

# **PROPOSAL**

**FOR  
SPONSORSHIP AND FUNDING**

**GORILLA RAHA FOOTBALL CLUB**



## **GORILLA RAHA FOOTBALL CLUB PROJECT PROPOSAL**

**Submitted by:** Bwindi Raha Foundation (BRF).

**Project Title:** Sponsorship and Funding of a football Club.

**Project Beneficiaries:** Youths / Communities from Western Uganda.

**Location:** Buhoma Town Council Bwindi Kanungu District – Western Uganda.

**Duration:** 1(One) year.

**Time Frame:** Immediately After Approval

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## **EXECUTIVE SUMMARY**

Bwindi Raha Foundation believes every young person has the potential to do great things. We believe that through sports, youths are given the tools to explore, learn, invent, and develop. Spearheaded by its ambassador Twinamatsiko Joshua, the mission of our non-profit generating organization is to help the youth to develop their cognitive and social skills through sports and education. Using sports and education as our instruments, the organization aims to identify and nurture talent in youths from poverty stricken homes; where young people are forced to drop out of school due to financial constraints and even lack the basic human needs, negatively exposing such youths to crime and drug abuse. Majority of the families in Western Uganda region have an average number of five children per household and are struggle to survive by doing odd jobs. All the family's small income is therefore basically for feeding the family (hand-to-mouth) and many of these households cannot afford the cost of educating their children and supporting them up to the level where they can sustain themselves. As a result, children from these less privileged families attend schools that are highly congested and poorly equipped with no facilities for extracurricular education and development. Yet, these very same children are evaluated equally with the rest from better off families who have access to good schools with all the necessary facilities and better conditions. The irony of this is that the needy children that are in dare need of scholarships to further their studies, are the ones without any possibilities of achieving in order to benefit from it.

The opposite is true; that children from well off families who after attending very good schools perform well and are therefore eligible for free higher education at both secondary and tertiary levels. Unfortunately, parent from middle and low level families care very little about the size of their families thereby creating a vicious circle of poor and needy families transmitted from generation to generation. Through identifying, nurturing and promoting talent, this project aims to give a concrete possibility of social and economic empowerment to the adults of tomorrow and to all their families and dependants.

## **INTRODUCTION**

Bwindi Raha Foundation is a dully registered non-profit generating organization in Uganda. Our objective is to improving the living standard of people in the western part of Uganda by identifying and nurturing young people with talent in sporting

activities. Since its establishment Bwindi RahaFoundation has conducted and supported several sporting activities within the region in talent search and capacity building among the youth. The area of intervention for this project is in Buhoma Town Council – Western Uganda. We request your support for the establishment of a football sports club for both genders of between the age of 14-25 years old. Our vision is to operate a modern youth recreation and resource centre that will host a modern all-round youth sport centre. The centre will offer professional sports training alongside other short term basic education courses on healthy living (HIV/AIDS and Drug Abuse), ICT application, entrepreneurship skills and community development programs.

### **Our Mission**

To create a better future for young people by improving their employability and key life skills, through our sports and education-themed personal development programs

### **Our Vision**

To create a level playing field where every young person has the opportunity to create a better future for themselves.

### **Our Motto**

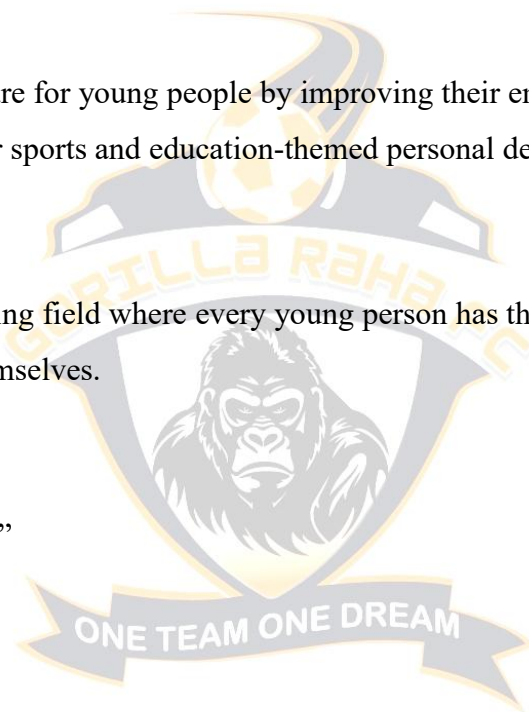
“One team one dream”

### **Core Values**

- Professionalism
- Respect
- Integrity
- Dedication
- Excellence

### **Justification**

Most youths are ready to defy some of the challenges prevailing in the world today such as unemployment and economic hardship, which has reduced them to the level of desperation. However, many of them have given up hopes and have buried their talents and now indulge in activities such as drug abuse, early marriages/pregnancies,



prostitution, and crime. It can therefore not be argued that idleness breeds crime and other numerous malpractices that can only lead to the destruction of individuals and their communities. The youngsters in western Uganda just like any other youths in Uganda have got economic and social problems. The major economic problem is lack of employment opportunities. Youth population is dominant in the area and there are no enough jobs to absorb them. As a result, the youth get involved in illegal activities so as to sustain their lives. Common social problems are lack of recreation and entertainment centers, inadequate and unaffordable social facilities, etc. To observe the problems of youths in western Uganda, one just needs to visit any town or market within the county and see the army of youth sitting idle along the streets. It is common to see them in very large numbers crowding the streets without any engagement. If these youths can be mobilized in an organized manner, they can really bring about great change in their lives and in the society at large.

Last year, BRF organized a football tournament dubbed the BRF Tournament Cup 2023 edition within Kikizi county and the turnout was shocking. A total of six boys football teams and four girls football teams drawn across the Ward participated bringing together more than 300 youths who actively participated in the event. A lot of talent was identified during the tournament that if professionally nurtured, it can comfortably be marketable both nationally and internationally. Recognizing all this, we do present this proposal to the development partners to fund this project so that the youth can contribute to the betterment of their own lives and improve the living standards of the entire region.

### **Gorilla Raha Football Club**

This program is designed for highly talented & committed players and is focused on guiding young players towards team play through co-operative and intensive professional training. Participants will be coached to make effective choices about attacking and defending. They will learn to understand the different positions within a team where they will be required to demonstrate specific attacking and defending skills. Training and development in speed, strength and endurance will also be incorporated into this program. The club will further compete in different leagues at a country level.

## **OBJECTIVES:**

To nurture and develop players who can play at the professional levels (nationally and internationally) by creating a proper educational program entailing:

- Training access 4/5 times a week.
- Academic environment – perception that participants are first students then players.
- Regulated social environment - protected from negative influences & peer pressure. Character building and development - human virtues.

## **Overall Objectives;**

In a region that does not count many industries and resources that constitute a source of empowerment through gainful employment, the overall objectives of this proposal include:

- ✓ Creating a community and sustainable academy in order to develop football sporting activities in the region.
- ✓ Identifying sports talents in young people and giving them a chance at making a career even away from our academy.
- ✓ Engaging young people in physical and moral Education (life skills and peer education) with a view to reducing crime rate, drug abuse as well as the fight against HIV/AIDS and early marriages/pregnancies.
- ✓ Training young people in the sustainable management of bio-diversities and environmental protection.
- ✓ Building friendship ties with stakeholders as well as other sports oriented agents across the globe by participating in both national and international tournaments, exchange programs, work camps and activities that promote friendship, tolerance and fight against racism and all forms of discrimination.

## **Expected Outcomes;**

The anticipated outcome and the benefits of this Youths Football Academy Project would be multi-dimensional.

The Participants shall be trained and equipped with basic material for re-training and career development.

With sponsorship, partnership and adequate consultations, the project shall equally reveal more hidden talents in young people not only from Western region but equally from other parts of our country.

The coming together of young people from all parts of the country shall foster friendship ties and encourage national integration that is indispensable in national unity and nation building.

The training activities shall equally present and encourage the spirit of competition and especially self-challenge in all participants, whose spirit shall build strong personalities in each one of them.

The project through its participants will help fight poverty, illiteracy, crime and other malpractice behaviors within their specific communities by way of earning a living from sporting activities.

The project will increase sponsors and partners profile and awareness through marketing of their products and services to members of the academy, the community /region and to the entire nation at large.

### **Project Sustainability**

This project is meant for the professional training of young people in football sporting activities. The program shall be a continuous process of identifying, training, building capacities and causing sports men and women to participate in national and international events. The club shall host local and international tournaments, put up sports facilities for hire, conduct training in sports related education, offer coach training courses for coaches, host seminars for sports marketing and branding as well as operating a sport apparel shop which are all income generating.

### **Monitoring and Evaluation**

The following assumptions were made in presenting this proposal;

That the Gorilla Raha Football Club will identify and train those youths who are talented in football.

That the club will help to expose the trained and talented footballers into the national and international market.

That the club will create jobs in many directions.

That the club will be a developing project by building football and other infrastructure.

That both the public and private sector will welcome the initiative and support it.



That assistance and funding will be made available for the resource of the Academy by whoever the Foundation approaches.

That the club will increase awareness and market products of its sponsors and funding agents.

### **Gorilla Raha Football Club Needs.**

<b>Stage</b>	<b>Needs And Requirements</b>
Stage 1	<ul style="list-style-type: none"> <li>-Facilitators and technical staff</li> <li>-Training ground (temporal)</li> <li>-Training materials: <ul style="list-style-type: none"> <li>✓ Standard footballs</li> <li>✓ Football boots</li> <li>✓ Playing and training kits (uniform)</li> <li>✓ Cones</li> <li>✓ Shin guards</li> <li>✓ Goal Post nets</li> <li>✓ Modern Standard First Aid kits etc</li> </ul> </li> <li>-Team welfare (allowances)</li> <li>-Medical facilities</li> <li>-Other football sports equipment and materials</li> </ul>
Stage 2	A 32-seater bus for transporting our youngsters to and from trial matches, competition games and other group activities.
Stage 3	A modern sports complex which is the dream of YF comprising of;- -A fully fledged academy with a secondary school complete with boarding facilities, -A standard green tuft pitch of reasonable capacity stadium with running tracks and other sports facilities (futsal courts, gym, swimming pool etc).

### **Gorilla Raha Football Club – STAGE 1 & 2**

<b>Item</b>	<b>Description</b>	<b>Unit Cost</b>	<b>Total</b>
Office rent	12 months	300,000/=	3,600,000/=
Office utility bills	12 months	100,000/=	1,200,000/=



Hire of training pitch	12 month	200,000/=	2,400,000/=
Facilitators	Six(6) coaching staff annually	800,000/=	4,800,000/=
Soccer Balls	50 pieces boys & girls	150,000/=	7,500,000/=
Net and volley balls	50 pieces	100,000/=	5,000,000/=
Training cones	100 pieces	5,000/=	500,000/=
Space markers	4 sets	150,000/=	600,000/=
Portable &flexible goals	4 pairs	600,000/=	2,400,000/=
Goal post nets	4 pairs	400,000/=	1,600,000/=
Training bibs	80 pieces	13,000/=	1,040.000/=
Pressure pumps	2 pieces	80,000/=	160,000/=
Playing kits (Uniform)	80 pieces boys & girls	80,000/=	6,400,000/=
Soccer boots	80 pieces boys & girls	150,000/=	12,000,000/=
Goal keeper gloves	10 pairs	50,000/=	500,000/=
Coaching boards	4 pieces	120,000/=	480,000/=
Coach training kits	5 sets	150,000/=	750,000/=
Corner flag posts	4 sets	120,000/=	480,000/=
Affiliation boys & Girls	FUFA annually	500,000/=	1,000,000/=
Office equipments and stationary	Annually	3,000,000/=	3,000,000/=
Branding and publicity	12 months	400,000/=	4,800,000/=
Refreshments	12 months	400,000/=	4,800,000/=
Local tournaments	Annually boys and girls	5,000,000/=	5,000,000/=
Branch league competition	Annually boys and girls	10,000,000/=	10,000,000/=
Players allowance	Annually	800,000/=	9,600,000/=

Transport	32 seater bus	80,000,000/=	80,000,000/=
<b>Total</b>			<b>169,610,000/=</b>

**USD 44,634**

## **UPCOMING EVENTS & TARGETS**

October / November 2024

Recruitment of competent persons for the technical staff positions ( head coach, assistant coach, technicians and instructors) who will run the club. The exercise will be supervised by the organization management team in liaison with both the County and National Government departments of Sports and Education.

December 2024

Hosting of a major football tournament across Kinkiizi County by the Foundation where participants (boys and girls) with incredible talent in football shall be selected and enrolled under the Gorilla Raha Football Club.

Thank you so much for considering our proposal and I hope that we secure a very positive and healthy working relationship with you.

Yours Faithfully,

Twinamatsiko Joshua

CEO- Bwindi RahaFoundation.

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