Sport For Social Change

Uganda
Albert KUNIHIRA
Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Integrating Sport as a development tool in all our social, economic, cultural & community development projects that empower young people from marginalized and unreached rural

About You

Location

Project Street Address
Project City
Project Province/State
Project Postal/Zip Code
Project Country

Your idea

Sport

Other

Year the initiative began (yyyy)

2005

YouTube Upload

n/a

Project URL (include HTTP://)

http://www.aymu.org/kick

Positioning of your initiative on the mosaic diagram:

Which of these barriers is the primary focus of your work?

Sport is trivialized

Which of the principles is the primary focus of your work?

Use sport to build character
If you believe some other barrier or principle should be included in the mosaic, please describe it and how it would affect the positioning of your initiative in the mosaic:

N/A

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**Innovation**

**What is your signature innovation, your new idea, in one sentence?**

Integrating Sport as a development tool in all our social, economic, cultural & community development projects that empower young people from marginalized and unreached rural areas.

**Describe your innovation. What makes your idea unique and different than others doing work in the field?**

Sport as a development tool have been used to successfully implement community development projects e.g. HIV/AIDS Prevention, Rehabilitation & re-integration of street kids e.g. help street kids drop drug abuse habits, through sport we have engaged young girls in rural communities in active sports, mines risk education, and we have turned sport as a medium of communication through which we have implemented various projects at minimal costs. Sport in our organisation has helped very many at risk young people engage in our sports programs as an alternative life, which keeps them away from risky behaviors, and bad groups. Sport has helped uplift the self esteem of many young people enrolled in our sports programs and has helped many find & regain hope in their lives, sport has helped in our programs many young people back into school. Sport has also helped address the stigma attached to disability by introducing sports activities and programs for young disabled persons.

**What are the existing barriers, the biggest problem, your innovation is hoping to address/change?**

The biggest problem our innovation is hoping to address to reduce the HIV infection rates among young people in rural communities by making information available to them on how they can make informed reproductive health choices through education, reduce the use of drugs by young people on streets. Sport as a development tool has been used to reach young people and sensitise them on HIV/AIDS & Drug abuse.

**Delivery Model: How do you implement your innovation and apply it to the challenge/problem you are addressing?**

Once young people are enlisted in our sports programs, they are grouped by age, gender, social problem and their participation and timetable is determined by the main 3 categories mentioned above. Once they are enlisted in our sports programs they will receive continuous training in various sports activities until the trainers are convinced on which specific sports activity they are best at. Before they start the sports training activities every time they report for the program, various education programs on various issues are taught e.g. HIV/AIDS, Drug abuse, team work, time keeping, budgeting, sanitation and many others. During these sessions reading materials are handed out like fliers, leaflets, and also we also screen educational videos e.g. on the risks and dangers of premarital sex, abuse of drugs etc. We invite different people from different professions to talk to these young people on different subjects as deemed necessary.

**How do you plan to grow your innovation?**

Our major focus apparently is on multiplying the program through partnerships with other grassroots organisations. Using sport as a development tool, our organisation is currently working with 5 other youth focused grassroots organisations from 5 districts in Uganda. We out source for sports equipment & training materials which we donate out to our local partners at no cost. Africa Youth Ministries Uganda has established various contacts with different sports organisations, companies, schools, clubs in the US, Canada, UK, Australia, Italy, Germany etc. They are responsible for collecting sports equipment for the sustainability of the project. As well Africa Youth Ministries has identified project partners in Kenya and a similar project was launched in Eldoret, as well the same project will be launched in Rwanda and Sudan beginning with 2008. Lastly, the organisation has involved the media in promoting the use of sports as development tool and also engage sports celebrities to advocate to advocate and promote the use of sport as a tool for development.

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**Impact**

**Provide one sentence describing your impact/intended impact.**

To reduce HIV infection rates and abuse of drugs among young ages 10-20 in rural communities.

**What impact has your innovation had to date/or what is your intended impact? Exactly who are the beneficiaries?**

In the last 2 years our sports for social change program has reached and provided free education on HIV/AIDS & Drug abuse to more than 40,000 young people through community based sports events, tournaments and training activities, we have circulated & distributed more than 30 posters on HIV/AIDS Prevention and abuse in 7 districts, through schools, churches, mosques, community leaders and as well over 50,000 copies of leaflets and fliers on HIV/AIDS have been distributed. The project has equally enhanced the sports skills of the most under privileged children ages 12-16 to 3 active soccer teams U12, U14, U16 who are currently participating in the national junior league. These are Children from poor families, families affected by AIDs, Children totally living in Child Headed House Holds, and Children who have formerly lived on the streets.

**How many people have you served directly?**

Our sports for social change program is currently serving over 11,500 young people in 7 Districts in Uganda, through our Tackling AIDS Through Sport, Girls Sport, Make Malaria History, Mines Risk Education, & Street Soccer Programs. Though all the above mentioned programs may focus on different social issues, but the HIV/AIDS prevention campaign and education is integrated in all those programs mentioned above e.g.

1. Tackling AIDS Through Sport www.aymu.org/kick
2. Make Malaria History Thru Sport www.aymu.org/malaria.htm
4. 06 world AIDS Day sports activities  www.aymu.org/wad.html

5. Promote girls sports  www.aymu.org/girl/girl.html


How many people have you served indirectly?
Over 50,000 young people participate in our sports programs indirectly as spectators in our school & community outreach and training programs, through our distribution of posters in public places or during our sports activities and tournaments, through the media etc. News articles about this has featured in the print media in the US & Canada, the makes it even more than the mentioned estimate above.

Please list any other measures reflective of the impact of your innovation?
This field has not been completed

What are the main barriers to creating or achieving your impact?
Lack of funding for implementation, coordination and monitoring of our projects. Our organisation is currently well placed in terms of sports equipment, we will be having 3 containers of sports equipment arrive in Uganda from Canada late January 2008, and 1 container from US beginning of march 2008. Despite of all these sports equipment we have currently in our stores, our biggest challenge remains funding.

Sustainability

How is your initiative financed (or how do you expect your initiative will be financed)?
Apparently 99% of our funds are generated from Uganda through our income generating activities, and through our various partners in Canada, US, UK, Germany, Italy, Australia, we're able to sustain our projects in terms of material sports equipment.

If known, provide information on your finances and organization.
information will be available on later date.

What is the potential demand for your innovation?
Our project is currently over stretched in terms of human resources due to the big number of our beneficiaries, our project has been endorsed by government e.g. Ministry of Education & Sports, Ministry of Health, Office of the PrimeMinister, Federation of Uganda Football Association etc. We have many requests by schools, and grassroot organisations to be registered as our partners in this project.

What are the main barriers to financial sustainability?
We have not received any external monetary support for this project for the last 2 years.

The Story

What is the origin of this innovation? Tell us your story.
Working with young people is very challenging, with limited resources you have to be innovative to find a way how you can mobilise young people almost at zero cost without involving the print & electronic media advertisement. This project came as a result of extensive research on how others have done and we built on their strength and improved on their weaknesses putting in consideration cultural, regional, and economic differences.

Please provide a personal bio. Note this may be used in Changemakers marketing material.
This field has not been completed

How did you hear about this contest and what is your main incentive to participate? (this is confidential)
Through the grant station electronic news letter

Affiliation (please list all that apply)
VIVA Network

Source URL: https://www.changemakers.com/competition/sports/entries/sport-social-change#comment-0