent crime, drug and alcohol abuse, teen pregnancy, suicide are all related to fatherlessness than to any other single factor.

Ambassadors Football South Africa conducts football projects across the country through their Hope Academy programs, football camps, TREC's, hosting and participating in tours, the management of clubs, and leading coach's fellowships, as well as impacting schools, prisons, football clubs and communities.

The Ambassadors flagship project is Hope Academy. Starting off as a prison-based program in 2005, Hope Academy is now utilized in not only rehabilitating prisoners, but is a community-based program enabling children and young people to fulfil their potential on and off the football field.



## VISION

Transformation of individuals and communities through indigenous football outreach.

## Fatherlessness

40% of all children do not live with their biological fathers.

85% of children with behavioural problems come from fatherless homes.

71% of children who do not finish school come from fatherless homes.

63% of suicides come from fatherless homes.

80% of rapists motivated by displaced anger come from fatherless homes.

70% of juveniles in state operated institutions come from fatherless homes.



## HOPE ACADEMIES



**LegalWise Soweto Hope Academy** is run in Dobsonville in the heart of Soweto, South Africa's largest township. The Academy is aimed at developing these children over many years, producing a generation of leaders on and off the football field that will in turn bring hope and transformation within Soweto in the future. Launched in October 2010, the Academy is already making a huge impact in the lives of these young children, their families and the community.



In **Drakenstein Prison Hope Academy** we invest in juvenile offenders by focusing on Football – Faith – Future, working towards the transformation of the individual's life, as well as through them the transformation of their family and their community.

The program for the 20-25 players housed in one communal cell includes life-skill sessions, 1-on-1 mentoring, football coaching and educational development and support. Our commitment towards the individuals goes beyond their time in prison.

## Development of

### Football

Hope Academies offer an intensive football program delivered by trained coaches. All Hope Academies are run on our football philosophy which allows each player to develop and progress according to their ability.



### Faith

Hope Academies are developed on a Christian foundation which model and teach biblical life principles. Whilst Hope Academies are clear in their Christian foundation, we warmly welcome players from all religious and cultural backgrounds, respecting and treating all players equally.



### Future

Our Life Skills curriculum and educational assistance enable the players to make positive choices for their future and achieve their full potential in their education.

## COACHES DEVELOPMENT

Ambassadors Football South Africa is dedicated to training coaches, with and without prior experience, to be effective leaders and father figures in their community.

### Training Resourcing Equipping Coaches (TREC)

Multiple levels of training for coaches designed to help coaches to both improve in their coaching ability and integrate key life-skill elements into their coaching. The courses are often delivered in partnership with local Football Associations. It offers an element of community development for coaching that enables coaches to have a strong platform to impact young lives in South Africa and beyond.



### Coaches Fellowship

Coaches are under constant stress to make a positive impact in their players' lives. To be a friend, adviser, parent and mentor, the coach needs an environment that will support them in this whole life coaching process. The Coaches Fellowship Group aims to support the coaches on an ongoing basis through technical support, mentoring and participating in other programs throughout the year.

## Coaching for Life

We use the concept of Coaching for Life as a holistic coaching strategy that allows the sports coach to move in the training session from sports skills to life skills and biblical wisdom and content. It's an opportunity for coaches to coach more than just sport – to also coach life. The concept of Coaching for Life is used worldwide to face the challenges of fatherlessness. A coach cannot be the physical father, but he can play a fatherly role in the life of the child.



The Whole Life Coach uses sport as a microcosm of life to instill sound life values during regular coaching session on the sport field. It enables the coach to be an effective role model/father figure/mentor in the players' life. The coach is thus able to make effective use of the teachable moments during the sport training session to impact the players' lives in all areas of life.

## Where Ambassadors Football works

**In South Africa** - Cape Town, Soweto and Mamelodi

**Worldwide** - Ambassadors Football operates in 25 countries around the world.