

# Support an Athlete- Develop Football in Pakistan

## Quarterly Report

### Youth Mentorship Initiative

Karachi United organized a Youth Mentoring session for 50 aspiring female footballers to help them excel in the sports arena and pursue a career in it. The session, which lasted for 1 hour and 30 minutes, focused on mindset training and discussed new opportunities for growth and employment for female footballers in Pakistan and other countries. It also addressed the various hurdles and obstacles that young female athletes face while trying to make a name for themselves in sports.

A group of seven female footballers who have represented Karachi United at national and global levels conducted a mentorship session for young aspiring footballers. The women's team manager was also present to mentor them. These mentorship sessions are essential as they provide young girls with the necessary exposure to sports and help them overcome any challenges they may face. It is an excellent initiative to encourage and promote women's participation in sports.



## **Academy Tour to Aspire Academy**

In September 2023, Karachi United Academy's Under 11 and 12 teams had the honor to visit Aspire Academy for friendly bilateral and tri-series matches. This marked the continuation of a 7-year legacy of sportsmanship and friendship between the two academies. The talented young athletes got the opportunity to train at fully equipped facilities under the guidance of football experts, which was a significant learning experience for them.

During the visit, the Karachi United Academy's under-11 and under-12 teams played three matches each, trained at the Academy's facilities, watched a local football league match, and returned home with renewed hope and inspiration for their future in the sport. The Karachi United Academy has an outstanding record at Aspire Academy, consistently winning against Aspire Academy-Qatar, Fenerbahce FC-Turkey, and other teams by good margins.



## Train the Trainer Program

Karachi United conducted a 3-day coaching camp in October 2023 called "Train the Trainer Program," in collaboration with the National Commission of Human Rights Pakistan to empower women and girls in football. The primary objective of the camp was to train aspiring female football players to become coaches in the future. The camp comprehensively covered five essential players' development factors, including tactical, technical, social, mental, and physical skills.

On the final day of the coaching camp, Karachi United invited the sports minister of Balochistan as the chief guest. The minister enlightened the new trainers about sports opportunities in Pakistan. Furthermore, the Train the Trainer Program aimed to address the gender gap in football coaching by providing a platform for women to enhance their skills and knowledge. The program also focused on building a community of female coaches who could serve as role models for aspiring players.



## Friendly Matches

The Karachi United Academy players participated in a series of friendly matches with football teams from community centres and other football organizations in Karachi. In October 2023, Karachi United collaborated with the Deputy High Commission and Chevening Alumni Association to play a series of friendly matches to celebrate the 40th anniversary of the Chevening scholarship program. The Pakistan national team and the Karachi United women's team also took part in both teams to promote inclusivity and healthy competition. These friendly matches in the Karachi United Academy foster healthy competition, provide leadership, confidence, and strategic thinking skills, and offer wider exposure to academy players.



### **Karachi United School Ambassadorship Program**

Karachi United launched the School Championship Brand Ambassadorship Program in November 2022. The program recruited 20 brand ambassadors from schools across Karachi to promote the mission of Karachi United, which is to use sports for development under KU's mentorship. The ambassadors were also tasked with identifying young aspiring football players for the upcoming School Championship Program at KU in 2024.

The training session included commentary training by KU director Ali Ata and a two-hour storytelling session hosted by Pakistan's biggest digital content creator Irfan Jenujo. The storytelling session focused on using digital platforms to promote football missions and creating content fundamentals to reach more people for football development and to document their journey with Karachi and the School Championship.



