

# Sports for Sustainable Development Foundation

## Annual Report & Financial Statements

2024



Supporting the development and wellbeing of children and young disadvantaged people, using football as a platform

### **Reference Information**

**Name:** Sports for Sustainable Development Foundation

**Status:** Charitable Incorporated Organisation

**Charity Registration Number:** 1198407

**Company Registration Number:** CE028720

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**Trustees:** Ibrahim Sesay, Veronica Munetsi, Kansiime Pross Ategeka

**Banker:** Lloyds Bank

## **Contents:**

### **Trustees' Annual Report**

Chair's Introduction

Our Strategy and Plans

Report and Review of Activities

Governance

### **Financial Statements**

Financial Review &

Statement of Financial Activities

Photo Gallery

## Chair Introduction

We have just completed two years of operations in international development. This Annual Report follows up on our last activities in 2023 and provides insight into our current engagements in 2024 and our action plan for 2025.

Following our last activities in 2023 and our current engagement in 2024, we experienced various challenges as a small charity with limited funding resources. However, we made significant progress facilitating and sustaining our ongoing activities, promoting development and well-being amongst children and disadvantaged young people, using football as a platform, with extracurricular activities such as workshops, research, life skills education, community outreach supports, and other capacity-building interventions, and being a protective factor against crime, violence, drug and substance abuse, and promoting the Sustainable Development Goals and the role of young people in achieving these goals.

Our programs and activities are making significant impacts on the lives of beneficiaries, including children at the academy and the young disadvantaged people who consider our engagement remarkable, providing the opportunity for them to engage on issues related to their development and well-being, with an inclusive mechanism for youth empowerment, putting young people at the centre of planning, and shaping their attitude, behaviour, and learning and making them active partners, working together with their communities and other stakeholders to bring about positive change.

Our Action Plan for 2025 aims at establishing a Youth Hub/One-Stop-Shop, together with the already established Superstars Academy, focusing on capacity building as a mechanism to promote the development and well-being of children, and disadvantaged young people through our sports-specific interventions, relevant workshops, seminars, research, and other interventions promoting youth leadership/enterprise development, employability/career development, ICT training, skills training/life skilled education, and addressing socio-economic inequalities, including gender and health inequalities and using “Social Prescribing” to support mental well-being.

In 2023 we received our first funding of £4,000, football equipment and learning resources which we utilised to establish our ongoing engagements, which include the “Superstars Academy”, and “Community Outreach Support” activities combined with a “Social Prescribing” approach, reaching out to hard-to-reach children and disadvantaged young people, including those living with disabilities who are not part of the academy activities and are at risk of isolation, violence, drug, and substance abuse, and going through other socioeconomic inequalities such as financial stress and mental health challenges.

In 2024, we received a donation of a forty-foot container containing charitable items such as football equipment, learning resources, disabled items, shoes, clothing, etc., and £6,350 to cover the cost of facilitating our existing programs and activities, including customs duty, transportation, labourers, etc., and running the academy.

This report covers our strategy and plans, reports and review of activities, governance, and financial review. The total amount received from donors is £10,350.00 and our team members also contributed to meet other costs. **Income: 2023: £4,000.00 + 2024: £6,350.00 = £10,350.00**

## Chair of Trustees

**Ibrahim Sesay**

## **Our Strategy and Plans**

### **Mission Statement**

“The prevention or relief of poverty or financial hardship in Sierra Leone, Gambia, and Uganda by providing support towards sports, education, training, healthcare projects and all the necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.”

These objectives were created in consultation with the Charity Commission UK, with consideration to the Commission's guidance on public benefit. Our work and engagements are presently helping many people in the UK and Sierra Leone, and we are looking forward to replicating our projects and activities in other countries, found in our objectives.

Our approach is mainly geared towards capacity-building intervention, using sports as a platform, with specific attention to disadvantaged communities, including children and young people, to enhance their social responsibility by empowering young people to have a transformative experience of leading positive social and economic reform to help make a positive difference in their various communities and beyond and to inform and influence policies and public awareness towards their development and well-being.

Our first project activities were started in Sierra Leone, Freetown, and will be replicated in the other regional areas as said in our government document.

### **Program Rationale:**

**Unemployment:** the youth population aged 15-35 in Sierra Leone, makes up one-third of the country's overall population, with approximately 70% of young people underemployed or unemployed and an estimated 800,000 youth are still actively searching for employment. Given the reality that many in the youth population are illiterate and unskilled, but urgently need jobs and other income-generating activities. As a result of these shortfalls, young people are prone to involvement in activities of violence and drug abuse.

One of the main issues and challenges regarding youth unemployment in Sierra Leone is the lack of skills training, quality training on employability, the recognition of certified skills required, leadership and business enterprise development, and the opportunity for young people to engage in apprenticeship programs and understanding the impact of mental health challenges and the opportunities available to support children and young disadvantaged people, including those living with disabilities.

**Mental Wellbeing:** In Sierra Leone, the impacts of the eleven-year civil war, Ebola, Mudslide, economic hardship, drug abuse, and election violence, and the impact of COVID-19, are potentially generating profound consequences for health and well-being, particularly mental health amongst young, disadvantaged people.

### **Area of Focus:**

**Sports:** Football Academy/extracurricular activities with practical football training, equipping local community teams with football equipment, and promoting well-being.

**Capacity Building:** Youth Leadership, Business Entrepreneurship, employability, skills training, career development, ICT training, relevant workshops/seminars, coaching and mentoring, research, and life skills education.

**Advocacy:** promoting equality, including gender, health, education, and income distribution, and advancing the collective goal of a fair and just society, also promotes the relevancy of the Sustainable Development Goals, the 2030 Agenda for Sustainable Development, and the role of young, disadvantaged people and their communities in achieving these goals.

**SDGs:** Sustainable Development Goals relevant to our project objectives: **Goal 1:** Eradicate Extreme Poverty, **Goal 2:** Quality Education, **Goal 3:** Promote Equality and Empower Women, **Goal 5:** Improve Mental Health, **Goal 7:** Ensure Environmental Sustainability, and **Goal 8:** Develop Global Partnership.

### **Our Key Objectives for the coming year (2025) are set out below:**

- Take a lead role in tackling youth empowerment, setting up our “One-Stop-Shop” operational centre to help implement and monitor our activities.
- Increase our current project activities in Sierra Leone to ensure that the most disadvantaged children and young people are reached (for example launching a forward plan of supporting one hundred children and young people in the football Academy).
- Extend our support base in the UK and embark on fund-raising initiatives and media campaigns.

### **Action Plan:**

Our Action Plan for 2025 aims at establishing a Youth Hub/One-Stop-Shop, together with the already established academy, focusing on capacity building as a mechanism to promote the development and well-being of children, and disadvantaged young people through relevant workshops, seminars, research, and other interventions promoting youth leadership/enterprise development, employability/career development, ICT training, skills training/life skilled education, and addressing socio-economic inequalities, including gender and health inequalities and using “Social Prescribing” to support mental well-being.



## Report & Review of Activities

### Superstars Academy

Our “Superstars Academy” is currently engaging 60 children (males and females) between the ages of 9 and 13 in physical exercise (Football), in a safe place, with qualified Coaches and adequate football equipment to keep them fit, help boost their mood, reduce stress, and be a protective factor against crime, violence, drug and substances abuse and enhancing their overall physical and mental well-being through our sports-specific interventions, using football as a platform.



Disadvantaged children at the Academy

**The operation time of the academy:** The Academy runs every Friday and Saturday from 10 am to 2 pm, with qualified coaches, volunteers, teachers/ mentors, and a welfare officer to monitor compliance and work according to our Child Protection Policies. Two hours are dedicated to physical exercise (football), and two hours are dedicated to extracurricular (classroom-based) activities.

**Physical exercise (Football):** Our Sports-Specific intervention provides regular sports activities that include physical exercise training with various other activities like practical football and resistance training, along with other cardio workouts, to improve fitness, motor skills, and

agility, with other stretching exercises to help strengthen muscles, which is good for their overall well-being.



Children at the Academy engaging in football (physical exercises)

### **Capacity Building/Extracurricular Activities:**

Our Superstars Academy also engages the **60** children (male and female) in extracurricular/classroom-based activities such as assisting with schoolwork/study skills, summer school, providing ludic games and other participatory interaction to develop social interactive skills, and providing mentoring and volunteering opportunities, with a feeding program, incorporating a “Sports methodology” model.

### **Our Sports Methodology model includes:**

**Self-competencies:** These include self-confidence, motivation, responsibility, critical/conflict analysis, resilience, being goal-oriented, and adaptability.

**Social Competences:** this includes creativity, open-mindedness, effective communication, solidarity, cooperation/teamwork, respect, fair play, and tolerance.



Classroom-Based/Extracurricular Activities:

We also provide relevant workshops and other awareness-raising programs (gender equality, environmental degradation, drug abuse, leadership, business enterprise development and understanding mental health and opportunities available to children and disadvantaged



young people, etc.) to empower these children and young people with the understanding, social skills, and resources they need to foster resilience, building social capital, providing role models, and connecting to other services towards their development and wellbeing and also understanding the Sustainable Development Goals and the role of young people and their communities achieving these roles.

### **Community Outreach Activities:**

Our regular community outreach activities support engaging about **650** hard-to-reach children and young people in the urban slums, including those living with disabilities, provide support to local community schools with learning resources, and football equipment, and use “Social Prescribing” to support mental well-being.

The Social Prescribing approach is a key factor, we use in connecting with various community stakeholders, hard-to-reach children, and disadvantaged young people who are not part of the academy and are at risk of isolation, violence, drug, and substance abuse, and going through other socioeconomic inequalities such as financial and mental health challenges.

**Physical exercise (Football):** engaging communities in our “Social Prescribing” approach, we frequently organise Inter-Community Football Gala competitions for these hard-to-reach children and young people, including those living with disabilities to improve their physical health and mental well-being, provide access to outdoor space for social interaction/cohesion, and provide a regular supply of football equipment to over 50 local community football teams, which include **650** children and young disadvantaged people living in the urban slum, including women/girls between the ages of 14 -26 years.



Community football gala and physical activities as part of our social prescribing approach to support mental well-being and promoting inclusivity and gender equality.

### **Capacity-building intervention:**

Our capacity-building activities are designed to empower local communities through a participatory process, including stakeholders and young disadvantaged people in the designing and running of the project to meet the needs of the local communities and young people in particular.

Connecting with the various communities through football, we kept a database of all the community football teams, children, and disadvantaged young people we are engaging with, and helped provide relevant workshops/seminars and research opportunities towards their development and well-being and their community at large.

### **Examples of capacity-building workshops we organised for disadvantaged young people in Freetown:**

“Effect of environmental degradation and deforestation in our various communities and the country at large”

“Understanding mental health, challenges, and opportunities available to children and young disadvantaged people,”

“Understanding gender equality, leadership, and business enterprise development, youth violence including online and offline violence, drug, and substance abuse.”



Capacity-building workshops for disadvantaged young people



**We are promoting quality education and supporting deprived community schools with resources.**

Our Outreach Community engagement has been supporting quality education, and promoting reading culture and well-being, by providing learning resources and football equipment, to local community schools, engaging students, leveraging young mentors, and other volunteers to function as role models providing one-to-one support, and encouraging children and disadvantaged young people to set goals, improving their academic attainment and confidence to achieve their aspirations, and their interest in the sport.



Distribution of learning resources to over 20 deprived local community schools.

### **Recent distribution activities**

From March 9th to 17th, 2024, we distributed a large number of football equipment (jerseys, hoses, tracksuits, etc.) from our 40-ft container resources to over 40 community football teams across Freetown and the provincial area.

The distribution activity was specifically designed to build relationships with a wide range of communities, using football as a platform to encourage them to the sport, promote development and well-being, and act as a civic action entry point to actively engage children and disadvantaged young people in their community activities, and develop capacity-building interventions, that will lead to the development of innovative civic action through leadership acquisition, aimed at addressing socio-economic inequalities, and online and offline violence, including gender-based violence.

The main purpose of the two-week football gala and distributions of football equipment was to promote community cohesion, physical and mental well-being, the interest of children and young people in sports, and the integration of sports into youth crime prevention and criminal justice strategies and to identify good practices on the use of sports (football) to reduce drug and substance abuse, crime, and violence (online and offline) amongst young people and their communities at large.

Also to promote gender equality in the sport and inclusivity and the vision of the Special Olympic Games by providing opportunities for people with disabilities to develop physical fitness, demonstrate courage, experience joy, and take part in the sharing of gifts and friendship with other community football teams.

The strategic objectives of both events from the 6th – 17th of May 2023 and the 9th – 17 of March 2024 were to enhance the social responsibility of young people to enable them to have the transformative experience of leading positive socio-economic change towards their development and well-being and inform and influence policy decisions and public awareness raising, workshops, and research programs to understand issues affecting children and young people.

## **Governance**

### **Status and Objects**

The charity is a Charitable Incorporated Organisation. Our governing document is an adapted Constitution from the Charity Commission whose only voting members are its charity trustees. Our formal objective is set out in the section on Strategy & Plans on pages.....

### **Governing Body and Structure**

Our governing body is made up of a committee, which is the charity's trustees. At present, we have three trustees and strategic operational advisers who are specialists in all our areas of intervention.

We are gradually developing our structure to meet the growing demands of our activities/project and the relentless challenges of collaborating with disadvantaged communities at a cross-national level. All emerging issues of the charity are addressed at the regular monthly meetings, and we are in constant contact with all communities we serve and stakeholders, including beneficiaries in Sierra Leone.

The Committee officially decides how it ascertained its roles before the completion of the charity registration and reviews this accordingly, when necessary. We are constantly checking our performances and duties, by conducting a regular review of our effectiveness as a charity, based on best practices within the third sector organisations.

We are well committed to making sure that the prime function of the charity embraces good governance, with a specific focus on policy and general strategy, approval of plans, checking of progress, and financial control.

## Operational response

We continue to see our prime function as ensuring the good governance of the charity and to this end we focus on matters of policy and general strategy, the approval of plans, the monitoring of progress with charitable projects, and financial control.

Operational responsibility is delegated to the Programme Director. The Committee is aided by the Chair who recommends us on governance generally and also acts as Treasurer in monitoring financial matters on our behalf.

## Trustees

There were no changes during the year. When we recruit, we follow a well-established practice. We conduct a skills audit to find the qualities looked for in potential candidates, and a trustees' working group manages the appointment process. It is our policy to provide the new trustees with structured induction that includes comprehensive documentation, individual briefings, and the opportunity to meet our supporters and volunteers.

## Financial Review:

### Charitable Expenditure

Over the two years, we managed our expenditure by ourselves, and thanks to the financial support we received from only two donors, with a total sum of £10,350.00. It would have not been possible to deliver our project activities without this support.

The breakdown of expenditure is set out below, and details of the project activities are in this report. Our policy continues to give priority to keeping support for a core project and where we can, to achieve a continuing, steady increase in spending to achieve project aims, subject to further financial support from our donors, and supporters.

The funding was spent on the following: to cover the cost of shipping donated items to Sierra Leone, Trustee air-ticket to and from Sierra Leone, organising workshops, and community football gala/outreach activities supporting local schools with learning resources, facilitating weekly football and extracurricular activities at the Superstars Football Academy which includes renting of pitch, classroom, and salary for Coach and facilitators, local transportation, and communication to deliver items to beneficiaries in their various communities, and remuneration for volunteers.

### Income & Expenditure:

<b>Our total Income for 2023:</b>	is	£ 4,000.00.
<b>Our total income for 2024:</b>	is	£ 6,350.00.
<b>Total income:</b>		£10,350.00.
<b>Expenditure:</b>		£ 9,350.00
<b>Balance in account:</b>	£1,000.00	



## Activities/Event Photo Gallery



Community Outreach Supports with learning materials, clothing, shoes, etc to 30 community schools, and vulnerable children and their families in the slums.







Community Outreach Support with football equipment to 50 Local football teams.



Engaging Community Stakeholders/beneficiaries.



