



Organisations participating in the Kick-Off tournament

1. Africaid's Whizzkids United (South Africa)

Target group: Young people aged 4-16

Number of participants: Over 3500

Whizzkids United's goal is simple: to use football to help create an AIDS-free generation. By encouraging young people to set goals, WhizzKids United attempts to combat the two main causes of HIV infection: lack of knowledge and a lack of orientation. Incorporating elements and principles from the beautiful game, WhizzKids United helps young people create goal-orientated lives for themselves. Along with football coaching, experts inform participants of the dangers of HIV infection and about preventative measures.

2. Altus Sport Vuma (South Africa)

Target group: Young people aged 8-18

Number of participants: 3000

Altus Sport Vuma's project KickAIDS was conceived in 2004 as a cooperative programme between the German Technical Cooperation and the Gauteng North Sports Council. Altus Sport Vuma is now responsible for the programme, which uses sports to educate young people and build awareness while helping them develop life skills. KickAIDS combines football matches with information on preventing and combating HIV/AIDS in 15 townships and rural areas in South Africa, and is supported by many leading South African HIV/AIDS organisations.

3. Bauleni United Sports Academy (Zambia)

Target group: Young people aged 4-18

Number of participants: 200

The Bauleni United Sports Academy focuses its efforts on underprivileged young people in Zambia. Since 2000 it has been using recreational and sporting activities, primarily football, to encourage community awareness, social involvement and sustainable development in Zambia. Bauleni also endeavours to help achieve the United Nation's Millennium Development Goals and focuses on the areas of environmental sustainability, domestic abuse prevention, and health education. The project's success has been recognised by local governmental schools and consequently Bauleni has worked in cooperation with these schools to promote and improve their physical education and health programmes.

4. Breakthrough Sports Academy (Zambia)

Target group: Young people aged 4-16

Number of participants: 500

Breakthrough Sports Academy (BSA) employs football in innovative ways. Although the organisation concerns itself with a wide range of social issues, the main programmes include environmental clean-up projects involving football students and work with the Mayukwayukwa refugee camps to establish a football league. BSA is also heavily involved in the coordination of the Zambian Street Football Network.

5. Formação (Brazil)

Target group: Young people aged 14-29

Number of participants: 120



The goal of Conjunto Integrado de Projetos Jovem Cidadão (CIP JC) is to establish dialogue amongst various sectors of civil society and to develop public power by applying sustainable local development strategies that focus on young people. The organisation inspires young people to realise their potential as policy-shaping citizens, promoting the creation of youth organisations, the social and economic wellbeing of cities, and the improvement of childhood development programmes. In its football-based programmes CIP JC uses the “Fútbol Callejero” (Street Football) method.

6. EPROCAD (Brazil)

Target group: Males and females aged 7-18

Number of participants: around 300

Eprocad began as a project in 1994 with the aim to develop young people through sports. Football is used to transform children with low-self esteem and negative self-perception into critical and proactive citizens who are committed to changing their personal lives and collective circumstances. Through the use of the “Fútbol Callejero” (Street Football) method, which taps the full potential of football by applying special rules and rituals to the game, the project builds confidence and prepares children for challenges in their lives.

7. Grassroot Soccer (South Africa)

Target group: Young people at high risk of contracting HIV/AIDS

Number of participants: 7000

Grassroot Soccer (GRS) uses the power of football to provide African youth with the knowledge, skills, and support to remain HIV-free. Founded by former professional football players in 2002, GRS trains African football stars, coaches, teachers, and peer educators in the world's most HIV-affected countries to deliver an interactive HIV prevention curriculum to young people. GRS has provided comprehensive HIV/AIDS prevention education to more than 50,000 young people throughout Africa and is the host of the Football for Hope Centre in Khayelitsha, Cape Town.

8. Kalim Sports Council (Zambia)

Target group: Young people aged 10-17

Number of participants: Over 850

The Kalim Sports Council (KSC) was conceived in 2005 when a group of committed coaches from the compounds of Kalingalinga and Mtendere came together with the vision of educating young people, mainly about HIV/AIDS, through sport activities. KSC strives to guide and develop young people to become involved and motivated leaders of the community. Since its conception, over 500 children have benefitted from its organised daily sport activities, which involve 18 teams from the surrounding area.

9. Kalusha Bwalya Foundation (Zambia)

Target group: Young people aged 8-21

Number of participants: Reached out to over 30 000 young people over the last five years

Founded in 2003 by African football legend Kalusha Bwalya, the foundation uses football as a vehicle to conduct HIV/AIDS awareness programmes and encourage participants to place education and hard work at the core of their lives. The motto ‘A Healthy Body, A Healthy Future’ aptly depicts the foundation’s emphasis on young people enjoying wholesome lifestyles for better and brighter futures regardless of their status and social class. The organisation has hosted over 40 football



tournaments, trained over 65 youth leaders, distributed thousands of footballs to youth teams and academies and has reached out to over 30,000 young people all over Zambia.

10. Kick4Life (Lesotho)

Target group: Under 5s and young people aged 10-18

Number of participants: Over 8000

Kick4Life (K4L) focuses almost exclusively on HIV/AIDS education and testing, while also providing educational opportunities and life-skill enhancement for young people throughout Lesotho. K4L also delivers a scholarship scheme for orphans and vulnerable children to support them through secondary education. Programmes include the K4L Curriculum (football-based educational and HIV/AIDS-related games and activities) and football matches that are directly linked to other activities: for example, in the Test Your Team programme, teams earn points by participating in HIV/AIDS testing, completing educational sessions and winning football matches).

11. NawaLife Trust (Namibia)

Target Group: Primarily men aged 15-35

Number of Participants: 1000

The NawaLife Trust aims to improve quality of life and health by empowering community members and stakeholders through innovative behavioural change communication. Its NawaSport Programme uses football to educate young people in areas such as HIV/AIDS prevention, care and life skills activities. The NawaSport Programme identifies and trains community members according to the Nawa Sport Coaches guide, a Namibian adaptation of the Grassroot Soccer curriculum. The trained coaches then work with formal and informal football teams. NawaLife Trust operates the programme at 12 different sites and has reached nearly 5,500 individuals.

12. Play Soccer (South Africa)

Target Group: Disadvantaged children and young people

Number of Participants: over 13,300

Play Soccer's goal is sustainable grassroots development through sport. Its year-round, 48-week, holistic curriculum teaches health and social life skills and football in weekly activity-based educational sessions. The programme encourages early childhood development and lifelong learning. Local young people are trained as volunteer instructors, building their leadership and skills and maximising volunteerism and community service as pillars of the organisation. The programme is recreational, open to all, and geared to mass participation in the most disadvantaged communities.

13. Special Olympics (Namibia)

Target Group: People with intellectual disabilities

Number of Participants: 2.8 million people in more than 180 countries

Founded in 1968, Special Olympics uses sport to develop self-confidence and social skills among individuals with intellectual disabilities. Since its inception, Special Olympics has expanded from a one-time Olympic style tournament to an international non-profit organisation. In 1979, it established a programme in Kenya and has since then flourished throughout the continent, including Namibia. Special Olympics combines a mixed group of Special Olympics athletes and athletes without intellectual disabilities through their Unified Sports programme. This unique programme aids in training and competition to improve skills and fitness.