



# Mamoyo Foundation -Women & Youth Initiative Projects



# Project Proposal- Sports Centre

## **MISSION:** Mamoyo Foundation - Women & Youth Initiative: Sports Center

is dedicated to improving recreation, welfare & opportunities for youth & women in Zimbabwe, while aiding in recognition. Sports are a major activity & unifier worldwide. Promoting skill development & enrichment. People worldwide unite for sport, it crosses racial barriers.

Youths face several hardships -unemployment, economic collapse, homelessness, drug abuse, epidemics etc. Majority lack hope & motivation. There aren't enough opportunities & facilities out there for these youth & women. In a response to this , Mamoyo Foundation - Women & Youth Initiative has created the Sports Center . This project proposal is a request for sponsorship, collaboration, funding & ideas for all who are passionate.

**HISTORY:** Mamoyo Foundation - Women & Youth Initiative: Sports Center, conceived 2017 after noticing a need for a recreational centre for rural & city youth/women. Finding a common interests in people even with language & economical divides. We were already in the process of developing 2 sports centres in farm communities & have decided to expand on the concept. Copy, paste & improve worldwide.

## **OVERALL GOALS**

- provide sustainable recreational, cultural, wellness opportunities (football/tennis/running+)
- ensure less people have little to do & enter into troublesome ventures.
- encourage networking, partnerships & friendships.
- provide training & a template that induces wellness.
- investing in youth, building a solid foundation by maximising their potential & opportunity.
- offer development & recognition of talent & establish exchange programs.
- providing programs to low-income & poor residents in selected communities.

## **OVERALL OBJECTIVES**

- provide training, recreational & sporting activities to 15 - 35 youth & women.
- sports facilities (foot balls pitches, gyms), life skills classes & exchange programs.
- create a community & sustainable centres to develop sport in rural & central Zimbabwe.
- identify talent & giving a chance at making a career.

- engaging in physical & moral education, reducing crime, abuse as well HIV/AIDS.
- train people in the management & environmental protection.
- activities that promote humanity, tolerance & fight against all forms of abuse.

#### **PURPOSE OF GRANTS & FUNDING**

- regions we cater to have educated communities that lack necessary skills, funds or confidence to have productive lifestyles. Functional sport centres would be beneficial.
- there are little employment opportunities & resources in rural areas. We aim to resolve this by creating business training to run sports centres.
- over population problem in city centers, our programs are designed to make rural & out of town area more attractive especially to the youth.
- to address gender inequality. Our projects aim to empower women & insulate them from the harsh society & keep them away from vulnerable or desperate situations.
- HIV is a major issue. We aim to aid in prevention (curbing risky prostitution by offering alternative businesses) & giving those living with HIV a way of sustaining their livelihood.
- with sponsorship, outstanding players who need immediate & sustained attention vital for possible professional care would receive adequate training. Training shall bring out talent.
- activities encourage healthy competition & build strong personalities.
- coming together breeds friendship & integration plus buildings self-esteem.

#### **PROPOSED PROGRAMS, ACTIVITIES & ACCOMPLISHMENTS**

- Soccer/Tennis training: builds solid skills, expands abilities, & provides a positive community. Approximately 25-50 youth a year attend training sessions & enjoy facilities .
- green living training: education on living in a sustainable manner, natural products, renewable energy, composting, green eating/construction/energy, organic products & education on conscious production & consumption.
- life skills & business training: Mamoyo Foundation - Mamoyo Foundation - Women & Youth Initiative: Sports Center will work with experienced sports persons & trainers. People who have successful sports careers.

**Other Activities:** gym, yoga, pilates, meditation, healthy eating culinary training, hiking, camping, exchange programs with other countries, sport matches visits & more

### **AFFILIATIONS WITH SIMILAR ORGANIZATIONS**

Mamoyo Foundation - Women & Youth Initiative: Sports Center will be working closely with other sports related businesses for industry exposure.

- online programs to keep with trends, Mamoyo Retreats & Spas, Whitestone Farm
- Non profits that help women & youth, Businesses that are run by women & youth
- Sport stores, Schools +

### **PROJECT GOALS & OBJECTIVES**

Training: continuous process of identifying, training & causing sportspersons to participate in national/international events that are profitable. Provide a sustainable way of enjoying sports

#### **NEEDS:**

- Training material: boots, jerseys & training kits for various sports, cones, shin guards, footballs, first aid medical facilities, nets, & all other sports equipment, food & materials.
- Green training ground: reasonable capacity fields, & sports facilities.
- Transport: for trials, matches, competitions & also to and from various location to centre.

**GOAL 1.** To provide more recreation, education & solid business opportunities.

**OBJECTIVE 1.** Over the next two years,

2 fully functional sports centres - soccer pitches, tennis courts, outdoor gyms

x2 organic cafes with juice bars, x2 wellness classes -yoga/meditation/pilates/aerobics

x2 Fitness Clubs- running, cycling, hiking

x1 sports event per month, x1 game per week, x2 sports teams - 30-35 player capacity

x2 sporting good shop, X1 online sporting good shop

**GOAL 2.** provide international exchanges .To assist individuals in developing a world view.

**OBJECTIVE 2.** programs such as international sports games, attending matches etc.

**PLANNED ACTIVITIES** :On-field training, Online classes, Theory classes, Video classes, International Match screening weekly, green eating, guest speakers/mentors life coaches, online business courses, video lectures, conferences, culinary training +

## **TIMELINE**

35 new applicants each year.

Those who are purely into sport continue to train and seek recognition via our agents. Those who want to open their own sport centre continue with sport & business classes.

On the 2nd year, they carry on working in a fully functional sports center.

3rd year, they are given a plot to run a new sports centre as a group.

4th year, they make that centre profitable.

5th year, option to open their own individual franchise or stay on at group sports center.

6th year, option to become a mentor/trainer.

## **OTHER PROVIDERS OF SERVICE IN THE COMMUNITY**

Several agencies are concerned about unemployment & harassment. We'll work with them to provide training, mobilize residents to participate, & assess the program's success.

Clinics, Churches, Community Residents, Crisis Centers, Farms, Rural Districts & Schools

## **LONG-TERM SOURCES/STRATEGIES FOR FUNDING**

Mamoyo Foundation - Women & Youth Initiative: Sports Center has generated in-kind donations for its projects, received gifts such as properties to use & aims to be self funding within the next 5 to 7 years by sales of event tickets, products & services to the public. We'll be launching a sports centre membership model, where a customer signs up for a monthly entry into sports center, prepaid.

## **EVALUATION**

A projected 35 sportspersons will be recruited to join the project. At the end of the program each one will be able to support themselves & enhance the life of their family.

### **Projected gross profit-**

x2 fully functional sports centres -

soccer pitches, rental to public = \$1200 per year @\$100 per day once a week

tennis courts, rental to tourists/public = \$550 per year @\$10 per weekend  
outdoor gyms, rental to public = \$550 per year @\$10 per weekend  
x2 organic cafes with juice bars = \$1500 per year @\$1 each 300 bottles  
x2 wellness classes -yoga/meditation/pilates/aerobics = \$2750 per year @\$5 per class.  
(weekly 10 attendants)  
Fitness Clubs- running, cycling, hiking  
x1 sports event per month = \$1200 per year at 100 tickets per month  
x1 game per week = \$2750 per year at 50 \$1 tickets per week  
x2 sports teams - 30-35 player capacity = \$420 @\$1 membership  
x2 sporting good shop  
X1 online sporting good shop (tshirts/soccerballs etc) = \$TBA  
**\$10,920 per year earnings for project**

### **Projected costs**

x2 fully functional sports centres - \$6000 rental  
Equipment = \$1500, Upkeep = \$1500, Coaches Salary = \$3600  
soccer pitches, rental to public = \$120 per year @\$10 per day once a week  
tennis courts, rental to tourists/public = \$55 per year @\$1 per weekend  
outdoor gyms, rental to public = \$275 per year @\$5 per weekend  
x2 organic cafes with juice bars = \$75 per year @\$0.25 each 300 bottles  
x2 wellness classes -yoga/meditation/pilates/aerobics = \$275 per year @\$5 per class.  
(weekly 10 attendants)  
Fitness Clubs- running, cycling, hiking = 0  
x1 sports event per month = \$120 per year at \$10 event per month  
x1 game per week = \$550 per year at \$10 tickets per week  
x2 sports teams - 30-35 player capacity = \$3500 @\$100 uniforms/transport etc  
x2 sporting good shop  
X1 online sporting good shop (t-shirts/soccer balls etc) = \$100 set up costs  
**\$17,670 per year costs for project Projected 1st year profit/loss = -\$6,750**

**Other revenue streams:** product sales, Training dvd, live stream of games and classes, sports stars events, festivals, Arts & crafts sales, Designer t-shirts & socks sales