



ESTABLISHING A SPORTS DEVELOPMENT FUND FOR CITYSPORTS FOUNDATION

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Problem Statement

The Challenge



Africa has a rich pool of untapped athletic talent.



Lack of sports infrastructure and development programs.



Limited access to training facilities and resources for young athletes.



Missed opportunities for social and economic advancement through sports.

Overview of the Sports Development Fund

- ❑ A centralized pool of financial resources dedicated to sports development.
- ❑ Focus on enhancing sports infrastructure, training programs, and grassroots initiatives.
- ❑ Aims to empower young people across Africa through sustainable sports development.
- ❑ Supported by contributions from public and private stakeholders.



Justification



- ❑ Sports foster social cohesion, health, and economic opportunities.
- ❑ Inadequate investment in sports limits youth potential.
- ❑ The fund will unlock the latent potential of millions of young people.
- ❑ Contribution to broader socio-economic development across Africa.
- ❑ Focus areas: infrastructure, youth programs, capacity building, and gender equality in sports.

Stakeholder Management Approach

- ❑ Government Partnerships
- ❑ Private Sector Collaboration
- ❑ NGO and Civil Society Involvement
- ❑ Community Engagement



Prospective Partners Across Africa



Corporate Entities



Sports Organizations



Educational Institutions



Development Agencies



Media Partners

Proposed Solution

Empowering Million Youth Annually



Mass Participation Programs: Sports festivals, inter-school competitions.



Talent Identification & Development: Scouting and specialized training.



Scholarships & Bursaries: Financial support for talented athletes.



Entrepreneurship in Sports: Training and funding for sports-related businesses.

Importance of Public and Private Partnership

Public Sector Involvement:

Regulatory support and integration into national agendas.

Private Sector Partnerships:

Financial resources, innovation, and expertise.

Public-Private Partnerships:

Ensuring long-term sustainability and success.

Collaborative Approach:

Leveraging the strengths of all sectors.

Building a Brighter Future



- ❑ The Sports Development Fund is crucial for unlocking Africa's youth potential.
- ❑ Empowering 1 million young people annually will drive social and economic development.
- ❑ Collective efforts from all stakeholders are essential for success.
- ❑ A call to action for public and private stakeholders to join hands in this initiative.

Moving Forward

- ❑ Fundraising Initiatives: Launch campaigns to secure contributions.
- ❑ Partnership Development: Engage with prospective partners.
- ❑ Program Implementation: Start rolling out the sports development programs.
- ❑ Monitoring & Evaluation: Establish metrics to track progress and impact.



Questions & Answers



Thank you

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