KIDS WIN: Keeping Inclusive Development through Sport for Wellbeing, Inspiration and Nurturing
Project Duration: 24 Months
Project Location: Northern Uganda
Funding Requested: USD 355,000
Target Beneficiaries: 1,500 Vulnerable Children (Ages 3-12 Years)
Indirect Beneficiaries: 7,500 Parents, Caregivers, Teachers, Community Leaders, and Local Sports Volunteers

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1. Executive Summary

KIDS WIN is a transformative sport-for-development initiative designed to improve child protection, education outcomes, psychosocial wellbeing, social inclusion, and leadership development among vulnerable children aged 3-12 years across Northern Uganda.
The project is inspired by the proven approaches of The Kids League Uganda, whose mission is to improve children's lives through access to sports and recreation while advancing wider development goals including education, health, peacebuilding, disability inclusion, and gender equality.

Over 24 months, the project will provide structured sports leagues, life-skills training, leadership development, safeguarding support, educational mentorship, and psychosocial wellbeing services to 1,500 vulnerable children.

Every participating child will receive a complete sports kit including uniforms, sports shoes, protective gear, training materials, and safety equipment.

The project will establish sustainable community sports clubs that generate local revenue through spectator attendance, tournaments, merchandise sales, and corporate sponsorships, ensuring continuity beyond donor funding.

2. Situation Analysis

Northern Uganda continues to experience high levels of child vulnerability resulting from poverty, school dropout, standard service inequality, child labour, abuse, neglect, disability-related exclusion, and limited recreational opportunities.

Many children:

- Lack access to safe play spaces.
- Have limited exposure to positive role models.
- Face psychosocial challenges.
- Experience educational barriers.

- Are vulnerable to exploitation and violence.
- Have limited opportunities to build leadership and social skills.

Sport is increasingly recognized as a powerful tool for education, child protection, psychosocial support, social inclusion, health promotion, and peacebuilding www.portanddev.org highlights sport's contribution to child wellbeing, social inclusion, and safeguarding when implemented through structured child-centered programming.

3. Project Goal

To improve the wellbeing, protection, educational participation, psychosocial resilience, and leadership potential of vulnerable children in Northern Uganda through safe, inclusive, and sustainable sport-for-development programming.

4. Project Objectives

Objective 1
Increase access to safe and inclusive sporting opportunities for 1,500 vulnerable children aged 3-12 years.

Objective 2
Improve educational participation, life skills, confidence, teamwork, and leadership among participating children.

Objective 3
Strengthen psychosocial wellbeing, resilience, social inclusion, and peaceful coexistence through sports.

Objective 4
Strengthen community-based child protection systems and safeguarding mechanisms through sport.

5. Beneficiary Profile

Category	Number
Girls	750
Boys	750
Children with Disabilities	150
Refugee Children	200
Orphans & Vulnerable Children	600

Extremely Poor Households	500
Total Direct Beneficiaries	1,500

5. Project Strategy

Tiny Champions League (3-5 Years)
Focus:

- Early childhood development
- Play therapy
- Physical coordination
- Parent-child engagement

Rising Stars League (6-8 Years)
Focus:

- Foundational sports skills
- Team building
- Social development
- Child rights awareness

Junior Champions League (9-10 Years)
Focus:

- Competitive participation
- Leadership development
- Life skills education

Future Champions League (11-12 Years)
Focus:

- Talent development
- Youth leadership
- Community responsibility
- Educational mentorship

6. Key Activities

Output 1: Children Participate in Structured Sports

- Child registration
- Community outreach
- Sports equipment distribution
- Weekly coaching sessions
- Community sports leagues

- Tournament organization

Output 2: Life Skills and Education Support

- Child mentoring
- Reading clubs
- Leadership sessions
- School retention campaigns
- Educational awards

Output 3: Child Protection Through Sport

- Safeguarding training
- Child protection committees
- Referral pathways
- Parent engagement sessions
- Community awareness campaigns

Output 4: Community Ownership

- Coach training
- Volunteer development
- Sports committee formation
- Sponsorship engagement
- Revenue generation systems

7. Logical Framework

Intervention Logic	Indicators	Means of Verification	Assumptions
Goal: Improved wellbeing and resilience among vulnerable children	80% report improved wellbeing	Surveys, evaluations	Stable community environment
Outcome 1: Increased participation in sport	1,500 children enrolled	Registration records	Parents support participation
Outcome 2: Improved education outcomes	70% improve school attendance	School records	Schools cooperate
Outcome 3: Improved child protection	200 protection cases referred and supported	Referral records	Functional referral systems
Outcome 4: Sustainable sports clubs formed	20 community clubs operational	Club records	Community ownership continues

8. Results Matrix

Objective	Output	Target	Timeline
Increase sports participation	Children enrolled	1,500	24 months
Improve educational engagement	Mentorship sessions	96 sessions	24 months
Strengthen child protection	Volunteers trained	100	12 months
Improve psychosocial wellbeing	Sports events conducted	240 events	24 months
Strengthen sustainability	Community clubs formed	20 clubs	24 months
Strengthen local ownership	Corporate sponsors engaged	10 sponsors	24 months

9. Detailed 24-Month Workplan

Year 1

Activity	Q1	Q2	Q3	Q4
Recruitment and staff orientation	✓			
Baseline assessment	✓			
Procurement of sports kits	✓	✓		
Child registration	✓	✓		
League establishment	✓	✓	✓	✓
Weekly coaching sessions		✓	✓	✓
Child safeguarding training	✓	✓		
Girls Play Girls Lead		✓	✓	✓
Mentorship program		✓	✓	✓
District tournaments			✓	✓
Monitoring visits	✓	✓	✓	✓

Year 2

Activity	Q5	Q6	Q7	Q8
Refresher coach training	✓			
League activities	✓	✓	✓	✓
Leadership academy	✓	✓	✓	✓
Child protection follow-up	✓	✓	✓	✓

Community sports festivals		✓		✓
Corporate sponsorship events	✓	✓	✓	✓
Championship tournaments			✓	✓
Endline evaluation				✓
Sustainability transition			✓	✓

10. Procurement Plan and Supplier Assumptions

All procurement will follow competitive bidding procedures.

Anticipated Supplier Categories

Sports Apparel Suppliers

- Local garment manufacturers
- Community tailoring enterprises
- Sports branding companies

Sports Equipment Suppliers

- Uganda sports equipment wholesalers
- Regional East African distributors
- Professional sporting goods suppliers

Safety Equipment Suppliers

- Protective equipment suppliers
- Occupational safety distributors

Medical Suppliers

- Licensed pharmaceutical suppliers
- Medical equipment providers

Branding and Printing

- Local printing companies
- Advertising agencies

A minimum of three competitive quotations will be obtained for major procurements.

11. Detailed Child Sports Kit

Item	Unit Cost (USD)
Branded Jersey	12
Shorts/Skirt	8
Training Bib	5
Football Boots/Sports Shoes	25
Socks (2 Pairs)	5

Shin Guards	8
Knee & Elbow Pads	10
Water Bottle	5
Sports Cap	4
Rain Jacket	15
Sports Bag	12
ID Card	1
First Aid Allocation	5
Equipment Maintenance Allocation	5

| **Total Per Child** | **120** |

1,500 Children × USD 120 = USD 180,000

12. Detailed Budget Summary

Budget Item	**Amount (USD)**
Child Sports Kits	180,000
Shared Sports Equipment	20,000
Coaching & Technical Staff	12,000
Child Protection & Safeguarding	5,000
Community Leagues	17,000
Championships & Tournaments	6,000
Girls Play Girls Lead	3,500
Leadership Academy	12,500
Mentorship & Life Skills	2,500
Volunteer Training	2,000
Disability Inclusion	1,500
Community Mobilization	6,500
Monitoring & Evaluation	3,500
Documentation & Visibility	6,500
Transport & Field Operations	78,000
Administration & Communication	700
External Audit	1,500

| **TOTAL** | **USD 355,000** |

13. Sustainability Strategy

Community Sports Development Fund
A dedicated fund will be established to support ongoing operations after grant completion.

Revenue Streams
Match-Day Spectator Fees
Community members attending leagues and tournaments contribute affordable entrance fees.
Projected annual income: **USD 10,000-20,000**

Merchandise Sales

- Jerseys
- Caps
- Wristbands
- Sports bags

Tournament Vendor Fees
Food and beverage vendors pay event participation fees.

Corporate Sponsorships

- Team sponsorships
- Jersey branding
- Championship naming rights
- CSR partnerships

Community Contributions
Schools, local governments, and community members contribute facilities and volunteer support.

14. Exit Strategy

By project completion:

- 20 community sports clubs operating independently.
- 100 trained volunteer coaches.
- Community Sports Development Fund operational.
- Local sponsorship agreements secured.
- School-based sports leagues institutionalized.
- Child protection systems integrated into community structures.

Conclusion
KIDS WIN Uganda will use sport as a powerful vehicle for child protection, education, wellbeing, leadership, and community transformation. Through structured sports participation, mentorship, safeguarding systems, and sustainable community ownership, 1,500 vulnerable children will gain the opportunity to play, grow, learn, and thrive.