



YOSSO SPORTS FOUNDATION

PRESENTATION AUGUST 2024

VISION: “AN INNOVATIVE, HEALTHY AND SUSTAINABLE SOCIETY

- **MISSION:** TO HAVE AN ENABLING ENVIRONMENT THAT WOULD MAKE YOUNG PEOPLE PARTICIPATE IN THEIR OWN SOCIAL-ECONOMIC DEVELOPMENT AND POSITIVE BEHAVIOR CHANGE PROCESS BY HARNESSING AND USING VALUABLE RESOURCES

OBJECTIVES

- **TO PROMOTE IMPROVEMENT OF CHILDREN AND YOUTH'S TALENT AND SPORTS**
- **TO IMPART THE CHILDREN AND YOUTH WITH PATRIOTIC HEART AND LOVE TO THEIR COUNTRY**
- **EMPOWER DISABLED CHILDREN AND CHILDREN LIVING IN HAZARDOUS CIRCUMSTANCES IN ACQUIRING BETTER EDUCATION**
- **TO STRENGTHEN YOUTH AND WOMEN'S ABILITY WITH ENTREPRENEURIAL SKILLS TO ENABLE THEM TO SUPPORT THE LIVELIHOOD OF THEIR FAMILIES.**
- **ENHANCING CHILDREN AND YOUTH WITH QUALITY SKILLS OF FOOTBALL AND GAMES.**

CORE VALUES

INCLUSIVITY



- All backgrounds, abilities, age and gender

RESPECT



- Respect and dignit
- Positive team culture

INTEGRITY



- Honesty, transparency
- Ethical conduct

COMMUNITY



- Engage with local community
- Creating awareness, driving positive social change

EXCELLENCE



- Continuous improvement,
- Fostering a culture of excellence

DEVELOPMENT



- Holistic growth
- Physical, mental, and personal growth

WHAT WE DO/GUIDING PRINCIPLES

- **ATHLETE-CENTRIC APPROACH:** programs designed to meet the needs of our athletes,
- **PROFESSIONAL COACHING:** we provide qualified and experienced coaches
- **SAFE AND INCLUSIVE ENVIRONMENT:** we prioritize the safety and well-being of our athletes, ensuring a nurturing and inclusive environment that promotes growth and self-confidence
- **EVALUATION AND IMPROVEMENT:** we regularly evaluate the effectiveness of our programs and initiatives, incorporating feedback to continuously improve our offerings and ensure the best outcomes for our athletes
- **EDUCATION AND MENTORSHIP:** we supplement soccer training with educational programs, life skills workshops, and mentorship opportunities to prepare our athletes for success beyond the field.
- **COLLABORATION AND PARTNERSHIPS:** we actively seek partnerships and collaborations with other organizations, individuals, stakeholders who share our vision and values.
- **LONG TERM COMMITMENT:** we are dedicated to supporting our athletes throughout their soccer journey, providing ongoing guidance and opportunities for growth

1. ATHLETES-CENTRIC APPROACH

Our programs and activities are designed to meet the needs aspirations of our athletes, focusing on their overall development as individuals.



2. PROFESSIONAL COACHING

we provide qualified and experienced coaches who are committed to enhancing the technical and tactical skills of our players



3.SAFE AND INCLUSIVE ENVIRONMENT

we prioritize the safety and well-being of our athletes, ensuring a nurturing and inclusive environment that promotes growth and self-confidence



4. EDUCATION AND MENTORSHIP

we supplement soccer training with educational programs, life skills workshops, and mentorship opportunities to prepare our athletes for success beyond the field.



5. COLLABORATION AND PARTNERSHIPS

we actively seek partnerships and collaborations with other organizations, individuals, stakeholders who share our vision and values, amplifying impact and resources.



6. LONG-TERM COMMITMENT

we are dedicated to supporting our athletes throughout their soccer journey, providing ongoing guidance and opportunities for growth



7.EVALUATION AND IMPROVEMENT

we regularly evaluate the effectiveness of our programs and initiatives, incorporating feedback to continuously improve our offerings and ensure the best outcomes for our athletes



LONG-TERM PLANNING

1

1. Stakeholder Analysis:

- - Identifying and assess key stakeholders, such as athletes, coaches, parents, schools, local communities, government bodies, and potential sponsors.
- - Analyzing their needs, expectations, and potential areas of collaboration or support.

2. Program Development:

- - Designing a variety of sports programs catering to different age groups, genders, and skill levels.
- - Considering a diverse range of sports disciplines, including both popular and underrepresented ones.
- - Focusing on providing comprehensive training, education, and guidance to ensure holistic youth development.

3. Infrastructure and Facilities:

- - Assessing the existing sports infrastructure and facilities in Tanzania, identifying gaps and potential areas for improvement.
- - Collaborating with local authorities, sponsors, and community members to build or upgrade sporting facilities.
- - Ensuring accessibility to sports facilities for all sections of society, including marginalized communities.

LONG-TERM PLANNING

2

4. Partnerships and Collaborations:

- - Establishing partnerships with local schools, universities, and existing sports organizations to leverage resources, expertise, and network.
- - Collaborating with sports federations, coaches, and trainers to provide specialized training and mentorship opportunities.
- - Connecting with corporate sponsors, foundations, and NGOs interested in supporting sports development initiatives.

5. Marketing and Communications:

- - Developing a robust marketing and communication strategy to create awareness, attract participants, and gain support.
- - Utilizing various channels like social media, websites, local newspapers, and radio to promote programs, events, and achievements.
- - Highlighting success stories, testimonials, and impact to inspire potential sponsors and engage the community.

6. Monitoring and Evaluation:

- - Implementing a system for regular monitoring and evaluation of programs, measuring progress towards objectives, and identifying areas for improvement.
- - Collecting relevant data, such as participation rates, skill development, educational outcomes, and community engagement, to assess program effectiveness.

LONG-TERM PLANNING

3

- **7. Sustainability and Fundraising:**

- - Strategizing sustainable fundraising methods, such as seeking grants, corporate sponsorships, individual donations, and organizing fundraising events.
- - Exploring revenue-generating avenues like organizing sports tournaments, merchandise sales, or offering sports-related services.
- - Ensure transparent financial management, maintaining proper records, and reporting to donors and stakeholders.

- **8. Staffing and Capacity Building:**

- - Recruiting and training a dedicated team to manage different functional areas, including program coordination, coaching, administration, and marketing.
- - Offering continuous training and professional development opportunities to enhance skills, knowledge, and expertise of the staff members.

SHORT SUCCESS STORY 1

Yosso Sports Foundation has achieved remarkable success in a short span of time. By enrolling over 180 football players of diverse ages (including female participants) from Vwawa and Shaji branches, the foundation has fostered a culture of inclusivity and sportsmanship.



SHORT SUCCESS STORY 2

Our commitment to developing talent is evident in the numerous student players we have contributed to ward, cluster, district, and Songwe regional teams during prestigious competitions like UMITASHUTA and UMISSETA.



SHORT SUCCESS STORY 3

Through our programs, Yosso Sports Foundation has nurtured exceptional young individuals with high self-esteem and positive attitudes, steering them away from negative influences and harmful habits.



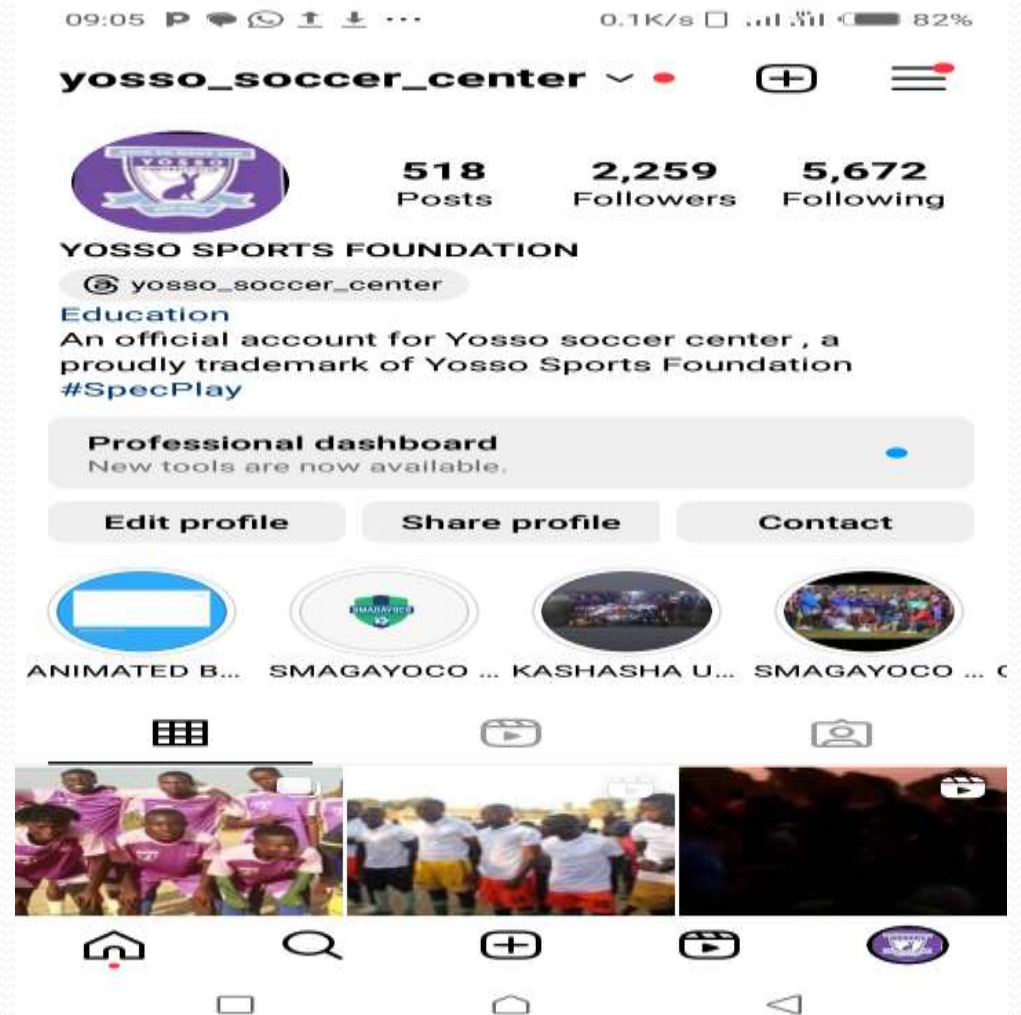
SHORT SUCCESS STORY 4

Furthermore, the foundation has made a significant impact by hosting the popular SMAGAYOCO (SADC MAIN GATE YOUTH COMPETITION) kids and youths football tournament, providing a platform for budding talent to showcase their skills and passion for the beautiful game.



SHORT SUCCESS STORY 5

Yosso Sports Foundation has demonstrated outstanding progress in networking and marketing by effectively leveraging social media platforms (ie; Instagram and Facebook, X, WhatsApp) and developing a well-structured website (currently under construction). Through the online presence, the foundation has expanded its reach and visibility, attracting a larger audience and generating interest in its programs and initiatives.



SHORT SUCCESS STORY 6

In addition to honing athletic abilities, the foundation has also placed a strong emphasis on holistic development by providing life skills lessons and offering continuous guidance and counseling to instill good manners and values in our players. By focusing on character building and personal growth, Yosso Sports Foundation is shaping not just skilled athletes but also responsible and well-rounded individuals.



SHORT SUCCESS STORY 7

Furthermore, the foundation's dedication to competitive excellence has taken them to various locations for friendly matches and tournaments, resulting in multiple championship victories and the acquisition of numerous trophies. Our success on the field not only highlights the commitment to athletic achievement but also serves as a testament to the hard work and dedication of everyone involved in the Yosso Sports Foundation.

