

End of Year Report 2011

AIS History and Overview

by **Tim Tucker**
CEO AIS Africa

Ambassadors In Sport began in South Africa in January 2001. Since the early days AIS has been using football for development to address issues that face the African continent.

AIS was involved in schools, prisons, running football clubs, soccer clinics and tournaments. The organization was running a number of projects all over Africa. This was still the case leading up to the World Cup as we ran many projects in communities and alongside churches across South Africa.

It was post World Cup that our African leadership began to strategise about the future of AIS in Africa and leaving a legacy that will make a lasting impact for generations to come.

Since 2008, AIS had been running a Hope Academy program in Drakenstein prison, working intensely with a squad of eighteen young men. Through this investment we were seeing these young men leave gangs, leave crime and make significant positive life choices. Through investing in the few we were

VISION AND MISSION



Our mission is to strategically establish self-sustainable Hope Academies in disadvantaged communities and to uplift children in their football, faith and future.

Our vision is to offer an intensive and holistic football-based program that provides underprivileged children the opportunity to fulfil their God-given potential on and off the field.



seeing a greater impact and young men leave prison, invest back in their communities and become responsible citizens.

After much thought, prayer and reflection we decided that Hope Academy was where God wanted us to focus our time and energy in the future. We felt that if this model could work in the prisons it could also be a way of reaching vulnerable children in their communities.

This led us to start a community based Academy in Soweto working with young children from the ages of nine.

In 2009, the LegalWise Hope Academy was founded in Soweto. Like the prison we have seen God move in the lives of the young children and seen significant changes take place in their lives and families.

Enjoy the report and reading about the Hope Academy project in 2011.

SOWETO ACADEMY: MEET SOME OF OUR KIDS



"I have a family of 4 consisting of my mother, sister and myself. My mother doesn't work and has separated with my dad. The Academy has taught me many things such as discipline and not to swear" – Gugu



"In July 2011 I lost my father due to illness but I live in a big family of 11. We like talking together, making jokes and telling scary stories. What we enjoy most is to sit together and watch TV and have a good time. – Mthokozisi



"I live in a big family of seven my mother, my three uncles, my brother, my sister and myself. In the Academy I have learnt our core values including respect, compassion and responsibility" – Kgomotso

General Overview of Hope Academy Project 2011

by Mark Slessenger

Project Manager Hope Academy

2011 has been a very exciting year for AIS-Africa. Since January 2011 we have been working hard at developing and strengthening the Hope Academy model in both Drakenstein and Soweto. We believe this is a model that can be replicated in other areas of Africa as we seek to reach vulnerable and marginalized children in their football, faith and future.

PROGRESS

As we reflect on 2011 we thank God for his leading and direction as we have strengthened our infrastructure and the current Academies in Soweto and Drakenstein. We believe strongly that for this project to be successful and continue long term we need to lay strong foundations for future growth and development.

This year we have re-branded the Academy project, launched a new website, developed training material, received consultation on setting up strong structures, developed a football philosophy, began a monitoring and evaluation system and most importantly developed our children holistically through the football, faith and future curriculum.

I am proud of our accomplishment and I am excited about the future of Hope Academy and further progress in 2012 as we continue to strengthen our Academies in Soweto and Drakenstein.



Beyond Sport 2011

There have been many highlights throughout 2011. One of these highlights was the Beyond Sport Awards in Cape Town from the 5th-8th of December.

Beyond Sport put on an amazing event to network with hundreds of sport for development organizations and it was great to be involved.

400 projects from 125 countries entered into the various categories of the Beyond Sport Awards, 38 finalists were chosen one of which was the Drakenstein Hope Academy. Hope Academy was also chosen as a finalist in 2010.

Sadly we did not win the Award again this year but the project received a lot of interest and

attention during the Awards. On the 7th of December delegates from the Awards came and visited the prison and experienced the program first hand. The delegates included Comic Relief, Barclays, Spaces for Sports, Tony Blair Foundation, Sony and Liverpool F.C.

The feedback was amazing and the delegates were visibly moved. Many said it was an experience they would never forget, another woman said she was 'speechless'.

During the event Tim Tucker also spoke on a panel about Crime Prevention. It was fantastic to be involved and also have such exposure at such a huge event (1000 delegates).



ZOLA was Captain in Drakenstein Hope Academy from 2009-2010. He was released this year and is now running a football community program in his township.



MELIKHAYA was the first Hope Academy Captain in Drakenstein. Here he is with his son. He is now working and is a positive role model for his child.



ANDILE was released in 2010. He is now working and is regularly in touch with our coaching team. His aim is to study further in IT.

Drakenstein Hope Academy

by Adam Bull

Academy Director

This has been one of the best years in Drakenstein Hope Academy. At the beginning of the year we had to recruit a new squad of players from the different prisons in the Western Cape.

Hope Academy Drakensein has an agreement with Correctional Services to recruit in all the prisons in the Western Cape to select a squad of 18 players that will be transferred to Drakenstein.

This year we have seen tremendous growth in all of the young men we work with. Each young man was evaluated on his football progress and his education. Throughout the year we challenged them on their characters through the Academy program and life skills program.

This year has been particularly exciting as we have seen the prison authorities take more ownership of the program. Mr Jonas (prison Warden) is now fully trained and able to run the Academy system without our full time coaches being involved. He is also assisted by both Sinethemba and Steve who are two inmates that we have trained in the Academy system.

Our aim in the Academy is to empower local leaders to run the program and for AIS staff to offer support and mentor. I am pleased to say this is happening in Drakenstein.

Since Hope Academy was launched in Jan 2008 we have had no major incidents in the Academy cell. I believe this is unheard of in the prison system and something we can be thankful to God for.

This is amazing as other cells in the prison have incidents on a daily basis due to rape, violence, drugs and physical abuse. As the Academy program has become more sustainable this year it has enabled us to focus more on the after care of the young men once released. This has enabled our team to do home visits, meet with their family members and do research on the home environments these men come from. We need to be aware of the backgrounds of the young men if we are to work with them effectively.

As you can see from the stats below, we have had 28 young men graduate from the program since we began in 2008. The re-offending rate in South Africa is 85% but currently only 7% of our young men are back in prison. However, you will see our major challenge is employment and this is a concern. In 2013 we will be committed to find employment streams for these young men.

I would like to thank in particular The Cromwell Trust as the primary sponsor, as well as the Sowers and Haggie Trusts, the Cheshire Christian League and Chris Hornibrook as well as all our other kind supporters for their support in 2011 and making this work possible.



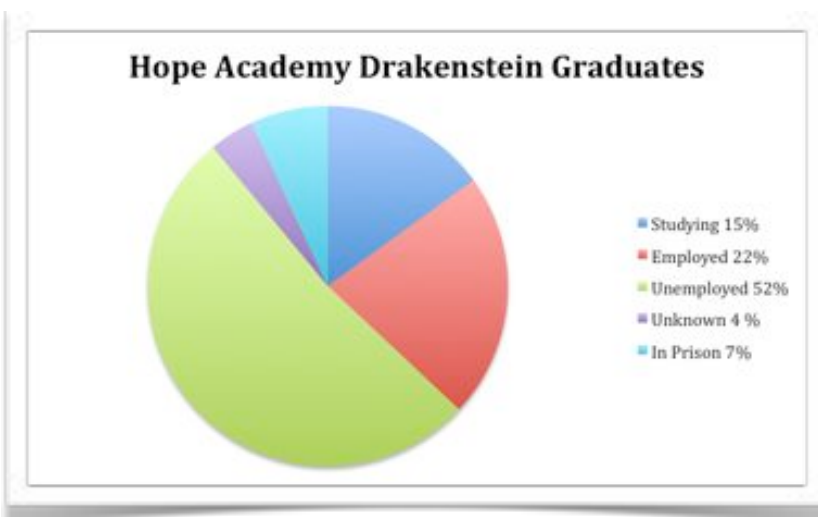
Our current Captain Thulani with his son and niece on family day.



Academy players at the end of year awards in the prison.



Our 2011 Intern Mike Smart with Precious Wonga Mhaga



Intense training, the young men were exceptional in their football.



Sam Thuli leading life-skills session.



Football training at the Academy, we also laid a new field in 2011.



End of year awards ceremony - a fantastic day!



Feeding scheme for the children when they arrive at training.

LegalWise Soweto Hope Academy

by **Cameron Mthlembu**
Academy Director

The Soweto Academy has grown from strength to strength in 2011. It has been a joy to see the growth of our children during the course of this year.

The Academy model seeks to go deep with each child and the need for this has become evident as we dive into the lives of our children and develop them holistically.

Many of our children come from very disadvantaged backgrounds. This has become very apparent as we have done home visits during the course of the year. Seeing our children struggle and not have basic resources such as food and clothing has made us step up a gear and offer more support from the Academy.

This year has also seen us develop much stronger relationships with the families of the children. We have run a number of workshops and family days which has been essential in us helping the children we work with. This was very evident at the end of year awards where some parents wept at the event.

We have also seen the Academy reach out to the greater community as we have trained local coaches, run soccer clinics for other children, linked with local schools and developed good partnerships.

This year we have managed to add further to our staff with Kwatse coming in as future coach and Lerato helping as a volunteer. We also had Mpho assist with our coaching training and Sam Ntuli as assistant coach. It has been great to see a local team come together and mentor the young children in the community.

One of the highlights this year has been our life-skills sessions which are based on biblical principles. The core values of Hope Academy are Compassion, Excellence, Discipline, Passion, Commitment, Integrity, Teamwork, Respect, Honesty, Equality and Responsibility.

The Core Values of the Academy are essential to the culture of the Academy and these have been taught to the children each week. We have also seen the children adopt these values in their own lives which has been exciting.

The Academy is looking forward to 2012 as we continue to strengthen the model and work further with our children.



Looking forward to 2012

Get Involved 



by **Tim Tucker**
AIS-Africa CEO

This has been one of the most significant years since I joined Ambassadors In Sport. We were challenged as an organization this year by a statement made in a presentation in Uganda. The person presenting has run a leadership school for African youth for over 20 years. His statement was that for years projects in Africa have been digging shallow wells all over the continent. The problem has been that these wells have not been sufficient and brought lasting change because they dried up too quickly. He went on to challenge organizations to dig fewer deeper wells that would bring significant, lasting change to African youth and make a difference in future generations.

HOPE ACADEMY 2012

We believe Hope Academy is one of these deep wells. We are committed as an organization to go the extra mile and invest long term in some of the most vulnerable and marginalized youth in Africa.

As someone who has traveled Africa for the past ten years and being involved in many projects I am convinced that there are no quick

fixes or short cuts in working with the type of children and juvenile offenders we work with.

In 2012 our aim is simple, we want to continue to strengthen and develop the Academy model. We believe this is a significant work that can be replicated across the continent and potentially globally in the future. However the time is to dig deep so we can then go wide.

Our work in Soweto and Drakenstein is of utmost importance and we will continue to strengthen that work and begin to train our other African leaders in the Hope Academy model.

I would like to thank each and every one of you for your support to Hope Academy and would like to encourage you also to get more involved with the work we are doing (see far right how you can get involved).

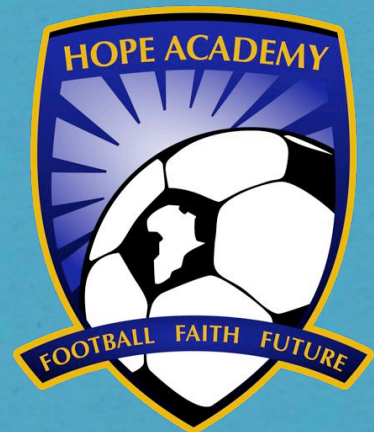
Thanks for all your prayers and support and I look forward to updating you on further exciting progress in 2013. I would also like to thank our partners ASD Cape Town, Lee Sharpe Foundation, Basil Read, LegalWise, Big Save, Grimoldy Trust, Hummel, Showing Off Academy, Fireball SEM, Pleiades & Matthew Booth Trust.

For now I will leave you with some stories of Hope from both Drakenstein and Soweto which I hope will encourage you further.

Yours faithfully,

Tim Tucker
CEO AIS-Africa

1. **Support a Player**
2. **Bring a Tour**
3. **Volunteer**
4. **Do an Internship**
5. **Raise Funds**
6. **Join our Staff**



SUPPORT A PLAYER

Recently we have launched a support a player campaign. This gives people the opportunity to give and make a life changing contribution to one of the children we work with.

Click below to see how you can support one of our players and make a significant impact.

[SUPPORT A PLAYER](#)

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