

Summary

The project will build **Shoot to Score Academy** in Marsabit, Kenya providing a safe space for 1,500 children annually to play and experience their childhood. They will learn life skills on tolerance; fair play, peaceful acts on and off the field imparted through Shoot to Score not to Kill Intervention. It will also help girls and women break the silence on FGM, Child Marriage & beading through football while providing safe space with a leadership awards support for education of the survivors.

Challenge

Marsabit is one of the poorest counties in Kenya, with a poverty rate of 92% - way above the national average of 46%; The communities are also affected by drought and inter-tribal conflict. In December 2013, tensions broke out into open violence. At least 23 people were reported to have been killed, 100 homes destroyed, & 8,521 households displaced with women & children as most affected. At 76% illiteracy rates are high among girls/women who are also affected by FGM, Child Marriages & Beading.

Solution

Shoot to Score Academy will provide access to a safe space for 1,500 children affected by tribal conflict to play football and learn life skills. The shoot to score not to kill inculcates a culture of tolerance and peaceful acts on and off the field. It will award peace points for children who are tolerant; non-violent and having the training on conflict resolution for parents of the affected children. It will help break the silence on GBV with a safe space & education for boys/girls survivors.

Long-Term Impact

The project will engage 600 boys affected by tribal conflict and learn to tolerance, non-violence and be peace ambassadors. It will reduce the number of children and youths engaged in tribal conflict and help enhance peaceful coexistence through football. It will break the silence on GBV for 900 girls through football and provision of a safe space. It will provide education support to children affected by conflict and girls affected by FGM, child marriages & beading.

Budget

Estimated Budget is 1,000,000 USD and it will include football pitch, changing rooms and a resource center among other facilities

Achievements

Some of the major achievements include 87% of the communities now value education of their children; 96% of the children are able to express themselves better through HODI Lifeskills training; 80% of the school management committees are undertaking their roles as stipulated. Over 1,000 most vulnerable children who had dropped out have been returned to school. We could not have done all this without the support of all our partners including the schools, teachers, parents, development partners and the Education Office in Marsabit. The use of Football for Social Change is HODI's innovative approach that uses the power of play to engage children in addressing issues that

affect them. Shoot to Score not to kill uses football to shoot to score goals instead of the guns and bullets. Before the inception of breaking the Silence through Football, girls were dropping out at a very high rate. Girls playing football was literally a taboo and today 1,645 girls have been impacted through the program and not a single girl has dropped out of school in the past 5 years in all the 13 schools under the program. The initiative has won several awards nationally and internationally with a few listed below.

Awards and Recognitions

HODI Awards and Recognitions

- Peace and Sport NGO of year Award;
<https://twitter.com/peaceandsport/status/938883106496548864>
- Peace and Sports Conference Speaker in Monaco
<https://www.youtube.com/watch?v=PZmynF0AOxU>
- FIFA Equality Conference; Give me the ball and I will score the goal myself:
<https://twitter.com/fifacom/status/969507292633796608?lang=en>
- UNODC High Level Meeting on Crime Prevention and Sustainable Development through Sports <http://webtv.un.org/search/crime-prevention-and-sustainable-development-through-sports/5767561262001/?term=sport&sort=date>
- 5 Fearless Female Founders To Follow In 2018
<https://www.forbes.com/sites/marlenahartz/2017/12/11/fearless-female-founders/#1b3903c073ba>
- HODI Impact stories from the schools and communities
<https://www.youtube.com/watch?v=7A4jX5Zsrbg>
- Football4Good Cover feature
http://www.streetfootballworld.org/sites/default/files/FOOTBALL4GOOD%20Magazine_Issue%202.pdf
- Beyond Sports Award winner Sports for Social Inclusion Award
<http://www.beyondsport.org/project/b/breaking-the-silence-using-football/>
- 50 Most Inspirational Personalities in Sports;
<http://beyondsport.org/media/3339/bys-inspirational-50-powered-by-barclays.pdf>
- Nomination to represent Kenya as Player for SDG5 during the Global Goals World Cup in New York
<https://twitter.com/SicilyKariuki/status/841589291302178817>
- Featured in Award winning film Soldiers of Peace alongside Desmond Tutu and was narrated by Michael Douglas
<https://www.youtube.com/watch?v=FCPyyFeawe0>
- Geneva Peace Talks; Peace is like an EGG <http://webtv.un.org/watch/fatuma-abdulkadir-adan-geneva-peace-talks-2013/2728619058001>
- Stuttgart Peace Award- <https://www.youtube.com/watch?v=KVR3SuOf9H4>
- Strength of a Woman - <https://youtu.be/1BhSXp-KAMY>
- Shoot to Score, Not to Kill - <https://vimeo.com/25993855>
- It takes courage to speak up! <https://www.youtube.com/watch?v=hGGywxAWwsA>
- Ethio-Kenya Peace Tournament; <http://www.nscpeace.go.ke/resource-library/downloads/category/6-reports.html?download=25:kenya-ethiopia-cross-border-peace-tournament-and-activities-report&start=20>