Youth Development through Football - World Cup Programme 2010

Brief Description of the Programme Components (02.06.2010)

YDF - Youth Development through Football

Football can unite people from the most diverse of nations and cultures. As a team sport, football promotes fairness and tolerance. The game can overcome barriers between the sexes, facilitate mutual understanding, and contribute towards positive personality and character development. Sport teaches strategies of peaceful debate, nurtures the ability to handle defeat and shapes personality. Gerald Guskowski, Project Manager of YDF describes its objective thus: “We want to utilise the social and educational potential of football and sport in general for youth development in South Africa and other African countries. We encourage socially disadvantaged young girls and boys in particular in such a way that they are able to take charge of their own lives and shape them in a positive manner. We are creating structures that will endure long after the final whistle of the FIFA World Cup 2010™ has blown.”

The Youth Development through Football project - YDF – uses the enthusiasm of township youths for football in order to introduce them to social topics that need urgent attention in South Africa: poverty, HIV/AIDS, poor or no education, crime and violence. The project aids the youth in building their own prospects. It is financed by the German Government and the European Union and today is active in four South African provinces and nine other African countries. The partner on the South African side is the Ministry of Sport.

The power of the ball – towards a better future with football

In Margate, near Gamalake, YDF works with the Australian High Commission and partner Imvomvo. Through the combination of street soccer and life skills lessons, values and skills are put across to the youth through the game of soccer, which in turn helps them to take charge of their lives and shape them in a positive manner. The programme offers street soccer matches and life skills lessons for the youths from the township.

Venue:
Margate (Gamalake, KwaZulu Natal)
135 km from Durban

Target group:
Media, Politicians

Suited for:
10-15 Participants
**Dates**

**12.06.** between 11:00 and 15:00 h

**Duration:**
About 5 hours

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In Port Elizabeth YDF works with Volkswagen South Africa within the framework of a Public-Private Partnership whose focus is HIV/AIDS prevention. The Ulutsha Soccer buses will be introduced to the public here on 18 June 2010. The buses, which are intended to also involve the outlying communities in YDF’s programme of youth development through sport.

Visitors travel on one of the ‘soccer’ buses, making it possible for YDF partner NGO Umzingisi to carry out its preventative work in the rural areas too, which would otherwise only be accessible with great difficulty. The programme begins with a visit to the cemetery in Motherville Township, where the HIV/AIDS rate is highest. The sheer unquantifiable number of gravestones speaks a language that is clear. From the cemetery, the bus makes its way to one of the partner schools where street soccer is combined with life skills lessons. The emphasis is on the imparting of HIV/AIDS knowledge through play.

During the journey we are informed about the HIV/AIDS situation in the Eastern Cape and moreover, how GTZ in the process supports the Cacadu District Municipality, as part of its Strengthening Local Governance Programme, in embedding preventative measures in all policy areas. The Cacadu District Municipality has its seat in Port Elizabeth but is responsible for a range of local, partly remote municipalities in the surrounding area.

**Venue:**
Port Elizabeth (Eastern Cape)

**Target group:**
Media, Politicians

**Suites for:**
10-15 Participants

**Dates:**
**18.06.,** between 9:00 and 12:00 h,
**10.07.** between 10:00-16:00 h
and Mon-Fri on request (5 days in advance)

**Duration:**
2-3 hours
„Other girls my age spend their time with young boys, drink alcohol or take drugs. I prefer to spend my time on the soccer field. The game has changed my life!” Zandile, now 15 years old, lives in Mamelodi, a township to the east of Pretoria. The youth football project ‘YDF’ began here three years ago and cooperates with eight primary schools, dubbed the ‘Mamelodi 8’.

At Mahlasedi Masana Primary School, project partners Altus Sport Vuma, Greenfeet and Karos&Kambro impart values and skills to the youths through soccer, enabling them to take charge of their own lives and shape them in a positive manner. Emphasis is placed on the prevention of delinquency and violence, on eduction around environmental consciousness, on the imparting of values and on strengthening self-awareness in the youths. The heads of schools, NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.

**Venue:**
Mamelodi (Pretoria, Gauteng)

**Target Group:**
Media, Politicians

**Suitied for:**
10-15 Participants

**Dates:**
Tue, Thu, Sat between 10:00 and 14:00 h

**Duration:**
2-3 hours

Mohlatse Mokgatho, called ‘Lucky’ by his friends, is an ardent football player. He comes from Winterveld, a township north-west of Pretoria. He underwent training in the YDF project and explains: „During my training I learnt that as a coach, I teach more than just the rules of a good game. As a coach I am also a role model for the youngsters I instruct.“

At Ikeleng Primary School in Winterveld YDF is holding, together with its partners Altus Sport Vuma, Greenfeet and Karos&Kambro, a street-soccer match combined with the teaching of life skills to the youths. The heads of schools, NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.
### Venue:
Winterveld (Pretoria, Gauteng)

### Target Group:
Media, Politicians

### Suited for:
10-15 Participants

### Dates:
Mon, Wed, Fri between 10:00 and 14:00 h

### Duration:
2-3 hours

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Together with NGO partner Altus Sport Vuma, YDF is offering street-soccer matches in Burgerspark in Pretoria and doing exercises with the youths on how, among other things, to assume managerial responsibility. NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions

### Venue:
Burgerspark (Pretoria, Gauteng)

### Target Group:
Media, Politicians

### Suited for:
10-15 Participants

### Dates
Tue-Sun between 10:00 and 15:00 h

### Duration:
2-3 hours

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In the area of Hillbrow in the city of Johannesburg, known for its high crime and violence rates, YDF in cooperation with partners Altus Sport Vuma and Karos&Kambro is offering a programme that is also aimed at street children. Together with further NGOs and churches, values are imparted and self-awareness in the youths strengthened through soccer and cultural activities. A further theme is the responsibility of the youth towards their community.
NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.

**Venue:**
Hillbrow (Johannesburg, Gauteng)

**Target Group:**
Media, Politicians

**Suited for:**
10-15 Participants

**Dates:**
Mon, Wed, Fri between 10:00 and 14:00 h

**Duration:**
2,5 hours, Central Business District

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**Is the ball really round? An interactive exhibition on the science of the game of soccer**

The ‘Science of Soccer’ is an interactive exhibition in the Sci-Bono Discovery Centre in Newtown, Johannesburg, with games, stories, films and animations. It regards football from a new perspective and shows that the laws of nature also underlie this popular sport. It approaches the game from the perspective of the football and demonstrates how the moves and movements of the players follow physical and mathematical structures. The exhibition opens on 28 May 2010. It was organised by the Discovery Centre in cooperation with the Goethe Institut South Africa, the German Embassy in Pretoria and the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH.

**Venue:**
Newtown (Johannesburg, Gauteng)

**Target Group:**
Media, Politicians

**Suited for:**
10-15 Participants

**Dates:**
From 28 May onwards every day between 09:00-17:00 h
**Duration:**
1 hours, Central Business District

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### With European aid: an artificial grass pitch for the youths of Orange Farm

On 11 June an artificial grass pitch in Orange Farm, which was constructed with European funds, will officially be inaugurated. Gauteng Province has made common land available in the long term for YDF’s partner in Orange Farm, Dona’s Mates (named after Diego Maradona). For the founder of Dona’s Mates, James ‘Maradona’ Shabangu, the new pitch represents a dream come true after two years of intensive work: „I wanted to create something permanent for the youngsters of Orange Farm and learnt that the dreams that are the hardest to reach are the ones that have the most value“.

We travel from Johannesburg to Orange Farm where YDF and Dona’s Mates are holding, in cooperation with NGO LoveLife and as part of the World Cup Programme, street soccer matches and life skills lessons with an emphasis on the prevention of HIV/AIDS. NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.

**Venue:**
Orange Farm (Johannesburg, Gauteng)

**Target Group:**
Media, Politicians

**Suited for:**
10-15 Participants

**Dates:**
**11.06.**, 08:00-15:00 h, also during important European matches in Johannesburg and on request (5 days in advance)

**Duration:**
3 hours, 30 km from Johannesburg

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Sheila Mlangeni, deputy head of Siyakhula Primary School in Kanyamazane Township, points out a small boy who is standing in the school playground looking somewhat lost: „Both his parents died; now he is living alone with his brother in the shack that was his parents’ home. We take care of both boys every day by giving them meals, and check that everything is in order because..."
now they are all alone”. Mpuamalanga ranks among the poor provinces of South Africa. Jobs are rare. Youths in particular cannot find work.

We travel from Nelspruit to Kanyamazane Township, where YDF, together with the Mpumalanga Scouts, is using football for youth development at Siyakhula Primary School. A holiday programme with street soccer matches and life skills lessons is planned for the duration of the World Cup. The heads of schools, NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.

**Venue:**
Kanyamazane (Nelspruit, Mpuamalanga)
35 km from Nelspruit

**Target Group:**
Media, Politicians

**Suited for:**
10-15 Participants

**Dates:**
20./21.06. between 10:00 and 13:00 h and on request (5 days in advance)

**Duration:**
3 hours

We travel to Kabokweni Township, approximately 30 km from Nelspruit, where the Mpumalanga Scouts are organising a soccer tournament on 26 June 2010 at Elija Mango School together with YDF. The heads of schools, NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.

**Venue:**
Kabokweni (Nelspruit, Mpuamalanga)
35 km from Nelspruit

**Target Group:**
Media, Politicians

**Suited for:**
10-15 Participants

**Dates:**
20./21.06. between 10:00 and 13:00 h and on request (5 days in advance)
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More than 23 per cent of the adult population of Lesotho is HIV-positive. That is the third highest rate in the world. At the end of 2007, 270,000 of the 1.8 million people in Lesotho were infected with the virus, and every day more than 60 people are newly infected. Around 50 die daily from AIDS or diseases related to the immune deficiency. HIV/AIDS does not only represent a health problem, but also has an effect on all areas of daily life. Prevention therefore has a high importance. Together with partner Kick4Life, YDF uses the playing of soccer in order to impart knowledge to street children, and HIV/AIDS orphans in particular, about the disease and in order to prevent infections.

We go to Kick4Life’s soccer pitch directly behind the building housing the High Court in the centre of Maseru. Street soccer matches and life skills lessons with a thematic focus on HIV/AIDS are planned. NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.

**Venue:**
Maseru (Lesotho)
130 km from Bloemfontein

**Target Group:**
Media, Politicians

**Suited for:**
10-15 Participants

**Dates:**
On request (5 days in advance)

**Duration:**
2.5 hours

In the Western Cape, YDF follows a networking approach. Numerous NGOs are involved in the project. Together with partners New World Foundation and Soccer4Hope, YDF also brings youth development through football to remote areas of Western Cape Province.

We travel to Lavender Hill Township near Cape Town where YDF, together with the New World Foundation, is organising street soccer matches for, and
imparting life skills to, the youth. NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.

**Venue:**
Lavender Hill (Cape Town, Western Cape)

**Target Group:**
Media, Politicians

**Suited for:**
10-15 Participants

**Dates:**
02.07. between 10:00 and 14:00 h and Mon-Fri on request (2 days in advance)

**Duration:**
3 hours, 15 km from Cape Town

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We head to Gugulethu Township near Cape Town where YDF, together with Soccer4Hope, is organising street soccer matches for, and imparting life skills to, the youth. NGO representatives, youth leaders, coaches and youths taking part in the YDF programme are available for discussions.

**Venue:**
Gugulethu (Cape Town, Western Cape)

**Target Group:**
Media, Politicians

**Suited for:**
10-15 Participants

**Dates:**
06.07. between 10:00 and 14:00 h and Mon-Fri on request (2 days in advance)

**Duration:**
2-3 hours, 10 km from Cape Town
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