

Project Africa Annual Report - 2022



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Executive Summary

2022 was the year we set off for our venture to Africa to build four football pitches (two sadly fell through). We went to Uganda and Kenya, successfully building two grass pitches for Mbarara Sports Academy and Green Kenya.

About Project Africa

Project Africa is a charity dedicated to building sustainable football pitches for communities across Africa. Due to the lack of adequate playing surfaces, equipment and coaches which

hinder the game's development across the continent, it is the goal of Project Africa to better Africa's playing conditions and create opportunities for communities in need.

Extending beyond football, Project Africa doesn't only aim to build these pitches for the development of young players in Africa, but it also aims to give kids in the community a chance to revel in their youth no matter their level of skill. Project Africa strives to teach children vital life skills whilst training them on the football pitch; to teach them things that may get overlooked in school - from tying shoelaces to COVID awareness. We are building these pitches to give children a chance at a better future, inside and outside of football.

Mission and Vision

Our mission is to give as many communities and charities across Africa football pitches that communities can thrive on and be proud of. We know how powerful football is, both at enjoyment levels and learning. Every charity we partner with uses football as a tool to teach, from education on COVID to gender equality.

Our vision is to look back and know we did everything to give back to communities and charities across Africa that deserve our help. We want to know that with our help these coaches were able to do everything they needed to help the future generations.

We are committed to making sure we help as many charities as possible. We know the power of football, whether that is one child in the community making it professional and providing for the community, or the fact football brings people together. Its a way of teaching so many things in life, and if we can contribute with a safe place for kids to play, then e feel we are doing our job.

Impact Highlights

Our greatest achievements so far are the two pitches we have made. Mbabara Sports Academy have a pitch they can use throughout the whole season, not only playing on it but renting it out to the community, making revenue themselves to better their equipment, the pitch itself and develop the kids. They recently had one of their kids called up to the Ugandan national under 15's team, which made us immensely proud that we contributed to his development. We are also so proud of the pitch in Kenya whereby Green Kenya use to do football drills to teach the children. Green Kenya is more about the teachings and use the pitch to educate the kids on such topics as COVID and HIV awareness.

We know the pitch is just a small part of the development of these children, but are immensely proud that we have given these children a safe place to play, where injuries from stones and gravel are no more.

Financial Overview



Personal Account statement

18/01/2022 - 18/12/2022

Max Daniel Keens
21 Malcolm Way
London
E11 1PW
United Kingdom

£3,091.11

Total balance
(Including all Pots)

£1,952.30

Personal Account balance
(Excluding all Pots)

£1,138.81

Balance in Pots

(This includes both Regular Pots with Monzo and Savings
Pots with external providers)

-£8,405.97

Total outgoings

+£6,631.82

Total deposits

Sort code: 04-00-04

Account number: 84729401

BIC: MONZGB2L

IBAN: GB03 MONZ 0400 0484 7294 01

(Statement is one of my personal account before we got our HSBC charity business account)

We spent a portion of the start of the year in Africa, hence the transactions in Uganda and Kenya. This is a statement of 2022. Our money went through GoFundMe and straight into this account.

Our Programs

Uganda-

Mbarara, a district lying in the south-western regions of Uganda with a population of around 500,000. This was the destination of the first part of the project, sending Project Africa to partner with Salim Twaha, the founder of Mbarara Sports Academy. Project Africa chose this organisation after a few very productive chats with Salim, where he spoke about all about his work, the charity itself and where he sees them moving forward. Very quickly the team realised that he and his academy fit what they were looking for. Project Africa and MSA discussed the location of the field, his plans for the field and how long it will take to turn this undeveloped gravel area into a fully functional sustainable football pitch.

After months of constant communication and leg work from Salim and his team, Project Africa set off to Uganda on the 6th January 2022 to help finish the project off. Once arriving and seeing the field it was obvious that a lot of work was still to be done and with only 3 weeks to do, it felt like a distant dream that the pitch would even be close to being ready in time for the unveiling of the pitch to the community.

The team spent 16 hours a day watering, shovelling, raking, grass cutting and land flattening, and after 3 weeks having no days off, it finally came together. The goals and dugouts were the last pieces of the puzzle to be finished but after they were, the gravelly,

sandy school field started to look like a legitimate football pitch that could kickstart Salim and the charity in the direction they deserved.

The pitch is called 'The Project Africa Arena' and Salim has even changed the name of the team to be called Project Africa FC. This is a huge step for Project Africa, as our dreams and plans are to have Project Africa pitches all over Africa.

Project Africa also has a plan in place to help cater for the street kids of Mbarara by hosting training sessions for them, as well as having a street kid tournament. This will help the street kids learn valuable lessons they aren't getting whilst being homeless, helping Salim nurture talent that would also be unseen, but most importantly give the street kids something to look forward to. Homelessness is a huge issue in Mbarara and the kids deserve the chance to learn and grow and this project will help them find stability and give them a chance to thrive like every child should have.

Kenya-

The second part of this project took Project Africa to Nairobi, the capital of Kenya. This is where Green Kenya, an organisation run by David Mulo is based. David set this organisation up so that he can help the children of the community learn through football. David teaches gender equality, HIV awareness, COVID awareness and much more, to all different communities in his area.

Project Africa arrived in Nairobi on the 27th January 2022 and got straight to work. They met with the administration of the school the day they got there and set about a plan to get the pitch finished within 2 weeks. The land was already starting to grow very nice green grass, this being the result of David and his team levelling the pitch out with brand new black soil a month prior to PA arriving. The main issues were in the form of how to sustain the land and make it viable to play on all year round. The school was playing hard ball when it came to electric and water supplies which makes keeping the land healthy and green will be a massive issue in the dry seasons. We resolved this issue by agreeing to have our own tank on site by the pitch, thus not using valuable water for the school, and agreeing after a month to see how much more electricity was used and pay the extra.

Once all admin was sorted both Project Africa and Green Kenya set out to finish the pitch off with handmade dugouts and goals from local welders. There was not as much manual labour to be done on this pitch, so time was better spent helping David and the coaching team with their multiple projects all over the community. This went from St Judes Catholic school to Mukuru Kwa Slum. The variation of communities that Green Kenya reaches amazed Project Africa and made them very satisfied that partnering with Green Kenya was a brilliant move.

As you can see from the photos, they ended this part of the project with a huge tournament, giving the children the chance to test the pitch for themselves. The team are so proud of what they achieved in such a small amount of time here in Kenya and look forward to having a long and fruitful relationship with David and his team at Green Kenya.

Success Stories

We believe the success stories are to come, with the generations of children developing on our pitches. We don't expect plenty of professional footballers. That isn't why we are doing this. Its to give the children a platform to learn. To give the likes of David and Salim the chance to help the children. Having one child already called up to the U15 Ugandan football team is amazing but we would be equally proud if one child realised their dream of being a teacher from playing football on our pitches. We are doing this for the development in life for the children, not just to develop loads of professional footballers.

Partnerships and Collaborations

We have partnered with Reprimo, a health and wellbeing company who sponsored our kits for our annual football event. They paid for all the kits to be made for the event. Other than that we have been a donation based charity, relying on the generosity of the public. In the near future we hope to have sponsorships from brands and companies.

Future Goals and Initiatives

Our future is to be the biggest charity in our field. We want to be able to build sustainable pitches all over Africa, making it easy for children to play football and learn on pitches that won't harm them physically.

We want to have a base income from sponsorships, brands and companies who see our vision and want to be part of this journey. Financially, we also want to be abale to pay a team to work fulltime to make this dream a reality for so many communities in Africa.

Governance and Leadership

Founder/ trustee- Max Keens

Having founded the charity Max is dedicated to making sure this charity becomes as big as it needs to be to reach all the goals he made prior to the charity evolving to where it is today.

Trustee- Jacqueline Darby

Jacqueline is part of the charity on a secretary basis.

Financial Statements

Project Africa- Football Connects- Balance Sheet as of 2022

Assets:

Current Assets:

- Cash and Cash Equivalents: £3,091.11

Non-Current Assets:

- Property, Plant, and Equipment: £0.00
- Investments: £0.00

Total Assets: \$XXX,XXX

Liabilities:

Current Liabilities:

- Accounts Payable: £0.00
- Short-term Debt: £0.00

Non-Current Liabilities:

- Long-term Debt: £0.00
- Other Non-Current Liabilities: £0.00 Total Non-Current Liabilities: £0.00

Total Liabilities: £0.00

Equity:

- Retained Earnings: £3,091.11
- Donor Contributions: £6,631.82
- Other Equity: £0.00

Total Equity: £3,091.11

Income Statement for Project Africa

Category	Amount (\$)
Revenue	£6,631.82
Donations	£6,631.82
Grants	£0.00
Fundraising Events	£1474.00
Membership Dues	£0.00
Other Income	£0.00
Total Revenue	£6,631.82
Expenses	£0.00

Program Expenses	£0.00
Administrative Expenses	£0.00
Fundraising Expenses	£1,304.85
Other Expenses	£0.00
Total Expenses	£1,304.85
Net Income (Loss)	£5,326.97

Acknowledgments and Thanks

We'd like to thank the friends and family who have volunteered and donated to Project Africa. We wouldn't be able to have done what we already have
Express gratitude to your donors, volunteers, supporters, and partners who have contributed to our mission.

Contact Information

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