

1 ABOUT GIRLS & FOOTBALL SA

HIV/Aids, teen pregnancy and violence against girls and women are highly prevalent in South Africa. Inspired by this fact and the need to provide girls with a positive platform to develop, we use football as a vehicle for education and a source of empowerment for girls, equipping them with a strong sense of body ownership and promoting self-esteem.

At the award winning Girls & Football SA¹, we involve the local and global community by encouraging sport as a developmental tool for girls and by raising awareness about important issues that influence the lives of girls in South Africa.

We conduct workshops combining life skills training and football to empower girls at a grassroots level. Through production of our award winning documentary, "Can I Kick It?", various Girls & Football SA media channels social networks, and leading websites such as Al Jazeera, Supersport and Women Talk Sports, we raise awareness nationally and internationally on women's sports in South Africa. By linking our participants with strong role models such as the players of the South African national women's team, they are inspired to build a better future. Through design of our educational health campaign, we provide girls with important health information they need.

1 Girls & Football SA is a winner in the first annual Girl Effect Challenge through the Nike Foundation. We received a "Best Research" award from the Interdisciplinary Centre of Excellence for Sports Science and Development for our academic research on girls' sport. The Sports and Business plan which reflects Girls & Football SA's development strategy was awarded by Nike, Ashoka Changemakers and the National Committee for International Cooperation and Sustainable Development. Our documentary, "Can I Kick It?" won "Best Documentary" at the Festival du TV et Cinema in Beirut, Lebanon, the second biggest film festival in the Middle East. Our founder has been recognized through the Bill & Melinda Gates Foundation and Women Deliver 2013 as a 100 Young Leader.



OBJECTIVE:

TO EMPOWER GIRLS THROUGH SPORT, MEDIA AND EDUCATION IN ORDER TO BETTER EQUIP THEM WITH THE LIFE SKILLS THEY NEED TO MAKE EDUCATED CHOICES.

2 WHY GIRLS

Girls face immense inequalities in South Africa, even in spaces meant for positive development, like schools. Frequently, girls are sexually harassed/abused and don't receive proper assistance to deal with traumatizing experiences.

By equipping our female players with tools to build a strong self-esteem, they are encouraged to believe in and understand their rights.

Target Group: Girls aged 10-14 & 15-19 (workshop participants) and young women aged 20-29 (coaches and life skills trainers)

Girls face different challenges to boys, in addition to institutionalized stigma preventing them from participating in

sport. Placing an emphasis on being sensitive towards a girl's needs as she is growing up and participating in sport allows her to feel safe and trusted - two key factors contributing to further her physical and mental development.

Execution: We have trained² 20 volunteers working in two communities in the Western Cape. During two-hour workshops once weekly in two locations with 80 girls, the girls conduct football drills and life skills based education and training. By hosting our workshops at tournaments we have reached 3,000 girls since 2010. We have experience under our belt and with strategic partners want to make Girls & Football SA a national movement.

² Our training materials are derived from works completed by Women Win, by Women Thrive Worldwide, Sport in Society and Girls Action Foundation.

3 WHY SPORT

Method: We have successfully combined sport, media and education to develop a comprehensive and unique program specific to girls' development, the only organization in South Africa to do so. At Girls & Football SA, our participants have access to a "safe place" to practice sport which maximizes growth potential and development. Our volunteers receive in depth training prior to working with the participants and we stress a girls-only space.

In South Africa, only 8% of media sport coverage is allocated towards features

regarding female athletes and female sport development. This blatant lack of coverage on girls' and women's success in sport negates the important contribution women are making to the field, in turn neglecting the importance of strong women in leadership positions.

Football is the continent's most popular sport, which is why we've chosen it as a vehicle to equip girls with skills so readily granted to boys; leadership, being a team player, responsibility, and commitment.

QUICK FACT

A girl between the age of 10-14 is at a crossroad between childhood and adulthood. The changes her body is going through might make her feel vulnerable and uncomfortable, and as she enters puberty she may become more susceptible to being sexually targeted. At Girls & Football SA there is the potential to make a positive contribution during this part of a girl's life, by providing her with a safe space to grow, to develop and to talk about the challenges she is facing.



4 OUR COMMUNITIES

Between August 2010 and December 2013, our volunteers, interns and staff worked regularly with 80 girls in two communities in the Western Cape, and 600 girls twice annually in Pretoria during a one day workshop. Below, read more about typical communities we work in. Kayamandi (29,000 inhabitants) is located in the outskirts of Cape Town. The township has 2 primary schools, but requires an additional 6 to provide education for all the children. Police reports indicate girls are harassed at school by boys and teachers, yet little is done to counter and prevent these violations. Since implementation, the participants, teachers and principals have been exceedingly receptive and satisfied with the program. Recommendations include more

workshops, which is a priority during our expansion.

Lynedoch is located 30km outside of Cape Town. Lynedoch Primary School accommodates 475 children from farm worker families. The school's principal is an athlete and agreed that Lynedoch is a perfect community for football development programs for girls, as these had never been implemented before. The positive reception of the program is immense; although our resources limit us to working with small groups of girls, we are consistently greeted by a very large amount of keen players.

Both communities are challenging environments for a child to grow up in.

The particular challenges facing a girl child are sexual harassment/assault, (limiting) gender specific roles assigned from an early age, stigma when partaking in sport programming, and obligatory domestic duties deterring girls from being able to participate in sport/school. In Lynedoch particularly, alcohol abuse is not uncommon, which often times requires children to be mature beyond

their years, though this is often not age appropriate.

Research shows parents do not always conduct themselves in sexually appropriate ways, with as a result that children imitate sexually inappropriate behavior at a young age. Emphasizing healthy sexuality and a healthy life style is crucial to a child's development.

A PRIORITY DURING OUR WORKSHOPS,

IS TO ENSURE THE GIRLS PLAY IN A SAFE AND COMFORTABLE GIRLS-ONLY SETTING, WHICH CATERS TOWARDS THEIR BASIC NEEDS (THROUGH PROVIDING WATER AND SNACKS), THEIR SAFETY, THEIR PSYCHOLOGICAL NEEDS, THEIR ESTEEM NEEDS, AND EVENTUALLY, THEIR SELF-ACTUALIZATION.



5 EXPANSION

Girls & Football SA consistently tries to branch out into more areas, in order to run more workshops. Several schools and communities have approached Girls & Football SA for implementation of the workshops. However, lack of resources and funding pose a challenge in carrying out these goals. An important goal remains securing funds and support.

6 WORKSHOP DESIGN

The program is structured for two-hour workshops to operate on a weekly basis, commencing in a classroom setting and ending on the football field. During the first 4 sessions in a series of 6 to 8 workshops per semester, the volunteers re-iterate the 'rules' of the program, with an emphasis placed on the workshops being a 'safe space'. This concept is uncommon, but vital to the participants' understanding they can be themselves, shouldn't be afraid to ask questions, and

can voice concerns. Through the programming, participants engage in role playing games, life skills based education, followed by drills, activities and a football match.

Each week, a different girl forms 'her' team. We encourage girls to pick players not only based on skill, but based on other attributes such as how she acts in a team and her sportswomanship.

QUICK FACT

Through effective use of media, as we've done at Girls & Football SA, it is possible to reach a wider audience and raise awareness. One way to do so is by creating short videos that highlight the important effect sport has on the development of girls and women.

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7 MONITORING AND EVALUATION

Since March of 2010, we have carried out three main Monitoring and Evaluation processes. In the beginning stages of our project, we conducted a Needs Assessment through key informant interviews with professional female footballers, professional and amateur coaches, amateur female football players, primary school teachers and primary school students.

By distributing short questionnaires to participants and volunteers, and through a key informant interview with teachers after the project's initial pilot, we were able to gauge the benefits of the program, how

the program is/was experienced by participants, and suggestions for potential changes/improvements.

During several one-day tournaments in Pretoria, we conducted short interviews and focus groups to gather information on girls' health in South Africa.

We engage in consistent discourse with our national and international partners on growing our project, progress in the field of sport development, and how to best maximize our limited resources. A goal remains to implement feedback successfully.

Most recently, our M&E carried out by two external evaluators showed high rates of success. Half of the participants partaking in Girls & Football SA were interviewed, of which;

600



8 NUMERICAL RESULTS

Our program's positive impact is best evaluated through its direct national and international expansion since March 2010. With limited resources, we have grown from working with 2 initial staff to a team of 6. We have grown from working with 17 girls in one community to working with 80 girls in two communities, and reaching 3,000 girls in 3 years.

Through our presentation for TedXCapeTown, we reached a national and international audience with our message on the importance of the development of girls through sport.

We launched a nationwide design campaign with South Africa's retail giant Pick'n Pay, in honor of South Africa's National Women's Day on August 9th, and the International Day of the Girl Child on

October 11th.

Our social media, through both Facebook and Twitter, has grown to a significant amount of followers and fans, with over 4,000 active international contributors. We have access to outlets with significant social media presence for expansion.

Our documentary, "Can I Kick It?" has reached North America, Southern and Eastern Africa, and the Middle Eastern region through the Beirut Film Festival, winning "Best Documentary".

We appeared on Al Jazeera to speak about corrective rape in South Africa, after the launch of our video on the subject.



9 WHY SUPPORT GIRLS & FOOTBALL SA?

The Girls & Football SA brand is nationally and internationally established as a young, energetic and successful brand for the empowerment of girls and young women through sport, media and education.

Girls & Football SA has a dynamic and young management team with a broad international network, which allows for expanded exposure both nationally and internationally. Furthermore, with increased emphasis on women's football with the past 2011 FIFA Women's World Cup and through the girls' empowerment movement spearheaded by organizations such as the Nike Foundation and UNICEF,

now is the time to become involved in an exciting and transformative movement.

Through association with Girls & Football SA, funding partners are not only meeting their Corporate Social Investment needs, they are also gaining visibility through various Girls & Football SA outlets that have garnered significant traction since founding.



10 THE CASE

PROBLEMS

- High levels of HIV/Aids, teen pregnancy, rape and GBV without significant dedicated action and significant platforms to raise awareness, discussion and promote change
- Girls & women presented with inaccurate or imprecise information on sex, pregnancy, rape and HIV/Aids, delivered in an insensitive and incomprehensible manner
- A highly patriarchal society, which does not allow girls & women to reach their full potential

ACTIVITIES

- Weekly football & life skills based education led by female coaches and trainers
- Recruitment & development of local female coaches, workshop leaders, peer leaders and administrators
- South-South exchanges of coaches & administrators
- Advocacy through social media, “webisodes” and promotion of award-winning documentary “Can I Kick It?”
- In-field research, PME, and documentation of processes to inform stakeholders and investors
- Advocacy through press, government relations and community outreach
- Increased availability of health information, dialogue through workshops, online, health campaign, guides

RESULTS

- 2000+ girls and women are trained and empowered and better equipped to fight off violence or develop economic opportunities
 - 150+ South African girls trained, working as leaders
 - Development of guidelines for a replicable Girls & Football model: "Girls & Football SA: Girls Only Spaces", "Girls & Football SA: Drills and Skills for Coaches", "Girls & Football SA: Making Media Work"
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11 OUTCOMES

Girls & Football SA is raising funds for expansion from January 2014 - December 2015. Deployment of the Girls & Football SA curriculum in 12 communities in South Africa, expansion via social media and raising awareness on girls-only sport programs and spaces results in overall policy change and nationwide implementation.

OUTCOMES FOR GIRLS, WOMEN AND THEIR FAMILIES

- Participants are confident, empowered, equipped to make healthy choices. Able to identify their rights. Aware of their opportunities, introduced to strong leaders, encouraged to become active participants in society
- Girls are empowered and able to build a healthy relationship with their bodies through sport
- Girls are stronger leaders, learn through collaboration, improve discipline and sense of responsibility
- Volunteers, workshop leaders and staff learn skills required to keep a job, successfully participate in South Africa's economic development and to be entrepreneurs. Appreciate the experience of volunteering, able to run programs, and be community leaders

OUTCOMES FOR THE LOCAL COMMUNITY

- Communities are encouraged to take a stance against detrimental issues; GBV, HIV/Aids, the spread of other communicable diseases, early pregnancy, drop-outs from school, community violence
- Local communities develop understanding around sport as a tool for development for girls and consider girls as equal contributors to boys in South African society
- Participants are encouraged to partake in the community, which has a positive effect on a national level, as girls are better suited to be leaders in their communities

OUTCOMES FOR WOMEN'S SPORT AND DEVELOPMENT

- Girls & Football SA appreciates the importance of sharing research, lessons learned and documentation with partner organizations in the field to encourage program building, improvement and expansion where deemed fit
- Girls & Football SA understands the need for comprehensive research in the field of sport development in South Africa and will make this a priority in so far as resources and funding support this work
- Girls & Football SA aims to be a pioneer in using creative and social media tools to raise the profile of grassroots movements
- The Girls & Football SA guidebooks on coaching, working in girls-only spaces and maximizing the benefits of creative media are open source educational materials

OUTCOMES FOR THE INTERNATIONAL COMMUNITY

- Through social media, production of a series of “webisodes” and the documentary “Can I Kick It?” Girls & Football SA is able to reach the international community effectively
 - Through articles about women’s sport and the importance of sport for development of girls, Girls & Football SA and strategic partners raise media awareness on the important role of sport for girls and women
 - Through Public Service Announcements, girls are presented with role models found in the players of the South African National team
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12 CONTACT

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If there are any ways you wish to contribute, or if you want to send through tips or feedback, please let us know. We gladly welcome your input and look forward to hearing from you.