

# 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 SA<sup>1</sup>, 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 media channels such as Al Jazeera, Supersport and Women Talk Sports, we raise awareness nationally and internationally on women's sport 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.

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**1** Girls & Football SA is a winner in the first annual Girl Effect Challenge. We received a "Best Research" award from the Interdisciplinary Centre of Excellence for Sports Science and Development for our academic research on girls' sport development. The Sports and Business plan which reflects Girls & Football SA's strategic development plan, 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.

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## 2 THE SUCCESS RATE

- We have successfully combined sport, media and education to develop a comprehensive and unique program specific to girls' development.
- We have launched a nationwide design campaign with South Africa's biggest retailer, Pick 'n Pay in honor of South Africa's national women's day on August 9th.
- Girls & Football SA has been chosen as a "Girl Effect" project in the 2012 Nike and Global Giving challenge.
- Girls & Football SA received a "Best Research" award from the University of Cape Town's Interdisciplinary Centre of Excellence for Sports Science and Development for our academic research on girls' and women's sport development in South Africa.

### NIKE, ASHOKA CHANGEMAKERS AND THE NATIONAL COMMITTEE FOR INTERNATIONAL COOPERATION AWARDED GIRLS & FOOTBALL SA'S STRATEGIC DEVELOPMENT PLAN WITH THE BEST "BEST SPORT BUSINESS PLAN" AWARD.

- Our documentary, "Can I Kick It?", which tells the untold story of women's football in South Africa, won "Best Documentary" at the Festival du TV et Cinema in Beirut, Lebanon, the second biggest film festival in the Middle East - a first to be awarded to a female director and a female led initiative.
- We collaborate with supporters on an international level, with successful sport organizations such as the Nike Foundation, and established girls' empowerment organizations such as the United Nations Girls Education Initiative and Women Win taking a direct interest in our work.

- We have grown from working with 17 girls in one community, to working with 80 girls in two communities. Since May 2010, we have worked with 3000 girls 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.

- Girls & Football SA has upheld three pillars; sport development (through workshops), raising awareness (through our award-winning documentary, written features, short videos, and campaigns), and education (by creating open source educational materials).

## ACADEMIC RESEARCH

Girls & Football SA received a "Best Research" award from the Interdisciplinary Centre of Excellence for Sports Science and Development for our academic research on girls' and women's sport development in South Africa. Acclaimed academic research supporting the Girls & Football SA model ensures accurate execution in the field.

## DOCUMENTARY

The documentary, "Can I Kick It?" won the "Best Documentary" award at the International Festival du TV et Cinema, in Beirut, Lebanon, Film Festival, the 2nd biggest film festival in the Middle East. It has been screened in New York, Washington DC, Toronto, Vancouver and Cape Town. Girls & Football SA was able to build a strong network of supporters and followers in various regions of the world.

### 3 WHY GIRLS

Girls face immense inequalities in South Africa, even in spaces meant for positive development, like schools. Frequently, girls are sexually harassed or 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 their rights.

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.

Target Group: We have designed curriculum for girls 10-14 and 15-19 (workshop participants) and young women 20-29 (workshop leaders and life skills trainers).

Our training materials are derived from works completed by Women Win, Women Thrive Worldwide, Sport in Society, Girls Action Foundation and the United Nations Girls' Education Initiative.

## 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.

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## 4 EXPANSION

Girls & Football SA consistently makes it a priority to branch out into more communities. 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.

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## 5 SUPPORT

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.

### SOCIAL MEDIA

With over 4,000 total active followers Girls & Football SA has secured a growing fan base and has been mentioned various times through numerous social media outlets with fan-bases of 250,000 (The Girl Effect, Microsoft) and on Twitter with fan-bases of 20,000 (Al Jazeera, Mail & Guardian). With required backing this will grow exponentially.

### SHORT VIDEO PRODUCTION

Realizing the impact of captivating digital story telling, Girls & Football SA has produced short webisodes highlighting the importance of empowerment of girls and young women. Our video produced in celebration of Mrs. Obama's visit to South Africa featured on the Google search page, and our video on corrective rape resulted in invitation to appear in air on Al Jazeera. The webisodes offer advertising space for corporates.

### CONFERENCES AND TRAINING

Girls & Football SA's founder has been chosen as a 100 Young Leader through the Bill and Melinda Gates Foundation and Women Deliver and has presented worldwide on sport development for girls and women. We invest in training for our staff, and encourage continuous education in order to ensure the best deliverables possible.

## 6 FUNDING REQUEST

With five awards in the bag, experience under our belt and various strategic partners, we want to make the Girls & Football SA movement national.

### **We are offering four different Corporate Sponsorship packages listed below.**

Our Partnership Proposal presents an all-inclusive offering of opportunities and benefits to ensure the maximum return on your partnership investment.

PLATINUM  
GOLD  
SILVER  
BRONZE.

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Time Frame is from **January 2014**  
until **December 2014**

Platinum **R1,000,000.00+**

Gold **R800,000.00+**

Silver **R500,000.00+**

Bronze **R250,000.00+**



## PLATINUM

- Girls & Football SA shall publicly acknowledge the Partnership of your Organization at all functions, regional and national press and media functions (including but not limited to print, electronic and social media, publications and interviews (radio and television interviews) relating to Girls & Football SA
  - Announcement of your sponsorship in social media and the newsletter, and at tournaments
  - Opportunity for your CEO to communicate with a targeted audience via Girls & Football SA newsletters, e.g. a welcoming message from your CEO, as well as quotes from the relevant spokespersons
  - Your Organization's name and logo will appear on all brochures and promotional material relating to Girls & Football SA
  - Your Organization's name and logo will appear on Girls & Football SA's website and will be afforded a hyperlink on the Girls & Football SA website
- Your Organization's logo will appear on "Can I Kick It?", the award-winning documentary
  - Your Organization's logo will appear on all video content production
  - Your Organization's logo will appear on all Educational Content Model material
  - Your Organization's logo will appear on all Research Documents
  - Your Organization's logo will appear on all Workshop Certificates and Volunteer Certificates
  - Your Organization's logo will appear on all banners at Events and Tournaments
  - Sponsor-produced clothing branding of all staff/volunteers/workshop participants.
  - Sponsor's marketing literature and promotional material distributed in all 'Goodie Bags'

- 1 key speaking slot (topic to be agreed) for a senior representative of your organization once a term to address the workshop participants and volunteers (possible via web conference)

- 1 key speaking slot (topic to be agreed) for a senior representative of your organization once a term to

address a school's pupils who may not be directly involved in workshops

- Facilitated photo opportunities with the workshop participants

- Various interactive opportunities i.e. exclusive networking dinners and sport events

- Branding extended through all ad-hoc events

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## GOLD

- Girls & Football SA shall publicly acknowledge the Partnership of your Organization at select functions, regional and national press and media functions (including but not limited to print, electronic and social media, publications and interviews, radio and television interviews) relating to Girls & Football SA

- Announcement of your sponsorship in social media and newsletter

- Opportunity for your CEO to communicate with a targeted audience via e- newsletters, e.g. a welcoming message from your CEO, as well as quotes from the relevant

spokespersons

- Your Organization's name and logo will appear on all brochures and promotional material relating to Girls & Football SA

- Your Organization's name and logo will appear on Girls & Football SA website and will be afforded a hyperlink on the Girls & Football SA website

- Your Organization's logo will appear on all Educational Content Model material

- Your Organization's logo will appear on all Research Documents

- Your Organization's logo will appear on all Workshop Certificates
- Your Organization's logo will appear on all banners at Events and Tournaments
- Sponsor-produced clothing branding of all staff /volunteers/ workshop participants.
- Sponsor-produced branded 'Goodie Bags' distributed to all workshop participants

- Sponsor's marketing literature and promotional material distributed in all 'Goodie Bags'
- 1 key speaking slot (topic to be agreed) for a senior representative of your Organization once a term to address the workshop participants.
- Various interactive opportunities i.e. exclusive networking dinners and sport events
- Branding extended through select ad-hoc events

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## SILVER

- Girls & Football SA shall publicly acknowledge the Partnership of your Organization at select functions, regional and national press and media functions (including but not limited to print, electronic and social media, publications and interviews, radio and television interviews) relating to Girls & Football SA
- Announcement of your sponsorship in social media and newsletter

- Your Organization's name and logo will appear on all brochures and promotional material relating to Girls & Football SA
- Your Organization's name and logo will appear on Girls & Football SA website and will be afforded a hyperlink on the Girls & Football SA website
- Your Organization's logo will appear on all Educational Content Model materials and will be afforded a hyperlink on

the Girls & Football SA website

- Your Organization's logo will appear on all Research Documents

- Your Organization's logo will appear

on all Workshop Certificates

Various interactive opportunities i.e. select, exclusive networking dinners and sport events

Girls & Football SA is working towards nationwide expansion within the next two and a half years. Girls partaking in the Girls & Football SA programming will thus be the majority of primary and secondary school-goers, which allows for significant branding through equipment and clothing, water bottles, shoes and other sports wear.

## BRANDING THROUGH EQUIPMENT

### BRONZE

- Girls & Football SA shall publicly acknowledge the Partnership of your Organization at select functions, regional and national press and media functions (including but not limited to print, electronic and social media, publications and interviews, radio and television interviews) relating to Girls & Football SA

- Announcement of your sponsorship in social media and the newsletter

- Your Organization's name and logo will appear on all brochures and promotional material relating to Girls & Football SA

- Your Organization's logo will appear on all Workshop Certificates  
Various interactive opportunities i.e. select, exclusive networking dinners and sport events

WE HAVE EXPERIENCE UNDER OUR BELT AND WITH STRATEGIC PARTNERS WANT TO MAKE GIRLS & FOOTBALL SA A NATIONAL MOVEMENT. GENDER INEQUALITY IN SOUTH AFRICA IS A CRITICAL PROBLEM, AND WITH FUNDING WE WOULD DEVELOP AND EXPAND EXPONENTIALLY.

### Through your funding and support:

- Our resources limit us to working with small groups of girls, but with appropriate funding we aim to reach 2,000 + girls in 2014.
  - Girls & Football SA is working on implementation in further regions in the Western Cape. Funding would not only help us incorporate more girls in the program, but we would indirectly be affecting communities and schools.
  - Through expansion, we are able to garner pivotal data on the demographic in question, formulate a remuneration plan, contribute to the Millennium Development Goals, roll out successfully and evaluate accordingly.
  - We are working on implementation of our third pillar emphasizing football as a vehicle to educate using footballers as spokeswomen for health development. We will roll out an educational campaign in township areas with health messages geared towards girls' development. By opting in to receive bi-weekly health facts, girls who may not be directly involved in our workshops gain access to health information.
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## 7 RESULTS

### RESULTS (SPONSORSHIP PENDING):

- 2000+ girls and women are trained, empowered and better equipped to fight violence. They develop on an economic level and face better economic opportunities
- 150+ South African girls trained and working as leaders
- Development of guidelines of good practice for a replicable Girls & Football model through guides "Girls & Football SA: Girls Only Spaces", "Girls & Football SA: Drills and Skills for Coaches" and Girls & Football SA: Making Media Work"

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## 8 OUTCOMES

Your support would directly help expansion from December 2013 - October 2014, in addition to deployment of the Girls & Football SA curriculum in various 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. With the end of the Millennium Development Goals in 2015, and the FIFA Women's World Cup happening the same year, there is ample opportunity for media coverage.

Through effective use of media it is possible to reach a wider audience and raise awareness. One way to utilize creative and social media is by creating short videos that highlight the important effect sport has on the development of girls and women.

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#### OUTCOMES FOR GIRLS, WOMEN AND THEIR FAMILIES:

- Participants are confident, empowered, able to identify their rights, fight off violence, highlight when they are mistreated. Aware of opportunities, encouraged to become active participants in society.
  - Are stronger leaders, learn through collaboration, improve discipline and act responsibility.
  - Volunteers, workshop leaders and staff learn skills required to keep a job, successfully participate in South Africa's economic development and learn how to be entrepreneurs, are able to run programs, and be community leaders.
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## 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, early drop-outs of 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 national level, as girls are better suited to be leaders in their communities.

## OUTCOMES FOR WOMEN'S SPORT AND DEVELOPMENT:

- Share research, lessons learned and documentation with partner organizations in the field to encourage program building, improvement and expansion.
- 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.
- Effective use of creative and social media tools to profile grassroots movements. The Girls & Football SA guidebooks on coaching, working in girls-only spaces and maximizing the benefits of creative media can be educational resources for other grassroots organizations.



## 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 sports 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.

### MEDIA

Girls & Football SA has been featured in numerous publications, outlets and media, with a few to mention: Memeburn (South Africa) Nederland 1 (Netherlands) Shaw TV (Canada) Future TV (Lebanon, Arabic World reach) Ashoka Changemakers, Al Jazeera (Qatar), Mail & Guardian (South Africa)

### WEBSITE

The Girls & Football SA website has a track record of 40 visits per day while growing steadily and maintaining a strong fan base. Through consistent delivery of well produced and interesting content in addition to strategic SEO, Girls & Football SA has been able to gain a significant web traction.

### EDUCATIONAL CONTENT

Girls & Football SA is working on the production of content for girls-only sport programming which highlights empowerment of girls through sport in schools. With the Girls & Football SA program design for girls-only spaces for development, Girls & Football SA is aiming to create nationwide programming for girls' sport in schools.

## 9 CONTACT

✉ FOR QUESTIONS,  
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✉ FOR MORE PROGRAM RELATED  
MATERIALS, PLEASE EMAIL:  
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✉ TO SUPPORT GIRLS & FOOT-  
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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.