Welcome to 2010!

Editorial by Gerald Guskowski, YDF Project Manager

Dear Friends and Partners of YDF,

I wish you a happy and successful New Year!

2009 saw YDF starting new co-operations with Botswana, Lesotho, Mozambique, Namibia, Rwanda and Zambia. Support for the Sport for Social Change Network kicked off. A new public-private partnership with Volkswagen in the Eastern Cape was signed. A lot of work has been done on the development of new football training elements that combine football with important life skills. Last but not least, ‘Let’s Confed’ was implemented as an extensive programme accompanying the FIFA Confederations Cup 2009™. YDF was rewarded with a lot of public interest in 2009.

We wouldn’t have achieved all this without the support of and successful co-operation with our partners. You certainly went the extra mile to seize the opportunities which the FIFA World Cup 2010™ offers for using sport for development in Africa. I would like to thank you for this extraordinary effort and commitment and hope for a similarly close and excellent co-operation in 2010!

Certainly 2010 is a very special year. South Africa will host the first football World Cup on African soil, an event that is by far the biggest worldwide. It affords a huge and unique opportunity for the African Sport for Development Community. Therefore, we not only have to continue in the spirit of 2009, but must further increase our efforts in the current year. Let’s use 2010 to showcase our community and to multiply the numbers of our friends and partners.

Nevertheless, there is another angle: How will we proceed after the final whistle of the FIFA World Cup is blown on the 11th of July? How can we use the momentum gained? The crucial challenge for the second half of 2010 will be to ensure the sustainability of our previous joint efforts. Let’s give this a thought right now and let’s look beyond short-term achievements.

In this spirit I wish all of us an exciting and successful World Cup year 2010!
Strengthening the Network

YDF organises capacity-building workshop in the Western Cape

Oudtshoorn, 25 October 2009. The Youth Development through Football project (YDF) and Western Cape Region Youth Development through Football (YDF-WC) jointly organised a 3-day capacity-building workshop for members of the YDF network. The workshop took place in Oudtshoorn in the Eden district from 23 to 25 October 2009. It focused on general capacity-building within organisations and included topics such as conflict resolution, leadership and management. A total of 26 people attended the workshop, most of them working in community organisations which are active in the field of youth development through football in the Western Cape Province. Two delegates had been selected from each district in the province. Further members of the YDF Steering Committee in the Western Cape also participated.

'We capacitated the attendees with the knowledge of how to run an organisation successfully. In the course of the programme they learnt how to practise administrative skills such as report-writing and how to draw up a constitution', explained workshop facilitator Denzel Smit. 'They shared experiences and best practices during group discussions, role-play and presentations.'

YDF team member Allan Boesak was impressed by the motivation of the attendees and sees the workshop as a first step towards getting all the Western Cape partners on the same level with regard to organisational capacity: 'The representatives who attended the workshop should not only take what they have learned to strengthen their own organisations, but also utilise their skills by organising events within their districts, and thereby promote and strengthen the YDF movement in the entire province.'

YDF has been present in the Western Cape since 2008. Acknowledging the existence of quite a number of non-governmental organisations and institutions which were already active in the province, YDF decided to focus on networking and established a Steering Committee. The Committee comprises two representatives from each of the districts in the Western Cape, the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), and the Department of Cultural Affairs and Sport, Western Cape (DCAS). 'The Steering Committee represents all the partners of the YDF movement in the Western Cape. In the future, we want to use the YDF Toolkit that is currently being developed to capacitate organisations, and to monitor the work done in the province through our Steering Committee,' explains Allan Boesak on the way forward.
German Africa Foundation Vice-President visits the YDF project

Pretoria, 14 November 2009. Dr Uschi Eid - Vice-President of the German Africa Foundation - came to visit the Youth Development through Football project at Mahlasedi Masana Primary School in Mamelodi following an invitation by Stephan Ohme, representative of the Federal Ministry for Economic Cooperation and Development at the German Embassy in Pretoria. Eid, who is also Vice-President of the UN Secretary-General's Advisory Board on Water and Sanitation (UNSGAB), had come to South Africa to attend the Africa Water Week conference held in Midrand.

Eid was shown different aspects of the project, including Greenfeet artwork made from recycled goods, use of the performing arts by Karos & Kambro as a tool for teaching children life skills, and Altus Sport's concept of fair play, which instils good moral values in children through football. She was impressed with how YDF has integrated football and life skills in developing and improving the quality of the children's lives: 'YDF is doing an excellent job; it's good to see how football can be used as a tool to improve lives'.

Uschi Eid's visit to the YDF project was fuelled by her passion for development and environmental issues in Africa. She emphasised how awareness around water and sanitation can be used in football to promote hygiene on soccer fields, and how caring for the environment can improve people's lives.

She addressed the youth who performed for her, and stressed the importance of education. Eid encouraged them by saying that with education and focus, they can achieve anything they want to in life.
Mamelodi, 18 November 2009. Representatives of the Frankfurter Presseclub visited the YDF project at Mahlasedi Masana Primary School in Mamelodi on 18 November 2009 as part of a tour to South Africa. The association consists of more than 800 journalists and communications experts from various media and institutions respectively. Among other things, its members tackle social issues and address them collectively. The group appeared to be impressed with the project and the experience as a whole. For some it was their first time in the country.

Project Manager Gerald Guskowski explained the YDF approach, while YDF's NGO partners in Mamelodi presented their programmes. Karos & Kambro demonstrated the use of the performing arts as a tool to teach life skills, and Altus Sport Vuma presented their concept of fair play. Greenfeet explained how artwork can be made from recycled materials while simultaneously raising environmental awareness.

Monika Weber-Nau, Director of the Frankfurter Presseclub, appeared enthused: ‘We are happy to be here in this beautiful country. The visit to Mamelodi gave us a new view on South Africa and the impact that GTZ’s Youth Development through Football project has on people’s lives’.
YDF and Kick4Life help Lesotho combat HIV/AIDS

The Youth Development through Football (YDF) project uses football as a vehicle to address critical social issues in Africa and to empower the youth both in terms of managing their challenges in the best way possible and developing life skills. The Kingdom of Lesotho is one of YDF’s partners in Africa. The country is landlocked, completely surrounded by the Republic of South Africa. Its terrain is created by the sheer walls of the Maluti and Drakensberg mountains, hence its nickname ‘Africa’s Mountain Kingdom’. Lesotho faces many challenges, among which are unemployment, poverty and HIV/AIDS. It is classified as one of the least developed countries: approximately 35 percent of the labour force is unemployed, with nearly two thirds of the population living below the poverty line. These issues impact negatively on the country’s young people who largely end up without any foundation and sense of direction. The greatest challenge among young people is the prevalence of HIV/AIDS, which is fuelled by poverty and a lack of opportunity. This is where the idea of youth development through football comes in.

YDF identified the non-governmental organisation Kick4Life as a suitable partner in Lesotho for combating the challenges faced by communities. Kick4Life is a non-governmental organisation established by brothers who realised how football can change and enrich people's lives. Their vision is to use football as a tool for tackling poverty and HIV/AIDS in developing countries. Kick4Life engages the youth through the power of football, imparting social skills and educating them to live HIV-free lives, and setting up networks that are aimed at sustaining the youth.

YDF and Kick4Life’s major role also involves addressing the issues of local governance and decentralised rural development. GTZ and YDF’s focal point in this regard is to assist and capacitate officials in the smooth running of councils and districts, thereby promoting transparency, efficient governance and improved service delivery.

The goals and visions of Kick4Life and YDF are aligned, with both using football to educate young people. Their partnership was formed to benefit the youth of Lesotho and has resulted in the establishment of an initiative called 'The Maseru Street League', which caters for orphans and other vulnerable children between the ages of 10 and 22. The team members are encouraged to know their HIV status and are offered voluntary counselling and testing. The league's focus is on HIV prevention and the development of life skills. It provides the orphaned and vulnerable children with secondary education and achieves all this and more through football. The league's objective is to provide opportunities for the youth to develop the skills and knowledge that will assist them in preventing HIV infections, living healthy lifestyles and finding employment.

Photo: © Kick4Life.
Altus Sport Vuma makes YDF proud

Cape Town, 7 December 2009. Altus Sport Vuma’s team won the FIFA Kick-off Streetsoccer Festival in Cape Town, Khayelitsha, which took place from 2-7 December 2009 and was invited to next year’s FIFA Streetsoccer Festival in Alexandra, Johannesburg. Altus Sport Vuma is one of YDF’s strong partners in Gauteng. The team competed for the trophy with seven other teams, some of which are YDF partners: Kick4Life from Lesotho, Team Namibia, Eprocad from Brazil, Grassrootsoccer SA, BwaLya from Zambia and Whizzkids United from Durban. The teams had been invited by FIFA to celebrate the 2010 World Cup draw and the new FIFA Streetsoccer centre in Khayelitsha. Among the guests were FIFA President, Sepp Blatter and Western Cape Premier, Helen Zille.

Altus Sport Vuma is a non-governmental organisation that uses soccer as a tool to teach girls and boys life skills and good moral values. Altus Sport Vuma works closely with GTZ’s Youth Development through Football project. Gert Potgieter, Director of Altus Sport Vuma said “The team players were great ambassadors of Tshwane, Gauteng, and South Africa; they were disciplined, and mixed well with other teams. Winning was a bonus, but not the most important thing, the crucial thing was the applied life skills values, respect, friendship, fair play and peace during the matches”.

The Altus soccer team used the opportunity to tour around Cape Town. They visited Table Mountain, the Cape Point, Sea point and other tourist attractions.
Visitors to the YDF Website want to get involved

Pretoria, 8 January 2010. 2009 was a successful year for the YDF website logging a total of 6,845 visits, a remarkable 177% increase over 2008’s 2,472 visits, with a consistent increase of 30 to 45% of visits over each 6 month monitoring period.

The site increased its new visits by 67.37% in the year 2009, displaying a healthy balance for 2009 of 42.31% new visitors and 57.69% returning visitors, indicating that the site is not only attracting new visitors but also keeping them coming back.

The e-Newsletter has also experienced a steady increase, with a growth in subscriptions of 5% with each issue and a significantly small opt-out of only 1 to date, showing that popularity is consistently growing and it continues to meet the expectations of its readers.

The international exposure of the website increased dramatically for 2009 now spanning across 120 countries. South Africa remains the dominant visitor country providing 59% of the traffic and Germany remained steady at 18%. But 2009 was truly the year that the YDF website was introduced to a broader audience, with a significant new audience being recorded from the United States (3.5%), United Kingdom (2.5%), Rwanda (1.2%), Switzerland (1.1%), Kenya (0.8%) and Ghana (0.7%). The site has recorded reaching a diverse range of African countries (Namiba, Zambia, Egypt, Botswana, Uganda, Nigeria, Leosothe, Mozambique, Tanzania) and European countries (France, Norway, Netherlands, Austria, Belgium, Spain, Italy, Ireland, Sweden, Greece), as well as activity in Canada, Brazil, India, Pakistan, Australia, China, Hong Kong and more.

The increase in traffic has primarily been driven by search engines (54.50%) and direct visits to the website address (24.65%). Based on this and the prominent use of searched keywords containing variations of “YDF or Youth Development Through Football”, it is apparent that external exposure to the YDF project is capturing the audience and bringing them to the website to find out more.

Activity within the site shows that the predominant pages they enter the site on are the Home page and the News sections. There is also a significant entry of people arriving on the Team page, notably via FaceBook.com activity. Once landing on the site, visitors primarily move on to learn more about the project via the About us and Countries sections, with a trend towards an interest in What YDF does, the Tools they offer and the Partners they work with, and a majority of interest leaning towards the projects in South Africa in particular, perhaps the effects of some 2010 World Cup fever. The News & Events section has continued to be a primary source of interest, with 2009 seeing attention drawn to the Peace Caravan in particular. What is also interesting to see is that the Get Involved page ranks 12 in the most popular pages visited, which means the site is achieving its goal of telling the YDF project story, capturing the audience with its news and ongoing activities and exciting people to want to be a part of it.

Results based on Google Analytics Reports (http://www.google.com/analytics) - 31 December 2009