



# Africa

Kenya • Mozambique • Nigeria • South Africa • Zambia

## Culture & Demographics

Africa is the world's second-largest and second most populous continent, consisting of 54 sovereign states and over one billion people. Africa is the most multilingual continent in the world, with many of its population speaking at least two of the continent's more than 1,000 languages. Due to rapid population growth, in some African countries over half of the population is under 25 years of age. A wide variety of religious beliefs are professed in Africa, although over 80% of the population are adherents of either Islam or Christianity.

## Recent Developments

Ambassadors in Sport Africa has permanent bases in South Africa, Nigeria, Zambia, Mozambique and Kenya. The regional office is located in Pretoria, South Africa. At the AIS International Leaders Conference in 2011, the Africa Leadership team agreed that the primary focus of AIS Africa will be the Hope Academy project. A strategic plan for the growth of Hope Academy was developed, with the existing Hope Academy in Soweto, South Africa, being identified as the prototype academy on which future replication of the Hope Academy will be based.

## Future Plans

The 2020 AIS Africa vision statement is to establish 20 Hope Academies in at least 10 different African countries. The first phase to accomplish this goal is to establish Hope Academies at all of our existing AIS Africa bases over the next three years. In order to accomplish this, feasibility studies and development plans are being conducted by each AIS Africa base. The work will continue to be strengthened through the other AIS strategic programs – TREC, Tours and Camps – and through the development of an African Associate program.

## Overview

Ambassadors In Sport Nigeria started as a satellite office in 2003 and, assisted by a TREC in 2004, became a fully established office in 2007. The work continues to grow through activities such as the annual Church Youth League, school work, football club, camps, training and academies. The future work of AIS Nigeria will focus on organising Church Youth Leagues across the 36 states in Nigeria and continuing to undertake preliminary work to establish a Hope Academy in Ogbadibo.

## 2011 Highlights

- Partnered with Redeemed Christian Church of God to take a Tour to South Africa.
- Initiated ongoing partnership with *Fußball & Kultur-Verein Rheinland-Pfalz 2006 e.V. Koblenz* (Germany) to assist Nigerian coaches attend the UEFA -B licence course.
- Started a new work in Ogbadibo, Benue state.
- Trained youth leaders of Redeemed Christian Church of God in sports evangelism.
- Organised a youth football tournament for Living Faith Church.

## 2012 Objectives

- Organise a Church League for churches in Lagos.
- Initiate the monthly 15 Minutes Church Community Project.
- Follow up on the ongoing Preliminary Hope Academy Project in Ogbadibo.
- Take a team to participate in the 2012 Grimoldby's cup tournament.
- Provide study scholarship to 25 youth in Otukpa community secondary school.

## Overview

Ambassadors in Sport was founded in 2001 in a small office in Lansdowne, Cape Town. Being the first NGO in South Africa dedicated to outreach through football, the work quickly grew and by 2003 AIS had developed schools, club, training and community outreach ministries. After investing significant resources into outreach during the 2010 FIFA World Cup™, a re-evaluation led to a renewed focus on establishing the new community based academy in Soweto as a prototype for future Hope Academy replication throughout the region.

## 2011 Highlights

- The curriculum, structure and branding of the Hope Academy project was strengthened.
- Drakenstein Hope Academy was a finalist at the Beyond Sport Awards, held in Cape Town on December 5-8, for the second year running.
- We have developed much stronger relationships with the families of the children at the Soweto Hope Academy, particularly through the running of workshops and family days.
- Children have been adopting the Hope Academy core values into their lives.

## 2012 Objectives

- Continue to strengthen the Hope Academy model – curriculum, operations, policies and evaluation – so that training and replication can occur throughout the world.
- Prioritise the development of the work in Soweto and Drakenstein.
- Launch the Founding Partners program and raise additional funding.
- Complete feasibility studies in Mamelodi and Kwa Zulu-Natal in order to pave the way for Hope Academy development in those regions.

## Overview

Ambassadors in Sport Zambia was founded in 2005 as a result of Office Director Daliso Mwale completing an internship with the South African office. After beginning with an initial focus on establishing community-based teams and developing partnerships with local churches and schools, the focus has recently shifted to the development of Hope Academies across the country, as well the training of future football ministry leaders.

## 2011 Highlights

- AIS Zambia Academy under 17 participated in the Grimoldby Cup in South Africa.
- Partnered with Times and Seasons Revival Centre to hold a conference at which the gospel was shared and the boys were encouraged in their education and football.
- The AIS senior team participated in the Lusaka Football League for the fifth year in a row. The boys are playing good football and they are having opportunity to share their faith.

## 2012 Objectives

- Adopt the Football, Faith and Future strategies to reach out to the youth in the Academy.
- Enable the senior team to successfully participate in the Lusaka Province League, a top Amateur league in Zambia.
- Pursue five-year financial sustainability goals in order to build a platform for growth.
- Further develop the strategy for the growth of Hope Academy in Zambia

*Abongile first joined the Hope Academy program in Drakenstein Youth Prison in 2008. Abongile was a '26' gang member and initially joined the Academy because of regular football training. During life-skills training he would often argue some of the points made by the coaches. However, over time Abongile's heart softened. Eventually he publically rejected his old life in the gang (a decision that put him in personal danger) and embraced a more positive way of life.*

*Abongile was released from prison in March 2010. Since his release, he has been followed up by Hope Academy coaches, is integrated in the local church, and the Academy has funded his development through an Electrical Engineering course. Abongile is now a role model and leader in his community. He has a strong desire to share the lessons of his life with youth in the townships. He wants to open his own business in the future.*

South Africa

*On the 18th, November 2011 AIS Nigeria began the preliminary work of the Hope Academy Project with 35 youth in Ogbadibo –Benue State, a rural area riddled with HIV/AIDS. About one-third of the youth involved in the Hope Academy Project are from humble background with no access to good education.*

*In partnership with Otukpa community secondary school AIS Nigeria started a scholarship scheme that offers 25 of the youth in the Academy an opportunity to advance in their education for the next 6 years. During the first 2 weeks of the work in Ogbadibo, 20 youth in the academy made decisions to follow Jesus with their lives.*

Nigeria