

## Sprout Alumni Impact Story

*“Play for fun, learn for LIFE!”*



### **Football for Development: A Community Growth Project by Brian Magwaro**

It all began in Kisumu, Kenya. Brian Magwaro, a 22 year old addictions counsellor noticed that youth in the slums of Kenya faced extreme situations of violence. Coupled with other challenges that youth face on a daily basis, such as a high crime rates, substance abuse, unemployment, and school drop-out rates, Brian wanted to make a difference in his community.

Deciding to take action on these community challenges, Brian joined the Sprout e-course in April 2010 in hopes to provide Kenyan youth with a positive and inclusive space. Brian’s Sprout project “Football for Development: A Community Growth Project” uses football (soccer) as a learning tool to gain access to local youth to promote peace and teach life skills. The project brings youth together from different backgrounds and tribes to play football and learn about conflict resolution, health topics, environmental issues and violence prevention. Brian’s Sprout project aims to create a community without discrimination, hatred and conflict as youth work together to become peace ambassadors.

With guidance from the Sprout curriculum, Brian was quickly able to assemble an action plan. He gathered a team of youth volunteers comprised of both male and female community members in order to promote gender equality and establish an inclusive environment. Brian has recruited coaches who have a background in violence resolution methodologies to educate participants on conflict resolution, health topics, environmental issues and violence prevention .

Before he knew it, Brian found that he had over 60 players that were participating in his community project. To extend his membership, Brian also formed a partnership with a similar football program that runs in Rwanda. Since then tournaments have been organized between the neighbouring countries to create and celebrate an even more diverse group of participants. After many matches and tournaments, it is quite common to see players buy water for one another and share stories. After looking at surveys results, youth are also feeling more empowered to take a leading role in developing skills and building their nation.

In the future, Brian plans to replicate his Sprout project “Football for Development: A Community Growth Project” on a larger scale which includes a membership to all communities across Africa. In addition to his future plans, Brian is currently creating a peace ambassador lesson and certificate program which disseminates information across larger areas. Using this program, youth will unite to generate a peace oriented skill-set that can then be brought back to their home community and taught to others.

Looking back on his experience with Sprout, Brian commented that, “the lessons really helped me to prepare my project for implementation.” He



feels that having a sporting program alone is not enough for to make a sustainable change, but Sprout has helped him implement the project in a way that initiates big impact.

## Football for Development: An Interview with Brian Magwaro

Violence in the slums of Kisumu, Kenya is widespread after a period of political unrest. Many people from different tribes still hold hostility towards one another which has of course translated into the youth culture in these communities. The youth in the Kisumu region face the following challenges: domestic violence, high school drop-out rates, drug and substance abuse, unemployment and high rates of sexual transmitted infections (STIs) and HIV/AIDs. In April 2010, Brian Magwaro joined the Sprout e-course to address the problems affecting the people of his community. Recently, we were able to speak with Brian about his journey through Sprout and how he went about engaging the youth of Kisumu.



### **Could you please explain your Sprout project idea?**

The project is called 'Football for Development'. I wanted to use football as a tool to gain access to the issues in the community. Participants from different slums come together to play football, but following the games we develop life skills through discussions. As young people enjoy the game, they also learn about violence prevention and conflict resolution. The mission is to unite the community and form a positive and peaceful force for opportunity creation. Our project pitch is "Play for fun, learn for life".

### **How has the project influenced the community?**

The community is much more inclusive. We have regular friendly matches and tournaments and after the games, the young people are much more united. It is also not uncommon to see participants buy water for each other and develop friendships.

### **How many stakeholders are represented in your project?**

We currently have 10 youth volunteers both male and female. We also have a partner called 'Football for Peace' in Rwanda. We set up tournaments with each other and share our field when they are in Kenya.

For more information on this project visit:

<http://projects.tigweb.org/football4development>

### **What evaluation tools does your project use to collect data?**

We use both quantitative and qualitative. We have designed a questionnaire that is delivered to the participants to collect feedback about the benefits of discussion and life skill development.

### **Do you have any long-term plans to expand your project idea?**

In the long run we would like to scale up the project in order to promote peace in a larger scale. We are currently creating a peace ambassador lesson and certificate program so that when everyone returns home they can pass this knowledge along.

### **How has the Sprout E-course prepared and supported you in the implementation of your project?**

The e-course has really, really helped me. I see now that I can not only play football but also develop great community skills through sports. I was also able to develop new skills like identifying stakeholders and assess community needs. Sport alone is not powerful but using this opportunity to promote a message of peace can make a big impact.

## Football for Development

In Kisumu, Kenya, Brian Magwaro has developed a project to address the growing threat of violence, crime and substance abuse amongst young people. In order to engage local youth, Brian organizes football matches as a tool to connect with young people and teach them valuable life skills. Following the matches, Brian and his coaches educate the participants on conflict resolution, health topics, environmental issues and violence prevention. With over 60 participants and growing, the project is creating peace ambassadors for many local communities. Brian's project has also spanned across borders by partnering with a similar football group in Rwanda to expand the dissemination of these life skills. Operating at a very low cost, 'Football for Development' displays the sustainability and scalability skills necessary for continued change.

