

November 2024



Project Proposal

Prepared for



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Introduction

“We believe in Coaching that empowers youth and children”



What if every child was a champion who just needed a coach?

Coach in a Box (CIAB) Collab is a youth empowerment network that provides education, sport and psychosocial support to those who need it most.

We provide every child with access to coaching that will unlock their potential.

We empower communities to uplift themselves by creating social-impact jobs for local unemployed youth who work in schools.



Problem

The Eastern Cape is one of the most impoverished provinces in South Africa, with an unemployment rate of 39.7%, expanded youth unemployment rate of 52.4% reported in 2023Q2, income poverty rate of 71%, and multidimensional poverty rate (income, education, infrastructure) of 54% among youth (ECSECC Report of 6 September 2023).

Recent studies show that 81% of Grade 4 learners are illiterate. Less than 50% of Grade 1 children learn the letters of the alphabet by the end of Grade 1. South African school children have demonstrated poor academic outcomes and levels of performance in mathematics (Spaull & Kotze 2015).

81%

of grade 4 learners can't read for meaning.

4th

Highest youth unemployment in the world.

71%

of schools in the Eastern Cape have no sport equipment

70%

Children in Eastern Cape have experienced trauma.



Solution

“A mobile, cost effective solution that can be scaled to drive major change”

The CIAB Strategy is to provide a holistic youth empowerment intervention to primary school learners in underserved communities.

We offer

- Sport (Rugby, Netball) -
- Education (Literacy, Numeracy)
- Empowerment (Psychosocial coaching)
- Employment

The Tools The box is issued to each coach and contains equipment, training manuals, tools, and resources required for successful programme implementation.

Through various stakeholders and strategic partnerships, CIAB empowers and enables coaches with what they need to thrive.





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About Us



By working together on Coach in a Box, Thetha Nathi, Izibalo, and EduSport Youth can leverage their unique strengths to create a robust, sustainable, and impactful program that benefits youth and communities.

Collaborative Benefits:

- **Enhanced Capacity:** Shared resources, expertise, and networks expand reach and effectiveness.
- **Increased Impact:** Collective efforts amplify positive outcomes for youth.
- **Scalability:** Joint efforts facilitate replication and expansion to new communities.

Case Study

Nontsikelelo Junior Primary

The CIAB Collab partnership launched a pilot project in the third term of 2024. The aim was to monitor what improvements the holistic offering would make. Here is what we found:

Improved Academic Performance

The personalised academic coaching equipped children with the tools to improve in school work, which has led to higher pass rates.

Enhanced Social and Emotional Well-being

The Psychosocial support from our social worker equipped children with coping mechanisms. This has fostered a healthier and more resilient community at Nontsikelelo.

Increased Youth Employment

The project directly created jobs for local youth as coaches, contributing to youth employment within the community.

Success!

The Principal, Mrs M Mabece and Head of foundation phase, Mrs A Majeke, received the 2024 award from The Department of Education for Management and Learner Performance.



Budget

Please find attached budget





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Contact Us



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Thanks

