



**#passtheball**



## Nelson Mandela

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.”





# What's #Passtheball



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## What is #PassTheBall

“**Pass The Ball**” is a **charitable** initiative designed at targeting disadvantaged **African** youth through football development and donation of equipment.

There will be two main components of the project:

1. Getting coaches from **LaLiga** to come and assist developmental structures in selected African countries through coaching programs– **Coach the Coaches**.
2. **Ball donation** events in certain cities of certain **African countries** where a number of balls will be given out to these communities – **Durable balls**.





## Targeted Countries for the project

### Countries:

- ⚽ South Africa
- ⚽ Nigeria
- ⚽ Angola
- ⚽ Kenya
- ⚽ Senegal
- ⚽ Cameroon
- ⚽ Tanzania
- ⚽ Mozambique
- ⚽ Zimbabwe
- ⚽ Botswana
- ⚽ Ghana
- ⚽ Ivory Coast
- ⚽ Democratic Republic of Congo
- ⚽ Ethiopia
- ⚽ Zambia





## The Ball

The accessibility to durable long lasting equipment for Sports is an issue that pans across the African continent.

The idea to **donate balls** is to give underprivileged kids access to them which will allow them to continuously play hopefully inherently leading to other community benefits such as teaching children team work, encouraging them to participate in sports, keeping them from committing crime, etc.

- ⚽ The ball essentially will be the hallmark of the project and will include the following characteristics:
  - ⚽ A LaLiga no name brand manufactured ball
  - ⚽ A ball that can withstand the African terrain
  - ⚽ A ball that is durable and long lasting

(Important to note: The ball that will be used for the pilot launch of the project will be a regular ball and will not have the characteristics indicated above)





## The Coaches

LaLiga will source and bring the best coaches to teach the local coaches certain methodologies that will improve the football standard of the communities.

The intention of coaching local coaches is that it will reach more kids than just having a clinic that will only benefit a limited number of players.

The LaLiga coaches selected for the program will have the following skills:

- ⚽ **Top Level Experience**
- ⚽ **Be proficient in English**
- ⚽ **Have high empathy**
- ⚽ **Able to manage large numbers of student coaches**
- ⚽ **Have patience and a calm attitude**
- ⚽ **Be fun and energetic**





## SAFA – Local Football Association

- LaLiga has partnered with SAFA for the #PassTheBall project as LaLiga and SAFA already have an established relationship and when it comes to football related matters pertaining to soccer donations it is imperative to always involve the local federation
- When giving out the soccer balls, LaLiga will pass the balls onto SAFA and they will immediately, live on television, give the balls to the coaches and children.







## SuperSport Involvement

- ⚽ SuperSport, LaLiga's broadcaster across the continent, has committed to supporting the initiative of #PassTheBall
- ⚽ SuperSport has offered the following in order to support the project:
  - ⚽ Providing the project with live coverage on SuperSport Blitz
  - ⚽ Covering and posting about the project on their social media platforms
  - ⚽ Coverage on a 26 minute mini series called "Changing Lives" which will also receive advertising.
  - ⚽ Inviting their media contacts to attend the events



**SuperSport**  
World of Champions





# Pilot Launch



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## #Passtheball Pilot Launch

- ⚽ As the project is still in its infant stage, a pilot launch of the project will be taking place in Johannesburg and Cape Town
- ⚽ The pilot will launch in Johannesburg will be on Friday the 23<sup>rd</sup> of February and will end in Cape Town on Friday the 2<sup>nd</sup> of March
- ⚽ 3500 balls produced for this event will be distributed to children and coaches as part of the launch
- ⚽ Following which, a two and a half day training camp will take place in both cities





## Location of Clinic and Launch

The Launch and clinic will be taking place in Alexandra Township during the Johannesburg leg of the trip:

### Alexandra

- ⚽ A township in the Gauteng province of South Africa. It forms part of the city of Johannesburg and is located near the Sandton. Alexandra is one of the poorest urban areas in the country. Alexandra is situated on the banks of the Jukskei River. In addition to its original, reasonably well-built houses, it also has a large number (estimated at more than 20,000) of informal dwellings or "shacks".





## Proposed Venue: Aftrec Sports Complex

The venue is situated in the Alexandra township in Johannesburg and has a hall capable of gathering one hundred coaches to do the methodological classes instructed by the coaches and very good installations for interactive classes. The field has flood lights and a well maintained pitch for on field activities.

The Stellenbosch venue is still to be confirmed.





## Proposed Venue: Altrec Sports Complex Cont.





## Location of Clinic and Launch Cont.

During the Cape Town leg of the trip, the clinic and launch will be taking place in Kayamandi, a Township located in Stellenbosch:

### Stellenbosch

- ⚽ A town in the Western Cape province of South Africa, situated about 50 kilometres (31 miles) east of Cape Town, along the banks of the Eerste River at the foot of the Stellenbosch Mountain. It is the second oldest European settlement in the province. Kayamandi is one of the Developing Townships situated in Stellenbosch, Kayamandi is a soccer loving community with more than 20 teams, most of them playing informal soccer





## LaLiga Legend/Ambassador

Patrick Kluivert a LaLiga Ambassador is to be involved in the launch/pilot of the project as this will be an added value and a key factor in attracting media.

The LaLiga Ambassador will be important in promoting the project and communicating the following to the media:

1. What is #PassTheBall
2. The goals of the program
3. How to get involved in the future







## VIP Area

- ⚽ There will be a VIP area for important stakeholders creating a networking environment. These stakeholders include current donors of the project as well as VIPs such as Danny Jordaan and Patrick Kluivert to name a few.
- ⚽ The VIP area will include a lunch from our donor Galitos.



# Galito's®

FLAME-GRILLED CHICKEN

— EST 1996 —





## Ball Donation and Media Event Schedule

### DAY 1 - FRIDAY

11:00	Children to depart from Schools
11:30-12:00	Children arrival – children to be seated
12:00-12:10	Welcoming by LaLiga delegate
12:10 – 12:15	SAFA delegate to address guests
12:15 – 12:20	Alex LFA delegate to address guests
12:20 – 12:25	GDE delegate to address guests
12:30 – 12:35	LaLiga ambassador to pass the ball to a child (symbolic pass)
12:35 – 13:10	Ball handover to children
13:10 – 13:30	Handing over of snacks to children
13:30 – 14:00	Children to return to school
13:30-14:00	Media Q&A (Light Lunch)





## Coaching Clinic Schedule



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### DAY 1 - FRIDAY

13:00	1. Registration and Welcome
13:30 – 15:00	2. Introduction to LaLiga & LaLiga Methodology (THEORY)
15:00 – 16:00	3. Football Training Structure (THEORY)
16:00 – 17:30	A) FIELD SESSION: Training Session Structure (PRACTICE)

### DAY 2 – SATURDAY

08:00 – 09:00	4. History, development and current situation of Spanish Football (THEORY)
09:00 – 10:30	5. Technical / Tactical Training and Foundations –Basic- (THEORY)
10:30 – 12:00	B) FIELD SESSION: Technical Training and Foundations (PRACTICE)
12:00 – 13:30	Lunch
13:30 – 15:00	6. Technical / Tactical Training and Foundations –Advanced- (THEORY)
15:00 – 17:00	C) FIELD SESSION: Technical Training and Foundations (PRACTICE)

### DAY 3 – SUNDAY

08:00 – 10:00	7. Education through Football (THEORY)
10:00 – 12h00	D) FIELD SESSION: Principles and Values through Football training
12:00 – 13:30	Lunch
13:30 – 17:00	E) "Football for all": Games and fun with LaLiga coaches
17:00	Closing event

**\*Subject to change based on LaLiga Sports Projects Department**



# Next Steps



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## Long-Term Plan

### Phase One

- ⚽ **Coaching Clinic** – LaLiga coaches teaching Spanish methods to local coaches for a two and a half day grassroots course
- ⚽ **Ball donation event** – Donation of thousands of balls to communities

### Phase Two

- ⚽ **Coaching Clinic** – LaLiga coaches to conduct a refresher course
- ⚽ **Training Clinic** – LaLiga coaches & local coaches to conduct children training clinic
- ⚽ **Ball Donation Event** – Additional ball donations

### Phase Three

- ⚽ **Coaching Clinic** – Refresher course
- ⚽ **Training Camp** – LaLiga coaches & local coaches to conduct local training camp
- ⚽ **Spanish Camp** – Children that show promise from the clinic will go to Spain for a football camp

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## Long-Term Plan Cont.

### Three Year Cycle

Estimated Number of Kids Per Phase

100	<b>Phase one</b>	<b>Coach the Coaches</b>	<b>Ball Donation Event</b>
50	<b>Phase Two</b>	<b>Coaching Year One</b>	<b>Children Training Clinic</b>
5	<b>Phase Three</b>	<b>Coaching Year Two</b>	<b>Local Training Camp One</b>
100	<b>Phase Four</b>	<b>Coaching Year Three</b>	<b>Local Training Camp Two</b>
50	<b>Phase Five</b>	<b>Coaching Year Four</b>	<b>Local Training Camp Three</b>
5	<b>Phase Six</b>	<b>Coaching Year Five</b>	<b>Local Training Camp Four</b>

### Three Year Cycle

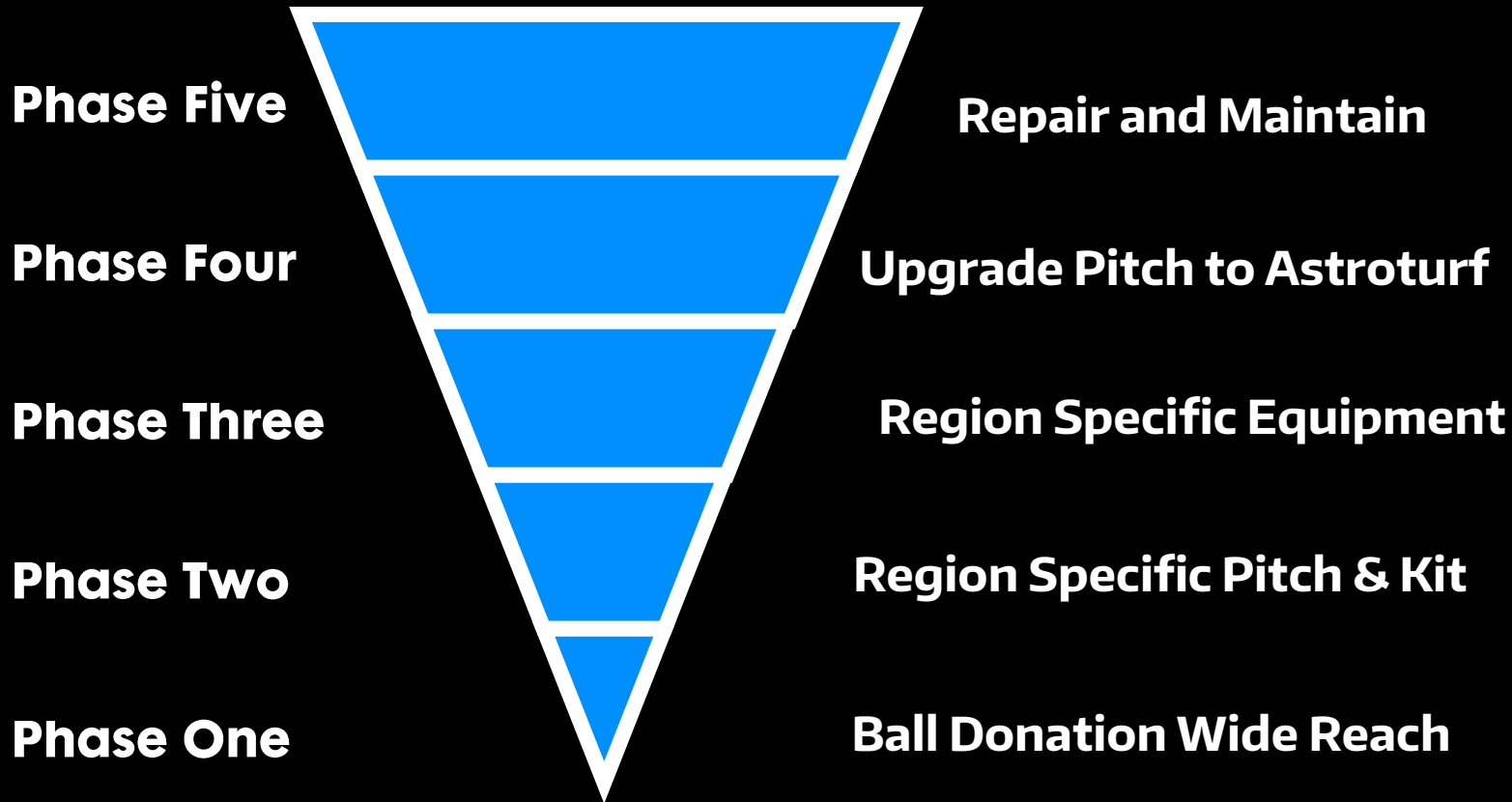
Spain  
Camp

Long-Term  
Progression

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## Optional Phases after Phase One



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## Conclusion

The project aims to uplift communities by coaching the coaches and donation of equipment. This upliftment will also come through football education.

The positive impact that the project hopes to achieve is to get children active and to promote values to equip children to not go onto the wrong path in life.

This is a LaLiga legacy project and therefore long-term. The project will progress with further phases and will move to many areas around South Africa and the African continent.







**LaLiga**

The best

to love

to share

to learn

**to live**

**together**

**to play**

to dream

to win

to feel

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