

Date: 2010

Society Empowerment Project: 2010 Donation Catalogue



Promoting Community Development through Sports



What is SEP?

SEP is an initial for Society Empowerment Project. It is called SEP because the main focus of the organization is to bring a bout community development through empowerment .

Legal Status of SEP:

Society Empowerment Project (SEP) was registered as a CBO in 2002, working with 1,500 young people in Oyugis through sports to promote social-cultural behavior change on HIV/AIDS prevention, to provide food security through agriculture, to reduce the prevalence of HIV/AIDS through out reaches and workshops, to empower girls through gender equity and equality and above all, to nurture and develop young talent in sports. SEP has organized sports with young people as a target group, ranging from the age of 10 – 17. Sport is the most popular leisure activity in the modern world. It reaches across ages, genders, skin colors, economic levels, language differences, and faiths. It holds a place in society that is allows for teaching without discrimination. SEP has changed the ancient perceptions of sport from a mere competitive event to a means to an end: sports for social inclusion and change. For this reason, we believe sport can change the world.

Activities that SEP staff and volunteers are engaged in are value-related. With the youth as a target group, the activities include from Agriculture, Education Support, Health Information Education and Technical Education Trainings. These activities aim at reducing poverty level in Kasipul division and its vicinity, reducing HIV/IDS prevalence rate in the division, providing food security in the region, and improving gender equality and equity.

Where is the geographical area of SEP?

SEP is in the western part of Kenya, Nyanza Province. It is in a small town council of Rachuonyo district called Oyugis. Oyugis is just next to Kisii highlands, a fact that has placed the area in one of the best agricultural regions in the country.

Who is SEP's target population ?

SEP targets youth both in and out of school. In this region, Oyugis and its vicinity, many young people have dropped out of school both at primary and secondary level. The reasons that lead to the drop out is lack of school fees.

Most of the youth in the region are orphans, their parents having died as a result of HIV/AIDS related sicknesses. According to statistics, Nyanza province is the leading in HIV/AIDS pandemic in the country, and Oyugis is not an exception. Due to this, many orphans can't afford things as simple as clean drinking water, let alone going through basic education. Linking sports and community development, SEP is determined to bring back hope to the youth in this area.



Promoting Community Development through Sports

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<http://www.streetfootballworld.org/network/all-nwm/society-empowerment-project/>

What kind of help does SEP require from others?

Individuals and organizations can make either general or project-specific contributions to SEP. For instance, an individual or organization may help SEP establish the vocational training centre, sports academy, sports development programmes and events, community library, educational support to the youth in school, VCT site, or simply fund the income generating projects so as to be done at a large and sustainable scale.

1. You can support SEP activities in Kenya by sponsoring a tournament / social marketing events for HIV/AIDS prevention.
2. A foundation/Trust/Charity may also sponsor one of the SEP Football teams with uniform sets, first Aid kits, trophies or balls.
3. You can support SEP’s Annual Event and educational camp, and enjoy viable marketing advantage from the organization.

To make a donation; call SEP at +254 720 864 715 or email us; sepkenya@yahoo.com for more information.

Bank Details: SEP YOUTH PROJECT;

National Bank of Kenya,

Account number: 0124625633200;

Swift code:

EKENX XXX ;

P.O. BOX 1152 – KISUMU KENYA



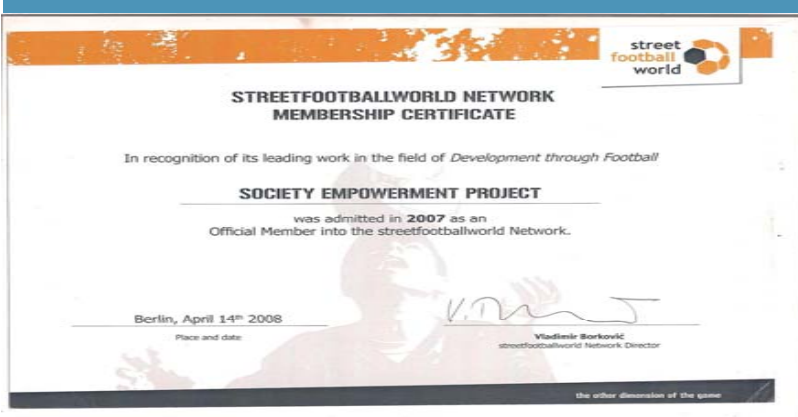
SEP Director with UN Secretary—General’s special advisor on Sports Mr. Lamke during the Football For Hope Forum in South Africa 2009.



SEP Boys Team Captain Display a Trophy won during an SEP Tournament & Educational Camp—

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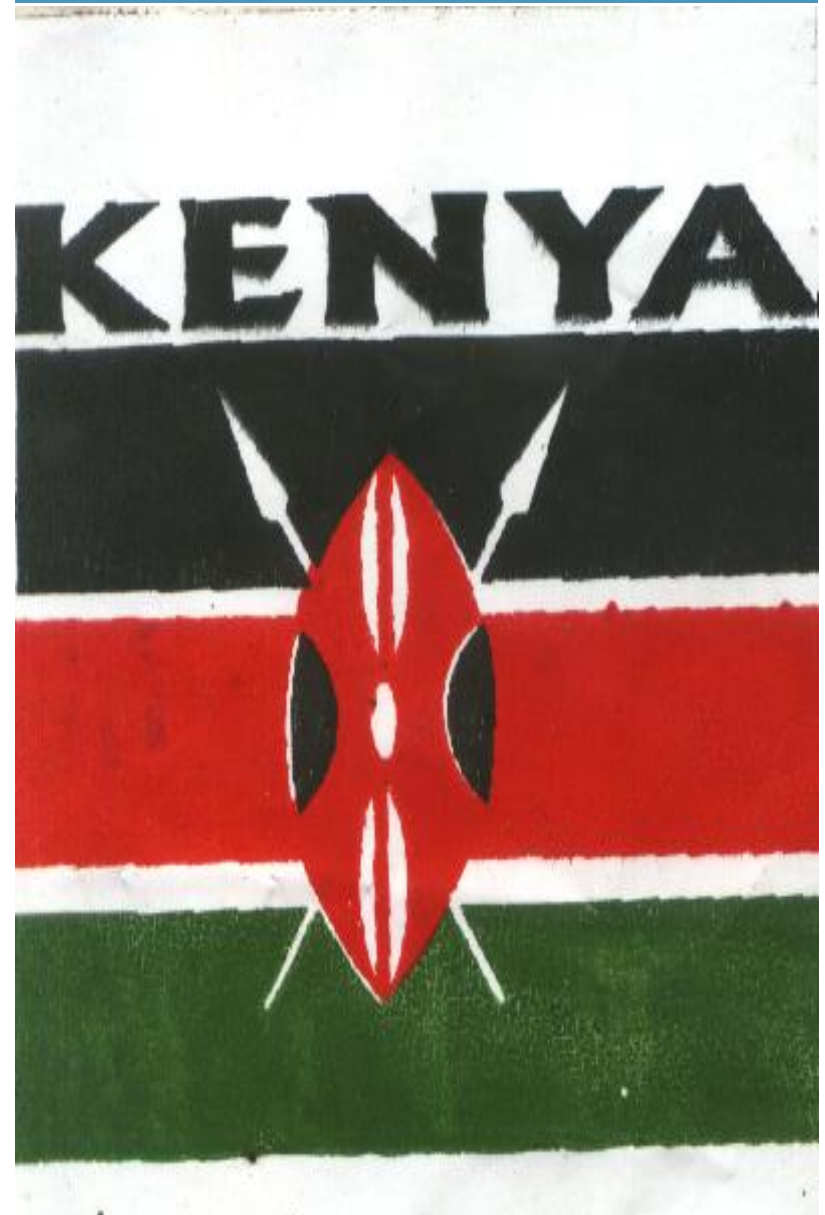
SEP is a member of the global streetfootballworld network.

What are the Sources of SEP Funding?

Since SEP was founded, it has never been funded by any donor other than Football For Hope (result of the strategic alliance between FIFA and streetfootballworld.) SEP also receives her funds from kind donations by community members, SEP friends such as Alive and Kicking, merry go rounds organized by SEP members and sales from the income generating projects such as vegetables, bananas and poultry. However, it is our dream that we'll identify other partners or /donors who will help us improve our efforts in the various projects.

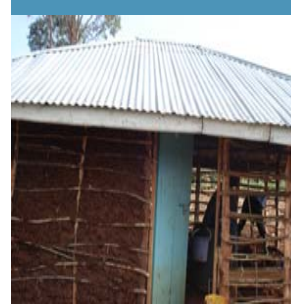
PARTNERS OF SEP:

- streetfootballworld - Berlin, Germany
- FIFA - Switzerland.
- Mathare Youth Sports Association (MYSA) – Kenya.
- Oyugis Integrated Project (O.I.P.)
- Local Community of Oyugis Region.
- SEP is an implementing partner of Football For Hope (FFH), result of the strategic alliance between FIFA and streetfootballworld.
- Help Heal—Kisumu
- Coaches across continents—U.K
- Alive and Kicking—U.K and Kenya Offices.



SEP promotes the social integration of communities living in the neighborhood as its contribution to national peace building and harmonious co-existence. Sport plays a vital role in social integration.

SEP Under 14 Boys Team displaying the FIFA Rule of Fair Game; below is SEP Director, Festus with FIFA President Mr. Sepp Blatter in a photo during Football For Hope forum in South Africa 2009



SEP supports poverty stricken households, particularly child-headed and those headed by widows with no proper housing and shelter.

To construct such a house, a family needs US\$ 1000; SEP youth are available to provide free labor. SEP looks forward to constructing 20 houses annually for **5 years**.



SEP involves young boys and girls in environmental conservation through farm forestry practices. The boys and girls work in small groups to set up tree nurseries and raise seedlings, both for their own farms and for sale to get a little income to support their education. You can support such a group by supplying tree seedlings, watering cans, pesticides, fertilizer, other equipment and training services.



National and international volunteers are an integral part of SEP. You could send / sponsor volunteers to work with SEP as coaches, trainees, physiotherapist, doctors, child counselors etc

Hosting one international volunteer for up to 4 months costs you US\$ 3000.



SEP organizes annual tournaments and educational events, with thematic educational topics. The event includes both girls and boys of different age categories. National and international youth events and understanding are vital for socio - economic development.

Communicating Social Behavior Change through Sports

Why is the HIV/AIDS prevalence rate is high in Oyugis - Nyanza region?

We did not choose to have this kind of phenomenon. We and our parents have just realized through data collection that our region is certainly the highest hit with the pandemic.

With overwhelming poverty, one can easily fall prey of unfavorable situations such as the one in Nyanza province. It is for this reason SEP is committed to bring about meaningful leisure activity to the young people, sports and capacity building workshops. SEP is really looking forward to identifying a partner—donor to support its efforts, so as to bring a bout hope to the youth and the community at large.

What is SEP’s statement of the problem?

Getting sick and dying is our biggest worry. The poverty rate is too high; hence young people can’t even afford to attain the basic level of education. We intend to have the youth trained in various fields, such as health education, sports management, and sports skills such as coaching and refereeing, first aid among others. This will improve the quality of our activities hence put the youth a step ahead in their life.



SEP Chairperson, Sherine A. Ddek.

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3. You can support SEP ‘s Annual Event and educational camp, and enjoy viable marketing advantage from the organization.
4. You can support SEP in building its offices.

SEP– Events



SEP Parent working on his daughter’s plot, while the daughter is in school. SEP focuses on community support in its programmes.



SEP Kenya Chairperson, Sherine, tours with SEP visitor, Simon Thuku from Moving Mountain Nairobi at SEP Napier Grass Plot. SEP and MM are working on a partnership deal.



SEP embraces its partners and hence offers significant public recognition at every moment. SEP displays the involvement of Football For Hope and street football world its events.



SEP Executive Director, Festus Juma conducts a workshop on sustainable funding and establishing sound donor relations during Premier Skills Networking Workshop in Nairobi, Kenya. SEP needs support to hold more workshops. Having been trained on Premier Skills Community Coaching, SEP qualifies to replicate the skills locally.

EXPAND YOUR MARKET BASE THROUGH SEP EVENTS AND ACTIVITIES.

Business institutions, private firms, other NGOs, parastatals and corporate institutions can work with SEP strategically to expand their market base.

Sponsor SEP events jointly with other stakeholders or exclusively and enjoy marketing rights through events and publications, as well as face-to-face contact with consumers and social media publications.

Sponsor SEP events exclusively and enjoy long-term marketing benefits. This will be done through publications, media, logos painted and displayed on the venue with corporate colors, soccer uniforms among other possible media.

Donate material to SEP including Sports equipment, first aid kits, communication equipments for improved training sessions or donate funds towards these assets.

Volunteer your time with SEP remotely, and help with fund raising, networking and managerial functions.

Volunteer in SEP in Kenya as a soccer coach, physiotherapist, resource mobilizer, event organizer or peer educator.

SEP Welcomes professionals or world renowned footballers to help nurture local talents by sponsoring and training young teams.

SEP's Strategic Interventions

HIV and AIDS

The project focuses on health of mothers in particular and youth in general; mothers are the key to their families' health. It promotes uptake of HIV and AIDS services and products by PLWHAS. The entry point is SEP HIV and AIDS training that empowers participants to gain accurate and practical understanding of the phenomenon and how to self-manage its clinical, medical, psychosocial, and socio-economical effects. Training targets HIV and AIDS support groups. Trained group members reach others who are not yet on ARVs to start taking ARVs. Those not yet tested are encouraged to go for testing in order to improve the quality of decisions they make regarding their sexual life, and thus the quality of their lives. We also provide mothers with the knowledge they need to prevent opportunistic diseases. Together with local organizations we offer direct and practical healthcare links and support to PLWHAS. The Centre, through its SEP Seed Capital Program, supports people living with HIV and AIDS in the community to access productive resources for improved self-sustenance.

SEP children taking part in public awareness raising during last year's World AIDS Day celebrations in Oyugis Town. SEP needs IEC materials to strengthen its HIV and AIDS Information and Communication programs. 2010 Public Education and Awareness will cost SEP US\$ 5,000.



Orphans and Vulnerable Children (OVC) Program

SEP Orphans and Vulnerable Children (OVC) Support Initiative .

SEP has a burden program for **Children at Risk** in Kenya, particularly in rural Rachuonyo District. This is done through **COPE (Community Orphan Prevention through Education)**

Under this umbrella SEP has several different projects. We have chosen the acronym COPE because our COPE projects offer continuity and sustainability. This assistance is for Children at Risk and Women with AIDS who are raising children. This is why we call it “Orphan Prevention” because we are helping women earn funds to provide for their own children – thus preventing children from becoming orphans- helping grandmothers (or extended family) that are already caring for their orphaned grandchildren to continue to care for them and keep them in school. It is a mechanism for helping women and children **COPE** with the AIDS pandemic and survive this devastating disease.

This proposal deals with the “**SEP Kids for School**” project. Our goal is to help Orphans and Children at Risk in Rachuonyo targeting four areas:

1. **Home** - Stay in the tribal extended family home (usually cared for by an elderly grandmother)
2. **School** – Provide a uniform and school fees so children can go to school –at least basic education .
3. **Health** – Provide a goat for milk for the children/grandmother
4. **Family Support**– Support the guidance to start up a small - scale but sustainable business.



SEP children are ready for a tournament. OVC program provides equal opportunities for all children thereby reducing the effects of HIV/AIDS stigma and other social forms of stigma and discrimination. You can support football activities by providing sports equipment to an SEP team.

Premier Skills Training

Premier Skills works with young leaders to help enhance their skills in football, coaching and English . It is meant to promote positive interaction at all stages and levels, and with active participation, one develops the skills required. This enables one to move forward and be established in the community. This is the first -ever training of the kind in Kenya, with comprehensive topics as well as much interaction between the Premier League Coaches and Premier Skills Community Coaches.

Premier Skills has been facilitated in Kenya as a result of collaboration between the British Council (BC) – Kenya, and the Premier League in England. SEP was recognized by the organizers and invited to participate in the training.



SUPPORT:

An organization can hire SEP Skills in Soccer Coaching to improve the performance of their football players for US\$ 4000 for one full week.

You can support SEP coaching sessions for US\$ 395 per session.

Give exclusive sponsorship to one of the quality SEP thematic events at a cost of US \$ 9211 and get full marketing right throughout the event and after.

You can offer inclusive support towards one of SEP’s thematic events and enjoy quality marketing opportunities during and after the event. An event costs SEP US\$6579 to be implemented.

SEP Volunteer and VCT Counselors helping a school girl to develop accurate understanding and appreciation of her sexual maturation. Rights of girls is our main concern. Girls in rural Kenya miss up to 5 days of learning a month when menstruating for lack of sanitary towels.



Cost:
 US\$ 20 will give a girl a whole year of sanitary towels.
 US\$ 200 will give a girl adequate learning materials to remain in school.
 US\$ 200 will enable one local volunteer to visit girls in school for a term, helping them with guidance and counseling.
 US\$ 1053 will buy an SEP girls' team a full sports kit for a year.
 US\$ 200 will give a girl enough food for a whole term in school.



SEP is deals with 30 total and 60 partial orphans within Kanyango Sub location. The children bear the burden of feeding themselves and their siblings. SEP is seeking support to keep these children in school through the SEP Education Support Program that aims at promoting education uptake by the young people. Some youth are involved in child labor for sustenance.

Cost:
 It takes only US\$ 60 to keep an OVC out of child labor for a whole month.

Trophies and balls donated by Mambo Yote Stores, in Ruga and Alive and Kicking respectively.



SEP girls playing football at one of SEP partner schools, Kotieno Primary School in Oyugis.



Maize thriving in one of SEP farms. SEP 's strategy is sporting for food security.



Objectives for Goats and Uniforms project

Empower foster families to care for orphans: A typical Luo community, Rachuonyo District is dominated by extended families and friends who are willing to raise an AIDS orphan but are unable to financially support an additional family member. Through Goats and Uniforms, the expense of a school uniform is paid for by SEP. The goat given to the orphan provides much milk and kids to raise and sell to help subsidize school costs.

Enable orphans to acquire education free from stigma: If orphans are able to attend school at all, it is often in the tatters of old school uniforms. This 'hand-me-down' appearance sets the child apart from the others and singles him or her out for ridicule. With a new uniform from the Goats and Uniforms project, the child will not be excluded on the basis of appearance.

Increase status of orphans in foster homes: Owning a goat increases the status of the orphan with the foster home. The child is able to own an animal capable of increasing the family's access to milk and money as the kids are raised and sold. The child then becomes an asset instead of a liability to the family's budget.

Improve nutrition of orphans in foster homes

A dairy goat will provide much - needed protein and total calories through its milk production. As the goat bears kids, these kids can then be raised to be sold or slaughtered for meat. This system allows for the improved nutrition of the orphan and indeed for the entire family.

Transfer of husbandry skills to orphans: Orphans raising goats will learn the necessary animal husbandry skills to keep their goats healthy. The local ministry of Livestock, extended family members and schools will participate together in the education of the child in order for them to learn the skills of raising goats.

Gene pool improvement of community herd by access to pedigree buck: The orphans' goats will have access to breeding programs around Kenya. These programs are aimed at improving the community's herd by crossbreeding the child's doe with a pedigree buck. The improved gene pool will increase hardiness and milk production in the breeds commonly found in East Africa (German Alpine, Small East African, Galla).

The success of this project is guaranteed by you supporting an orphan or a number of orphans at US\$ 100 per child.

POULTRY FARMING

SEP Poultry Project in Oyugis. The organization is looking forward to replicate the success of its present poultry husbandry project to 10 more youth groups and 5 women groups.



Poultry farming is one of the activities seen by SEP as a Rapid Result Initiative that is capable of not only increasing household income from sale of eggs and broilers but also of providing an alternative diet source from the consumption of white meat.

SEP seeks to initiate and maintain up to 20 poultry houses in 3 villages (Kanyango, Nyabola and Kotieno). Each poultry house has a capacity of 250 layers and 300 broilers. It cost a minimum of US \$ 1500 to set up a single poultry house.

When complete, each poultry house is capable of providing sufficient income for up to 25 members in a poultry- keeping group of youth and women.

The SEP Agricultural Project alleviates food poverty through small - scale kitchen gardens and household farm. You can support a farmer or a group of farmers with farm inputs, seeds, fertilizer, pesticides and technical field support as a volunteer



Price:

US\$ 200 for planting an acre of maize and beans;
 US\$ 100 can plant an acre of African bird’s eye chili
 US\$ 170 can help a family set up a mixed fruit garden with at least 4 species.
 US\$ 40 can help a family set up and maintain an acre of assorted traditional vegetables.



One way of supporting SEP activities is through sponsored field visits and exchange trips. In this picture, SEP kids are touring one of a members’ farm to learn first -hand how small -scale irrigation can guarantee food production even during dry seasons.

Cost:

US \$ 300 can enable 20 members to participate in a 2 -day field visit to develop new skills and approaches to social and economic development practiced by other similar projects in Kenya.

At a cost of US\$ 70, An OVC will receive a uniform that consists of:

Boys: shorts, shirts, underwear, socks, shoes, sweater

Girls: skirt, blouse, underwear, socks, shoes, sweater

At a cost of US\$ 100, an OVC will get a quality goat breed

Does from improved breed (typically German Alpine or Meru Goat) are young, preferably in their first gestation when presented to the orphan.

Additional information:

Baby goats are called kids and males are called bucks. Gestation is approximately 150 days able to breed (first estrus) at 7 to 12 months

Goat Rearing and maintenance:

At a cost for US\$ 20, an OVC is able to feed a goat and contract the services of a qualified veterinary officer to keep the animal healthy and highly productive.

