

# Funding Proposal



# The Belief

“Every child is a champion who needs a coach”







# What is EduSport?

EduSport is a *youth empowerment* organization that provides education and sport to those *who need it most*.

We *empower communities to uplift themselves* by creating social-impact jobs for local unemployed youth to work in local schools.



# The Challenge

## South Africa stats:

- 81% of grade 4 learners can't read for meaning
- RSA has the 4<sup>th</sup> highest youth unemployment rate in the world
- 95% of public schools do not have access to rugby, cricket or hockey facilities or coaching







# The Solution

EduSport has developed a 5-pronged holistic model to:

1. **Fight youth unemployment**
2. **Provide literacy and numeracy support**
3. **Develop and improve access to sports**
4. **Assist with psychosocial well-being**
5. **Improve quality of life**





# The Box

Coach in the Box (CIAB) is a mobile, cost-effective solution that can be scaled to drive major change and positive impact in underserved communities in South Africa.





# Our Service

The CIAB Strategy is to provide a holistic youth-empowerment intervention to primary school learners in underserved communities.

## We offer

- Sport (Rugby, Netball)
- Education (Literacy, Numeracy)
- Empowerment (Psychosocial coaching)







# Employment

We believe in *empowering the community to uplift itself* by providing local jobs in local schools.

Youth Coaches are identified, screened, trained, and contracted to transfer the various skills within their own communities.





# The Tools

The box is issued to each coach and contains equipment, training manuals, tools, and resources required for successful programme implementation. Through various stakeholders and strategic partnerships, CIAB enables coaches with what they need to thrive.





# The Impact

CIAB has the potential to positively impact the social, economic, educational, and physical needs of learners who need it the most.

1x CIAB per school	Average number of children impacted per week
Rugby	280
Netball	200
Literacy	12
Numeracy	110
Empowerment	200
<b>TOTAL:</b>	<b>800</b>



# How can you help?

By Sponsoring the setup of a box and the monthly coach stipend you will ensure that our audacious dream is reached.

*To see a growing, developing model that provides relevant top-quality education and sporting opportunities to learners from low-income communities in South Africa.*







# What's in it for you?

- Social Responsibility & Youth Development through job creation for unemployed youth
- Improving Sport, Academic and overall wellness in underprivilege Schools
- Tax Deduction Opportunity by issuing, Section 18a tax certificate

## Business Brand Exposure

- ❑ logo branded on Coach in the Box
- ❑ logo on rolling banner on the EduSport website for the year
- ❑ 1 x social media announcement post on EduSport social media platforms





# Cost of a Box?

## Cost Breakdown:

- ❑ Contents and training – R5 000
- ❑ Coach annual stipend – R24 000 / R48 000

The monthly stipend for Empowerment CIAB differs as we employ qualified Social Workers as coaches for this box

### Option 1: Once-off payment

Pay upfront for the cost and contents of the box and the annual stipend of the coach

### Option 2: Instalment payment

Pay upfront for the cost and contents of the box and pay the annual stipend of the coach over 12 months

### Option 3: Box Contents & Training payment

Should workplace funding be obtained only the box, contents, and coach training costs are required







# Partnered with Skills Builder

Member of  
**Skills Builder**  
PARTNERSHIP



EDUSPORT  
**COACH**  
IN A BOX

RUGBY

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WHAT'S IN  
THIS BOX

- 7 X RUGBY BALLS
- 1 X PACK CONES
- 1 X SET BIBS
- 1 X SET TAGS
- 1 X WHISTLE
- 1 X BALL BAG
- 1 X BALL PUMP
- 1 X REGISTER
- 1 X COACHING MANUAL
- 1 X SET COACHING CARDS
- 2 X COACH GOLF SHIRTS
- 1 X COACH JACKET
- 1 X COACH CAP
- 2 X COACH SHORTS

Edu Sport has partnered with Skills Builder to unlock learning in the classroom and on the sports field (Rugby), boosting academic outcomes, perseverance, and self-belief. This halves the likelihood of being out of work increases earnings across a lifetime and boosts well-being and life satisfaction.

However, access to these skills is not always fair, thus undermining social mobility, productivity, and well-being.

We think everyone, at every stage of their lives, should have the opportunity to build these skills. Rugby is the sporting code that is promoted for this box.



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EDUSPORT  
**COACH**  
IN A BOX

NETBALL

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WHAT'S IN  
THIS BOX

- 5 X NETBALL BALLS
- 1 X PACK CONES
- 1 X SET BIBS
- 1 X WHISTLE
- 1 X BALL BAG
- 1 X BALL PUMP
- 1 X REGISTER
- 1 X COACHING MANUAL
- 1 X SET COACHING CARDS
- 2 X COACH GOLF SHIRTS
- 1 X COACH JACKET
- 1 X COACH CAP
- 2 X COACH SHORTS







# Partnered with Masinyusane

*EDUCATION WITH LOVE in South Africa. We invest in the future by pouring love, opportunities, and support into Marginalised communities.*

Edu Sport has partnered with Masinyusane to create a generation of readers in South Africa one child at a time...

EduSport has the privilege of being a recognised associate partner with "Masinyusane", a commendable non-profit entity based in Gqeberha. Masinyusane offers literacy programs to academic institutions located in marginalised communities.

This partnership creates an opportunity for impoverished children and youth to get the best education possible. CIAB Literacy is an investment into a high-impact education project that empowers the local community to uplift itself.







# Partnered with iZibalo

*“Let us build future Problem Solvers Today”*  
- Izibalo

Edusport has partnered with Izibalo to improve math literacy in the Foundation Phase. Izibalo, meaning “mathematics or counting” in the isiXhosa language, is a Non-Profit Company that provides learner-centered maths tuition to learners in rural and township areas in South Africa.

Izibalo’s vision is to increase the number of learners who write the final pure maths exam in Grade 12 in the rural and township areas of South Africa. To achieve this they have partnered with CIAB and put a program together to improve Math literacy for learners in the Foundation Phase.







# Partnered with Thetha Nathi

*"It's easier to build strong children than to repair broken adults"*  
- Frederick Douglas

Edusport has partnered with Thetha Nathi to envisage a resilient community with a deeper understanding of self by providing psychosocial support resulting in a society with an enhanced positive self-image.

*The Primary Objectives of the Organization are to:*

- Provide counselling and support to learners in schools to alleviate the long-term effects of trauma.*
- Empower learners with long-term coping skills so that they are better equipped to deal with future stressors.*
- Provide community-based services by placing social workers directly in schools within our rural communities.*

EDUSPORT  
**COACH**  
IN A BOX

EMPOWERMENT

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WHAT'S IN THIS BOX

1 x Counselling Skills Manual  
1 x Calendar  
2 x Camping Chairs  
1 x Yoga mat to sit on during activities  
1 x Attendance Register  
1 x Pack Monitoring and Evaluation Forms  
2 x Mood Dice (1 positive mood - 1 negative mood)  
2 x Anonymously Corrected Daily (Positive - 1 Negative)  
1 x Pack Ruler of Grid Forms in A3 size and laminated  
50 x Safety Plans in laminated and shaped as book markers  
50 markers to keep in safe place for future use  
1 x Mini Punching Bag and gloves  
1 x Mini portable Sand Tray  
1 x Pack of Traps including balls, board games, colouring pencils to build rapport with the learners  
1 x Pack of Parenting and Love Languages Cue Cards each with one love language on its side  
1 x Box of Tissues  
Branded t-shirt and caps





# Schools currently partnered with CIAB holistic pilot

School Name	Placements Needed				
	Rugby	Netball	Numeracy	Literacy	Empowerment
Khanyisa Primary	2	1	1	2	1
Zukisa Jnr Primary	2			3	
Phakamile Jnr Primary		1	1	4	1
Nkululeko Snr Primary	2				
Nontsikelelo Jnr Primary	2	1	1	4	1
Mzimkhulu Snr Primary	2				
Vulumzi Jnr Primary	2	1	1	3	1
Kings College	2	1	1	3	1
<b>TOTAL 45</b>	<b>14</b>	<b>5</b>	<b>5</b>	<b>21</b>	<b>5</b>
					<b>(Yes Placements)</b>



# Contact us and help make a difference



## CONTACT DETAILS

OFFICE - 043 050 8580

DIRECTOR CELL - (+27) 72 4500 899

EMAIL - [jono@edusportyouth.org](mailto:jono@edusportyouth.org)