

**GENERAL REPORT;  
SOCIETY EMPOWERMENT PROJECT (SEP)  
SOCCER TOURNAMENT & EDUCATIONAL CAMP.  
OYUGIS, 12<sup>TH</sup> – 15<sup>TH</sup> AUGUST 2010**

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*Promoting Community Development through Sports*

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## **Background Information of the Event:**

SEP Annual Soccer Tournament and Educational Camp is a unique event that aims not only in the promotion of football as a game, but also looks into the capacity building of the youth and community at large through its educational components. The educational components / topics are designed every year by a competent team of Organising Committee (O.C), basing on the specific needs on the ground. The event prioritises on girl child participation both in and off the field – in the soccer and educational workshops.

The event has been ongoing, this year, 2010, is its second year. In its first year, the event attracted a total of 12 teams out of the 14 who were invited. There were 6 girls' teams and 6 boys' teams. This year, a total of 14 teams participated out of 16 invited. There were 6 girls' teams and 8 boys' teams.

In the second year, the event has already gained a National recognition, with other girls' teams coming from outside Nyanza Province, as far as Coast and Western Provinces. More partners have also registered their participation in the event, mainly offering Technical support to the event.

The main aim of the event is to promote football and capacity building skills among the youth and general community. It has a long term objective of remaining institutional in Oyugis Region, as an annual event. The focus will always remain the youth, boys and girls. The main goal is vested in quality of the event, and not quantity. Basing on this, it may not very much be important how many teams join the event annually, but the kind of educational components and quality soccer in terms of fair play and social interaction we hold annually.

SEP Annual event and Educational Camp is a youth friendly and the only event of its own in Nyanza Province. Members of SEP, O.C and Oyugis Community are determined to uphold its value and quality.

***“Too many national associations are failing African Football. We cannot have strong National Teams without strong leagues because too often the associations are run by wrong people, people who get involved for politics or money, not for football. Until we sort ourselves out, we will have the same old circus.”*** Nicholas Musonye, General Secretary, CECAFA - The Guardian, July 2010.

## 1.0 Introduction:

SEP Football Tournament and Educational Camp is an idea that was initiated by SEP members as an approach to attain community development through the use of football. The tournament is, and will always remain unique from any other that has ever been organised in Nyanza Province as a result of its Educational Components. It is an opportunity for the youth not only to participate in playing football, but also to learn from the various thematic seminars / workshops incorporated in the event. Other than football entertainment, it also provides to the wider community the only opportunity to access vital information locally. This year 2010 is the 2<sup>nd</sup> year of the tournament and its theme has always remained “*Community Empowerment through Football*”, highlighting on girl child participation, where the focus is on education as much as football.

This year’s event included other teams from outside the province, giving it a National outlook. Of the girls’ teams that participated, two teams came from Coast and Western Provinces, Moving Goal Posts and TYSA Kitale respectively.

During the event, there were several thematic programmes going on such as public education through theatre; this focused on different areas, but as was set out by the O.C, ranging from Drug abuse, female empowerment, and HIV/AIDS. Within the venue, there were HIV/AIDS Counselling and Testing going on, with 5 qualified counsellors on the site. This report touches on the various departments and partners who made the event successful:

### 1.1 EVENT OWNERSHIP:



*The above banners display the partner organizations behind success of the event. The event 2010 was sponsored by FFH and GTZ/YDF. These are some of the results of mutual Networking relations between SEP and streetfootballworld – Berlin.*

SEP Annual Soccer Tournament and Educational Camp is owned by Society Empowerment Project (SEP). It is a blue print that can be replicated in any part of the country by other interested organisations, hence the inclusion of Football Kenya Limited (FKL) in the Organising committee. The long term plan is to develop the event into a regional event, comprising of several countries in Africa.

## 1.2 EVENT PLANNING AND IMPLEMENTATION:

For a successful event, SEP retained its members of the Organising Committee (O.C) as was last year, to foresee the planning and final implementation of the event. The O.C was composed of different persons, with focus also given to gender balancing. SEP youth who are between 15 years in age are also given chance in the O.C, as this would help them learn by doing, hence create a platform for sustainability of the event.

The O.C also comprised of two representatives from Football Kenya Limited, both at the district and Provincial levels. SEP Partner school, Kotieno Primary School was also represented by the games teacher. The rest of the O.C were members of SEP Management Board, comprising of three representatives of the community, elected by parents whose sons and daughters are SEP beneficiaries.



*SEP event creates a platform of social interaction, and is a main source of entertainment many long for in Oyugis Community. Above are members of Oyugis Community, children and professionals following the matches with a lot of interest. – In white T-Shirt on the left is DSW staff who was the facilitator of a workshop on Female Empowerment, Caroline Teti.*

## 1.3 EVALUATION ON PERFORMANCE:

### 1.3.1 Organising Committee: - (O.C)

Members of the O.C were retained as for last year, with slight adjustments where two more people were brought on board. The O.C. did really a good work, planning and implementing the event plans.

#### **Achievements:**

- The O.C. members were very active during brain storming meetings
- The O.C. members were able to turn out for the scheduled meetings; this enabled the success of the event.

#### **Challenges:**

- Members of the O.C. were not fully dependable in terms of taking of responsibilities.
- Members of the O.C have high expectations from the tournament, thus not ready to volunteer / contribute for the success of the event.

### **Way Forward:**

- Decentralise the O.C; include other members even from outside the community, so as to get willing people, with passion for sports on board.
- The O.C. should be composed basing on some degree of professionalism, for quality event.

### **1.3.2 Referees' Report:**



This year, SEP brought on board neutral referees from outside the district. This promoted fair play, as the referees did not side with any team at any given moment. It enabled the event to retain its value of free social interaction both in and off the field, with no tension absolutely during the matches.

*Referees pause for a photo, as SEP and MTG Girls are ready to take on each other in the semi finals. SEP girls lining besides the referees.*

#### **Achievements:**

- The referees demonstrated high degree of professionalism in their work.
- The referees were always time conscious.
- Arising from last years' request, all the referees were accommodated this year hope to retain this trend.
- All the referees were qualified and Football Kenya Limited (FKL) certified.
- The referees were awarded certificate of excellent performance signed by SEP Director and the O.C. Chairman.

#### **Challenges:**

- Non residential teams were not good at time management, this delayed event schedule.

#### **Way Forward:**

- The referees were very competent; hence such qualities should be retained.
- All teams coming out of the division should be accommodated from next year, so as to improve on time management.

### **1.3.3. First Aid:**

- Given the fair play game that was displayed by most of the teams, the injuries in the field were very much minimal/ reduced as compared to last year 2009. No serious injuries were reported or handled this year, other than very minor ones which were treated by the use of sprays.
- SEP First Aid kit was well equipped, with all the basic requirements!

- Most teams were encouraged to bring with them their own first aider and first aid kit.

#### **Way Forward:**

SEP is working in developing Networking relations with St. Johns' ambulance. This is meant to support in training first aiders and risk management for SEP staff and volunteers. This opportunity could be shared by other partners already involved in SEP Annual event. A training workshop could be held on this topic either during the event, or a week before the event, so every team may send in their representatives for the course. More information will be communicated once the process is complete.



*MTG – Kilifi Girls Soccer Team in the field, as their Technical Bench cheers them up!*

#### **1.3.4 GENERAL TRANSPORT IN THE EVENT:**

Transport arrangement, like last year, was excellent! SEP and O.I.P. have always retained their mutual Networking relations. From this arrangement, O.I.P. is directly involved in the support of the event. This year 2010, O.I. P. gave out their car / van yet again to SEP for use throughout the event. SEP only had to fuel per kilometre covered. This arrangement worked out very effectively.

#### **Achievements:**

- The car made transport of teams accommodated in Oyugis Town very effective
- O.I.P. representative in charge of the van, Jaskins Ouma, was very cooperative and helpful throughout the vent, with good leadership qualities. (he was the driver at the same time)
- The driver was very time conscious, hence no team delayed as a result of transport.

#### **Challenges:**

- Given there was only one van on site, the driver was over worked and at times had to finish his day too late, after 7 p.m!

#### **Way Forward:**

- Given the growth trend of the event, it may be necessary to have more than one van on site for effective performance, beginning next year 2011.
- Given the good working relations between SEP and O.I.P, there is need to have O.I.P as a primary partner in the event, hence its banner should be included during the event. (SEP director to discuss this at length with O.I.P. Coordinator, Bro. Leo.)



*As a sign of building of networking relations, all the teams held together after paused for photos after every match they played. From Left is the God Agulu vs. TYSA – Kitale, SEP vs. MTG – Kilifi holding together either in prayers or just for photos, it was not important whether you lost or won the match.*

### **1.3.5 VENUE – Kotieno Primary school:**

SEP for the last Eight years has been in good relations with the school and has been using the school field for all its football related trainings. SEP also enjoys the use of more school facilities like classrooms during workshops, including electricity. In return, SEP takes the responsibility of managing all sports facilities in this school; hence share their sports equipment. SEP coaches are also responsible for coaching the school team. (In essence, all the 1<sup>st</sup> 11 players both in boys’ and girls’ teams are SEP players as well!). The venue was evaluated as below;



*From Left are the SEP Boys’ Team (in green Umbro tops) ready to take on Kadiju F.C on their opening match. The Match ended 3- 0 in favour of SEP.*

- Excellent field facilities (The field was levelled using grader)
- The field is very good, with centralized activities; seminars, food and entertainment.
- General cleanliness was realized to be well maintained, though more waste bins need to be in place in future for responsible disposal of waste materials during the event.
- Is very accessible from the main road, it is only 50 M. from Kisii –Kisumu high way.
- Availability of electricity in the school also supported the event, especially in the use of sound system.

### **Challenges:**

- The current Head Teacher is a bit difficult to work with; he’s never consistent on agreements and this is not very good for professional work.

### Way Forward:

- SEP must start using some of its zones with fields. This implies SEP still has the possibility of using the entire three fields they manage at the moment. This way, the event will have the capacity to host many teams, with different playing venues.



*Above are MTG Girls (standing) and TYSA – Kitale girls' soccer team during SEP Annual event 2010, at Kotieno Primary school Grounds.*

### 1.3.6 Field

The field at Kotieno Primary school was rated to be very good, as it had just been levelled by grader, in preparation of the event. It will be maintained for future events.



*The above first two photos in row shows the levelled field, while at the far end is Upendo Art Group with a skit on female empowerment.*

### 1.3.7 Seminars:

The innovation behind SEP Annual event is the inclusion of seminars within its football tournament. This was picked as the most viable vehicle to community empowerment. It offers humble time for the wider community, youth groups, women groups, farmers, individuals and business men among others, the opportunity to learn as much as getting entertained through football. The seminars were well prepared, packaged and delivered by experts. Seminars conducted include;

1. Female Empowerment – DSW
2. HIV/AIDS Education and VCT services- YOFAK
3. Environment Conservation – Oyugis Town Council

### Achievements:

- Seminars' attendance was rated at 99%!
- All the youth willingly attended the seminars within time
- Seminars were conducted in the open to improve on concentration abilities.
- Educational packages were very comprehensive.
- Every participant received a copy of SEP certificate.

**Challenges:**

- Trainees were not provided with seminar hand outs
- There were no repertoires in the seminar sites, making it difficult to accurately make follow ups on reports.

**Way forward:**

1. Seminars' inclusion in the event will be retained.
2. More relevant seminars will be arranged, and facilitators contacted in time
3. Trainees will be provided with hand outs, SEP will organise for production of more copies for every seminar.
4. The repertoire in every seminar room should be trained on precise report taking, for effective reporting at the end.

**1.3.8 Voluntary Counselling and Testing:( VCT)**

This department did not pick up as was planned. O.I.P. was supposed to provide the VCT Counsellors, but this failed at the end, actually a day to the event kick off! The event O.C, through SEP director, had to fix this challenge upfront. In relation to the urgency, YOFAK was contacted on the same and accepted to provide 5 counsellors who were to work on sight throughout the 3 days, with the entire testing kits.



*From left: VCT table with qualified counsellors, at the centre (in striped T-Shirt) is Maurice who explained the effect of Male Circumcision to the general public. Far end is Maurice following a public education on Male Circumcision (M.C.) as was conveyed through theatre group, Upendo Art Group, just before he explained the facts behind M.C. – Maurice is a health expert working with Nyanza Reproductive Health Services, the VCT Coordinator at UNIM Project in Kisumu, Kenya.*

The VCT uptake was quite encouraging throughout the 3days of the event. The Youth were very positive to the idea of HIV/ AIDS testing, hence turned out in large numbers than was expected! Of the 5 counsellors, every one met his/her daily target of 20 clients per day! This implies, mathematically, (20clients X 5 counsellors X 3days of the event) = 300 clients counselled throughout the event. This is almost six times the number reached last year!! (There were only 2 counsellor's last year2009)

**Achievement:**

- More counsellors were brought on board, 5 in total.
- VCT up take was very good, with six times increment from last year's!
- The percentage of people willing to know their HIV status was high. This is a sign that level of denial and stigma in the community is already reducing!

**Challenges:**

- The counsellors were not contacted in time; they were brought in as an afterthought resulting from OIP's failure to turn up.
- Of all the men counselled, very few of them were circumcised

**Way Forward:**

- HIV/AIDS being a recurring challenge in Oyugis community, there's dire need to reach many people with testing services. The event will bring on board more counsellors next year, so as to reach more people.
- Effective plans with O.I.P. will be worked on, so that their counsellors are prepared for the event early enough for next year's event. O.I.P. has comprehensive Care Clinic, and this is very useful for clients' referrals from this kind of successful events.
- There is dire need to sensitise the community on male circumcision, as this to some percentage, reduces the risks of being infected by HIV/AIDS. No serious male circumcision campaign has been carried out in the community, thus the small numbers reached so far.

**1.3.9 Teams' Screening / Age issue:**

There was remarkable improvement on Age issues. The Technical committee at SEP convened leaders meeting prior to the event and discussed modalities of strictly observing the age limits. It was agreed by all that every team attending must follow the set criteria for smooth running of the event. SEP therefore introduced event rules, photo sheet and team list as a control tool to that effect, documents which were sent out to all participating teams. In view of these tools of age control, teams' screening was effectively conducted. The age categories for this year were boys and girls under 20 and free age respectively.



Executive Director for JAM International Kennedy Okoth thrilled by great football prowess exhibited by MTG – Kilifi girls during their match against SEP Girls. MTG won the match 2- 0, in the middle, the director offers gifts for best soccer talents, SEP Girls’ Goal Keeper and MTG Striker, Fatime Hamisi, who moved the crowd with their brilliant soccer skills. The Director expounded the need to streamline football sector in Kenya as well as developing young talents. He also lauded the Upendo Art Group for their outstanding drama skills as an effective way of information dissemination. Upendo Art Group too received financial gift from the Director. (JAM International Partners with SEP on Improved Agricultural activities in the Community)

#### 1.4. Accommodation

This was well arranged. Most of the teams were accommodated within the compound – Kotieno Primary School, with only one team, MTG – Kilifi accommodated in Oyugis town. (They had well organized transport in place)

The referees and match commentators were also accommodated around, making it possible for them to keep time throughout the event.



Above are the gifts/awards given to the winning teams. All participants, referees and coaches received certificate of attendance each, signed by SEP Executive Director and O.C. Chairman. Far end is the Primary Schools National Volleyball coach, Geoffrey Omuthe presenting a trophy to MTG –Kilifi Captain after winning in the girls’ category. TYSA – Kitale came second after MTG. All the teams attending the event received a pair of soccer ball, signifying continuity for the teams.

#### 1.4.1 Media:

This is one of the areas of improvement for this year’s event!

SEP had a full media – (Local radio Station, Radio Lake Victoria broadcasting the event’s proceeding for entire one week, with one radio presentation by SEP Director on the event in general. Besides, there were competent commentators in place throughout the event, who made the site more lively! SEP still has to bring on board more media institutions such as print media among others.



SEP Boys' team restlessly lie in the field during penalty kick outs in the final match against Kwoyo F.C. At the centre SEP Girls' lead both SEP and Kwoyo boys teams into the field with FFH banner, an indication of thematic football! SEP Boys won the finals after scoring 5 goals against Kwoyo's 4, in the penalty kick outs. Far end, both teams pause for joint photo as a sign of fair game and friendship building.

#### 1.4.2 Security:

- This was provided for by the Oyugis Police Station at reasonable fees, charged on daily basis. The police officers were present at the venue both day and night, especially to maintain order specifically to the teams accommodated in the compound at night. Throughout the event, no malpractice was reported, neither at night.
- Local Provincial Administrators were invited and were in charge of security throughout the event.
- The event was very peaceful throughout, and SEP and other primary stake holders are determined to keep up this trend.

#### 1.4.3 MATCH RESULTS:

In the girls' category, MTG – Kilifi carried the day, with TYSA – Kitale as the 1<sup>st</sup> runners up. SEP girls were placed in the third position after beating God Agulu who became 4<sup>th</sup> position.

In the boys' category, SEP boys carried the trophy high after beating Kwoyo F.C, in penalty kick offs. St. Asisi took position three after slimly winning against Kadiju F.C.

However, it is worth noting that all teams, though some lost in football, went back home more empowered than they came, after being empowered through seminars! In this case, all teams were winners and every participant had a certificate.....



*Olidho!! Olidho!!Olidho!! Stop child marriage to sugar daddies, support girl child rights, support girl child education! – (Olidho is one of the outstanding artists in Oyugis Community, using theatre as a means of communication. Olidho is a nick – name.)*

Upendo Art Group displays a skit on forced girl child marriage at the expense of education. In Africa Context, girls for a long time have been equated to assets that can be sold and bought during financial crisis. SEP is determined to change this perception through Female Empowerment through Football.

## ACKNOWLEDGEMENTS:

The Organising committee, members and partners of SEP have the pleasure to sincerely extend their special thanks to the following people / Organizations who endeavoured materially, financially or mentally to make the event a success.

1. Kotieno Primary School - Oyugis. – Event Host / Venue.
2. Local Authority in Oyugis (Schools, Community of Kasipul Division, Hotels, Provincial Administrators / Police and Transporters.) – Moral Support and their good will for SEP.
3. All participated Team for 2010 – 2<sup>nd</sup> SEP Annual event.
4. Streetfootballworld – Berlin – Technical support
5. Football For Hope – Funding Support (Strategic Alliance between FIFA and streetfootballworld)
6. GTZ/YDF – Funding support
7. Oyugis Integrated project (O.I.P) - Technical German Foundation in World Population (DSW), Kenya – Technical support and 2 Soccer balls.
8. Radio Lake Victoria – Media Coverage.
9. Football Kenya Limited, Rachuonyo Branch – Technical support
10. Evans Omondi Odero – Certificates
11. Executiva Director, JAM International, Kenya – Moral Support
12. CEO – Talent Academy, Kenya – Technical Support
13. Hon. Kambona Oyugi – K/Kabondo Parliament Aspirant, Technical Support
14. Executive Director, MYSA – Kenya.- Moral Support
15. Joseph Ogello Okullo – Switzerland – Moral support