



## **Alive and Kicking 12 Month Report**

In 2021, The Sandhu Charitable Foundation kindly donated £2,500 to support Alive and Kicking's (AK) Growth Strategy, specifically three female focused projects across our three key strategy areas, Make, Play and Live:

- **Make – Open a new production centre in Uganda.**  
The new centre will operate in line with AK's inclusive recruitment policy that ensures a minimum of 50% females across all job levels.
- **Play – Ensure girls and young women have regular access to sport.**  
We will give 20 community girls' clubs and community groups in communities facing disadvantage regular access to sport.
- **Live – Deliver two female focused health education programmes in Zambia.**  
Delivered by our hearing-impaired employees, we will deliver two health programmes focusing on mental health and sexual reproductive health, giving over 2,900 young people access to vital health education.

## **Outcomes**

Across 2021, AK was able to achieve the following in line with the project aims above.

- **Make – Open a new production centre in Uganda.**  
Unfortunately, the opening of AK Uganda has been delayed as the formation of a local board of directors is finalised and the location of the centre is secured. Once this has been completed, recruitment for the new centre can begin with full operation expected by the end of 2022.  
While the Uganda project has progressed, AK have also launched a new programme called Business in a Box which sits as part of the Make strategy. The programme empowers individuals and organisations to set up their own ball manufacturing and fixing enterprises. In the last 12 months, AK has trained 90 people (45 refugees and 45 host community) to set up their own micro enterprises. Of the 90 participants, 56 are female.  
Of the 56 female participants, 52 have used the experience of Business in a Box to set up their own enterprises that focus on the production and mending of sports balls, bags, shoes and clothing. 51 of those participants have reported an increased and far more sustainable income since training.
- **Play – Ensure girls and young women have regular access to sport**  
In the last 12 months AK has opened 24 'ball libraires' at female focused community organisations. Girls and young women are able to borrow a ball for free, go and play with it with friends and family and then return it for someone else to use. Each library averages 79 users per week.  
An estimated 5,640 unique girls and young women have accessed the network over the past 12 months with 83% reporting that their regular exercise more than trebled as a result of accessing the library. The network has created 198,984 hours of play.
- **Live - Deliver two female focused health programmes in Zambia.**  
In 2021, AK delivered both sexual reproductive health and mental health education programmes in Zambia, two of which were female focused. Across two training programmes, AK upskilled and

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empowered 57 female sports coaches and teachers to deliver innovative education directly through sports coaching. This approach means local youth leaders can embed vital health learning into their existing delivery, such as weekly Physical Education lessons in school or a weekly football coaching session with a football team.

Across the year, 2283 health education sessions were delivered to 7,011 girls across two Zambian regions. Crucially, not only did sessions educate about mental health and Sexual reproductive health, they also sign posted participants to professional support if and when they need it.

The programmes saw knowledge increase by an average of 67%. More importantly though, there was a positive change across participant behaviour and attitude. As an example, behaviour change may include someone seeking professional support when needed and attitudinal change includes a willingness to discuss the topic with friends and family. Behaviour saw a positive change of 56% while attitude improved by 44%.

### **Next Steps**

Moving forward we aim to take learning from the projects highlighted above and use it to drive our growth strategy. The opening of AK Uganda remains a priority in 2022 and the positive response to our growing ball library network has encouraged the team to find ways to expand it further. From a health education point of view, our mental health project has been of particular interest to our local partners so we plan to expand our training to ensure more young people, regardless of their background, can access vital support.

Thank you to The Sandhu Charitable Foundation for your kind support. We wish the Foundation all the best and hope to partner again with you in the future.