



# Victoria Sports Association

## STATEMENT OF NEED

Victoria Sports Association is one of Kenya's pioneer partners for the development of African youth through sports activities and through the identification and promotion of youth skills.

In 2006, we recognized that the general decline in the standards of sports in Kenya was a result of the absence of a youth skills development program and of professional assistance for the untapped talents among street and disadvantaged children.

VSA realized then that it could begin at the grass roots of sports development with the 5-35 years age group category. The Association has a number of sports and arts disciplines (soccer, crafts, music and drama) and has been able to recruit and train exceptional talents in the various disciplines, especially in the area of soccer development.

## OUR PLEA

*“Your generous contribution and collaboration could enable VSA to fulfill its dreams”*

## AIMS

### 1) Social responsibility:

As a social responsibility cause to society, VSA aims at

- Helping disadvantaged and needy children through sports
- Removing children from the streets and transform them into productive citizens
- Reducing the number of drugs addicts
- Playing an active role in the promotion of youth and women empowerment economically, socially and politically
- Creating public awareness about human rights and civic responsibilities through seminars, workshops, conferences and publications
- Carrying out HIV/AIDS awareness campaigns
- Keeping the children busy during their holidays with positive and engaging activities, so that they can be in a healthy environment when they are not with their parents



- Creating mutual understanding among all the youth academies in Kenya by creating soccer leagues and competitions

## 2) Education:

- To offer school bursaries to disadvantaged children to promote their education standards and well being
- To work hand in hand with parents and schools, to facilitate the learning process for children
- To help orphans, street kids and children from poor families to get sponsors for their studies
- To provide and equip youth with knowledge in computer skills

## OBJECTIVES

- a. To identify and promote the talents of individual children
- b. To give those children the support and encouragement they need to develop into responsible and empowered citizens of Kenya
- c. To ensure that all the children involved have sponsorship or a scholarship to pay school fees, since free education is not generally provided in Kenya
- d. To raise awareness locally, nationally and internationally of the plight of the youngsters who flock to VSA and others like them, and to encourage social and civic responsibility towards them by organizing local sports events, attending tournaments and publicizing the work of VSA
- e. To provide computer training and other skills (such as Art, Craft, Music and Drama) which will enable our young people to access opportunities in education and, later on, in the workplace.
- f. To provide older children who have missed out on schooling with opportunities to develop vocational and entrepreneurial skills.
- g. To create a safe and friendly environment for orphans in our care and for all VSA members.

## ACTIVITIES

VSA is dedicated to promoting youth education, and to mobilizing and organizing children for sports and other social activities in order to avoid crime and HIV/AIDS. We have been and aim to continue being successful in integrating the young sportsmen and sportswomen into society by:

- Recruiting and training young star with talents in sports and other careers
- Organizing and participating in national, regional and international tournaments and leagues
- Counselling VSA children on various social and psychological challenges



- Providing computer training for VSA children
- Promoting music, dance and drama for awareness/sensitization and edutainment
- Creating handicrafts and jewellery to generate income for self-sustainability
- Carrying out HIV/AIDS awareness campaigns

### **SOURCES OF FUNDING/SUPPORT**

The sources of funding for VSA include donor grants, well wishers, gifts or bequests, income generating activities and contributions by team members.

VSA also tries to be self-sufficient and to fund itself by:

1. Promoting talent: identifying, grooming, selling or buying football talent, skills and expertise
2. Commercial advertising: To generate revenue by selling advertising space on Club materials and events
3. Creating handicrafts and typical Kenyan jewellery

### **CHALLENGES:**

Currently VSA has been thriving on contributions from parents and well wishers. However, such contributions are not sufficient enough for VSA to operate in a steady way to help its children with education, feeding, sports training and tournaments. Our hope is to develop a stronger collaboration with partners both locally and internationally.

Specifically, Victoria Sports Association needs the following in order to operate effectively.

- Funding/Donations
- Club House
- Playgrounds
- Health care
- Office establishment
- Feeding disadvantage children
- Scholastic materials
- Transport
- Medicine



- Orphanage home

## **BENEFICIARIES:**

### **Primary beneficiaries**

The primary beneficiaries of VSA programs are the disadvantaged children and youths between the age of 5 and 14 years in the areas of Nairobi and Siaya county.

### **Secondary beneficiaries**

The secondary beneficiaries of VSA programs include:

- Parents and Siblings of the disadvantaged children in the areas Nairobi and Siaya county
- Corporate Companies, Individuals, and Non Governmental Organizations that partner with VSA
- The communities where these disadvantaged children come from, especially areas of Nairobi and Siaya County
- The government of Kenya, especially the Ministry of Education and Sports, Gender Labour and Social Development and Security Ministry.

## **SUCSESSES:**

Victoria Sports Association has registered success in its endeavour to support disadvantaged children in sustainable talent identification, skills development and contributing to social cause for public responsibility.

### **1) Education sponsorship:**

Victoria Sports Association has managed to search for 100 sports bursaries in some primary and secondary schools and later enabled at least 100 of all its children to enrol for these bursaries in the selected schools.

### **2) Computer training:**

Basic computer training conducted annually for all VSA children and members.

### **3) Promotion of talent:**

Since 2006 VSA has managed to nature 70 football players who participate in 2<sup>nd</sup> and 1<sup>st</sup> Division of Kenya and Provincial league organized by FKF, for example: Rodgers Odhiambo (Oyugis Football Club), Alex Maina (Pako Football Club), Tyson Mugendi (Pako Football Club), Washington Omugah (Re-Union FC) and Geoffrey Ambasi (KCB FC).

### **4) Tournaments and league awards for FC Victoria:**



- 2008 - Ligi East Africa tournament - won 2 trophies for under 12 and 14 categories
- 2009 - Ligi East Africa tournament - won 1 trophy for under 15 category
- 2010 - Crespo Cup International by Uganda Junior League - won U7 & U9 categories
- 2011 - Ligi Ndogo Nairobi International Cup - won 2 trophies for U10 and U15 categories
- 2011 - Chrisc Nairobi Football League - won 1 trophy for U14 category
- 2012 - Chrisc Nairobi Football League - won 2 trophies for U12 girls and U16 boys categories

## **MANAGEMENT**

VSA is has a committed and well founded hard working staff comprised of the following:

National Coordinator	- Dennis Otieno
District Coordinator	- Geoffrey Ambasi
Secretary	- Stephen Otieno
Treasurer	- Josphine Makokha
Sports and Education Officer	- Washington Omugah
Team Manager	- Evans Kiarie
Team parent	- Roselyne Nyambura

## **Monitoring and evaluation**

VSA ensures proper record tracking and documentation of all activities is well maintained. All children, sports data and their properties are kept in files, registers, and meetings are held to resolve any issues. Supervision and following work plans is key at VSA to ensure that we are on course.

## **Accountability**

At VSA, accountability is priority. VSA is trustworthy and is responsible for all the activities carried out under its mandate. The financial controls of approval for funds usage and auditing are routinely followed very well and periodical reports are given.

## **PARTNERSHIPS (as of December 2012)**

- Totti Soccer School, Rome, Italy
- Naturaequa, Genoa, Italy