



Sponsorship Proposal Appeal

350 Beneficiaries



Contact Details

Phone +254 723 585 738
Website <https://midcitysportstrust.co.ke/>
Email info@midcitysportstrust.co.ke
Address De Paul Centre, Karen, Nairobi- Kenya



Caring for the growing needs of our community.

Best of Care, Close to Home..



DONATIONS

We are seeking donations for:

- Soccer uniforms (jerseys kits)
- Soccer boots and balls
- Soccer training equipment
- Clothing and sanitary towels
- Food and food stuffs
- Sponsorship for local and international tournaments
- Cash donations

Your support makes a significant difference in the lives of those we serve, and we are truly grateful for your commitment to our cause.

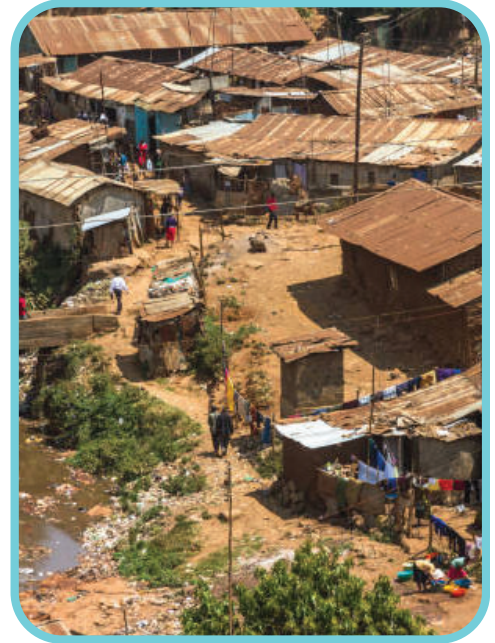
ABOUT US

The Midcity Sports Trust came into legal existence in the year 2018 after getting its registration under the Trustee Act Cap. 164 laws of Kenya. The trust currently has 6 trustees.



Our Vision

To use sport to improve children's well being and give them a brighter future by nurturing their talents and empowering them.



Our Mission

To be the leading and trusted sports trust in Kenya and across the globe.



Core Values

- Integrity
- Passion
- Transparency
- Trust



Focus

Building Futures, One Step at a Time



Objectives of The Trust

Midcity Sports Trust was established with the following objectives.

- Raising funds to cater for the nurturing of football and sports talents in children from less privileged background.
- To harness the power of football sport for socio-economic support to needy children including orphans and children living with disability.
- Providing an opportunity for all elite youth to play soccer in an encouraging and rewarding environment
- To engage both the less fortunate and community around us by making football experience more enjoyable and rewarding through team work, fun and skills development that fits his or her ability.
- Using sports and education as our instruments, the organization aims to identify and nurture talent in youths from poverty stricken homes; where we establish an endowment fund to receive grants, donations, gifts and any other form of assistance from the county or national governments of Kenya, private sector or any other source provided it is in support of one or more of the objectives of the organization and beneficial to the target community.
- To receive and manage donations and grants; financial or otherwise in furtherance to the organizations mandate, and on behalf of development and implementing partners.
- To enter into partnership with local and international bodies, public organizations, corporations, foundations, governments, companies or individuals for and to support the needs and objectives similar to those of the organization and the target beneficiary provided it is within international and the laws of Kenya.
- Do all other things as may be deemed conducive and incidental to the overall attainment of the above and other related objectives





Message from the Founder

"Volunteering gave me the opportunity to be part of the community and gave me a sense of belonging, so, it became part of my identity. I get a feeling of satisfaction every time I do a job that serves my community and my family"- Ms. Annette Mbuvi



For many years that i have been involved in charity and community service it never occurred to me that sports was a powerful tool that not only keep the youth into meaningful engagement but also sports can change lives of the youth in a special way.

In 2019 i founded Midcity Sports Trust - a platform that would see many lives transformed and in less than 5 years now we have seen commendable results, thanks to my celebrated fellow trustees who have funded the start of the trust and have continuously engineered the project to even higher heights.

The Trust is currently supporting Midcity Soccer Club and City Hawk Football Academy Club in professional soccer training, feeding programs, donations and scholarships. Both clubs have over 380 kids benefitting from our programs.

Our feeding program provides the kids with porridge, Githeri (dried cooked maize and beans) chapati (pan fried bread) and bananas before the training and after the training.

What I can say is that sports is a universal language just like music. If you watch a match from anywhere in the world, you get interested just the way you can enjoy music that you don't understand.

Locally football is more relevant because there are role models even from slums who have excelled in sports. 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 abuse, early marriages/pregnancies, prostitution, and crime.

It can therefore be argued that idleness breeds crime and numerous malpractices that can only lead to the destruction of individuals and their communities. The youngsters in Nairobi slums just like any other youths in Kenya have got economic and social problems. The major economic problem is generally lack of opportunities both in exploiting talent as well as employment opportunities. As a result, the youth get involved in illegal activities so as to sustain their lives.

Social problems are lack of recreation and entertainment centers, inadequate and unaffordable social facilities, etc. To observe the problems of youths in Nairobi slums, one just needs to visit any slum 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.

The realization of the challenges that I have discussed here is what led to the birth of Midcity sports trust and later the flagship projects to with the main objective of `using football to change lives`

`This is my dream, this is our dream`



Our Current programs

The Trust is currently supporting below programs;



01.

**Midcity Soccer
Academy**



02.

**City Hawk Football
Academy Club**

03.

**kayole Girls
Football Club**

Our Services

- a) Professional Soccer Training**
- b) Education and Scholarships**
- c) Feeding Programs**
- d) Donations (Food, Clothing, Uniforms)**

We are seeking donations for:

- Training uniforms, jerseys and shoes
- Food donations, clothing, beddings and sanitary towels
- Food and food stuffs
- Sponsorship for international tournaments
- Cash donations for school fees
- Balls and other training equipment



01.

Midcity Soccer academy (Charity Club)

Midcity Soccer Academy and City Hawks Football Academy are the flagship programs of the Trust. The Midcity Soccer Academy is founded on the believe that using football to change lives is a good approach to bring a bigger number of youth to the program because football is loved across Kenya and world at large.

Midcity Club- Supporting Over `350` Slum Youth Soccer Players



Midcity soccer academy was established in 2019 as a football club to help nurture the SOCCER talents for youthful boys and girls from the unprivileged background in Kenya.

Midcity Soccer academy is a development centre that trains and coaches talented youngsters and create opportunities for their growth.

The club is structured to accommodate many talented girls and boys and has managed to sustain the support program through donations from well wishers.

The Academy 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.

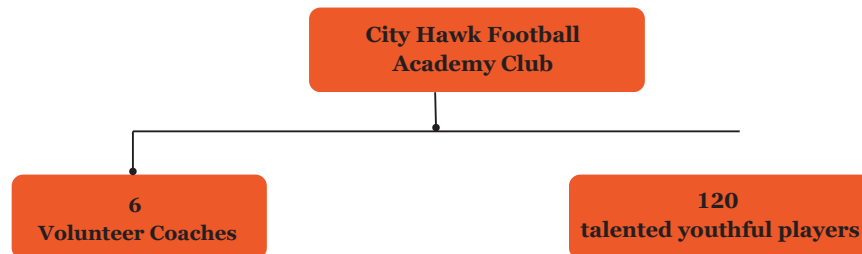


City Hawk Football Academy club

City Hawk Football Academy club is a slum youth club that was started in 2018. The club has 6 volunteer coaches and a population of 120 players has highly talented players boys and girls u7, u9, u11, u13, u15, u17, u19. The club helps nurture the SOCCER talents for youthful boys and girls from Kasarani slum dwellings in the suburbs of Nairobi city.

The club hosts over 120 talented slum players and this year Midcity Sports Trust entered into a support partner program to sponsor the club to access better training facility, uniforms, training shoes, training kits and food for the players.

The trust provides transport of players to the training grounds and back, (distance notwithstanding).



Midcity sports trust sponsor City Hawk Football Academy and kayole Girls Football Club in;

- Buying balls, bips and other training equipment
- Buying jerseys and training uniforms
- Paying for transport to and from the training field.
- Providing food for the players.
- Buying training uniforms and shoes for the players.
- Securing sponsors for second hand cloth donations.
- Provide sanitary towels for the girls.
- Affording the youthful players a decent playing field by transporting them to the training field during the training sessions particularly during the weekend Saturday and Sunday
- Securing tournaments for the youthful players to participate and enhance their football skills.
- According an opportunity for the club players to participate in the FKF league which is subscribed and paid for.





03.

kayole Girls Football Club

This girls club provides a safe place, caring adult mentors, fun and friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Club programs help in promoting academic success, good character and citizenship, and healthy lifestyles.

The club has team A and team B who train in kayole Nairobi.





a) Soccer Training

Midcity Soccer Academy training programs run weekly on the weekends (**Saturdays & Sundays**) and during holidays. The coaching sessions are programmed to meet every player's skill level. Sessions are run by professional coaches who are used to working with, and bring out the best in children. Training sessions are structured to coincide with school terms and run for 10 - 12 weeks.



The courses are normally split in age groups, with each group session lasting for about 1 to 2 hours as indicated in our training curriculum. Each sessions includes a number of competitive, tactical and technique training, both individual and team, to help develop the skills and ability of each individual player, and the overall performance of the team and the academy.



Volunteer Coaches Age Categories



Midcity soccer academy draws its funding from the Trust with over 250 players sponsored by the trust and about 50 players are self sponsored. The self sponsored players are from the affluent neighborhood and they do pay training fees to the academy which is used to subsidize for the operating and running costs of the club.

The Midcity Soccer Academy supports City Hawk Football Academy and Kayole Girls Club with the following:

- ➔ Paying for the training grounds.
- ➔ Paying for FKF annual subscription fees and tournaments participation fees.
- ➔ Paying for the training uniforms and shoes for the players
- ➔ Paying transport and lunch allowances to the trainer coaches
- ➔ Paying for the operating and administrative expenses.
- ➔ Paying for transport/hire for vans for the players to and from the training field.
- ➔ Buying food and feeding the players during training days.
- ➔ Securing both local and international scholarships for the players who perform well in class and in the training.
- ➔ Securing international donors for second hand cloth donations.



Pictorials





Tournaments

Midcity Sports Trust organizes for the tournaments and leagues and subscribes for the participation fees. The trust plans the logistics for transportation and participation in the local tournaments and leagues.

The trust through the programs expose their players to professional competition that help them build on their resilience and improve their skills.

The current ongoing leagues and tournaments are:

- ✓ **Football Kenya Federation league - Nairobi**
- ✓ **Raising Star Junior League - Nairobi**
- ✓ **Ligi Cup East Africa Tournament - Nairobi**

Age groups participation - under 9, under 11, under 13, under 15, under 17 and under 19 .

Hoest Ekel Tournament



FKF Leagues



Raising Star Junior League



Ligi Cup East Africa Tournament



b) Education and Scholarships

Midcity Sports Trust recognizes that Education is crucially important in the life of a child or youth. Without education, children and youths may find it very difficult to compete in the contemporary world. Some talented and skilled children have difficulty in attending school due to lack of school fees. Midcity Sports Trust gives the children who are talented in football skills a second chance, through education sponsorship.

Midcity Sports Trust sponsors selected children/players for high school secondary level only and our strategy is to help the children excel and get good grades, so that they can secure places in college and university, as well as get scholarship from other institutions if they meet the required conditions.

i) Secondary School Education Programs

Scholarship selection process.

The beneficiaries of the Midcity Trust education scholarship program are identified through an established system used to profile talented and academically potential players from amongst the soccer players from `Midcity Soccer Club` `City Hawk club` and `kayole Girls club`

Midcity trustees have built working relationships with some local schools in Nairobi and the surrounding region. Under the scholarship programs, some partner schools grant full high school scholarship for the trust beneficiary members. For the trust beneficiaries members who don't secure full scholarships or no sponsor at all, the trust does subsidize school the fees to the beneficiary members subject to the trust budget allocation

Discussions with teachers about the pupils' academic performance, home situation and family structure takes place before meeting the pupil informally, to get to know them and offer encouragement and support.

The following schools have sponsored our kids:

- *Goseta Boys Secondary School- 8 kids/boys*
- *St. Joseph's Secondary- 4 kids/boys*
- *Strathmore University-2 boys*





ii) College and University Scholarships

Scholarships provide financial support for students to help pay for a college degree. These funds enable students to obtain education they may not have access. The cost of a college education is rising and covering the rising education costs may be difficult for the most of the underprivileged lot in the society.

An athletic football scholarship or soccer scholarship is a form of scholarship to attend a college or university awarded to an individual based on their academic and athletic capabilities.

The aim of Midcity sports trust is to provide the right environment, coaching, education and life skills to give the players/scholars the best opportunity to succeed once they leave to explore career opportunities. This objective is largely the most beneficial to the talented players who have demonstrated utmost competence and are willing to pursue football as a career and therefore professional football clubs get interested in educating and training the players to achieve their life goals.





🔸 Scholarships Success story

James Mulwa and Edwin Bwire both beneficiaries of Midcity sports trust through Midcity soccer academy have secured full education scholarship at ABM Foot Academy, a Southampton FC football complex facility in Bamako- Mali. The ABM Academy is owned by a football investment group that controlling- Southampton Team (UK), Goztepe (Turkey) and Valenciennes in France.





c) Feeding Program

The trust runs a feeding program and provides food to all players. The programs that benefit from the feeding program are:

- ✓ Midcity Soccer Academy- Nairobi and Mombasa
- ✓ Hawk Football Club
- ✓ Children Homes

We feed the kids with porridge, Githeri (dried cooked maize and beans) chapati (pan fried bread) and bananas before the training and after the training.





d) Donations (Food and Clothing Donations)

Midcity sports trust through a network of well wishers coordinates donation for the following items.

Well wishing local corporate SMES and individuals help sponsor and purchase:

- Foodstuffs such as cooking oils, margarine, dry maize, dry beans, packets of flour, vegetables
- Sanitary towels

These foodstuffs are distributed and shared with the families of the needy kids

The trust helps to donate the following items to the needy players;

- ✓ Second hand clothing
- ✓ Second hand shoes
- ✓ Second hand jerseys
- ✓ Second hand socks





Testimonials

As a volunteer head coach I lead a team of 8 coaches in the academy program and the journey has been so fulfilling to see the lives of youthful soccer talents being transformed. When I travelled to ABM Football Academy for transfer of our two boys who received full scholarship to study and play football I had no doubt that Midcity Sports Trust transformation agenda is a calling that we all need to cherish.

Coach David Bujego



As a volunteer coach at Midcity and a beneficiary of Mathare Youth Soccer Academy Program in my early years of football, I cannot say enough about the transformation that the Midcity Sports Trust has given the unprivileged slum kids and it gives me great joy to be part of this life changing program at Midcity. I am a former Kenyan International footballer and played in the Kenya Premier League amongst others.

Coach Isaiah Omondi.





Beneficiaries



Joseph Mwai



Mike Ouma



Michael otieno



Elijah Rasugu



Victor mwendwa



Fidel Otieno



Edward Owino



John Wesley
U9



Abdul Karim
U9



Alvine Iwngas
U9



Abdul Rahim
U9



Omar Ali
U11



Felix sagwe
U13



Teddy Duncan
U13



Abdulmalik Yusuf
U9



Dominic Ramon
U11



Moorshid Rashid
U7



Valdes Mgendi
U15



Fidel Castro
U9



Valentine Ligami
u13



Osman Dembele
U7



Calvine onyango
U13



Davies ochieng
U13



Hussein Ndayicaba
U11



Leonox Jesse
U11



Shannel Anendo
U7



Esau Gusolo
U15



Ian wanga
U17



Frederick Odhiambo
U15



Jayden omache U9



Christiano Nandoya
U15



Hansel omache
U7



Sarah waihera
U15



Jane omondi
U15



Leshan ole kararei
U15



Rennise Letaiyan
U15



Isaac Agengo
U13



Frederick Liani
Goalkeeper
U13



Jared onyango
U9



Rashel Emmanuel
U11



Brazil oweri
U1



Samuel onyango
U11



Junior Kinsley
U7



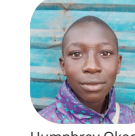
Teddy otieno
U9



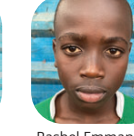
Valentine omondi
U9



Jayden Elias
U11



Humphrey Okech
U13



Rashel Emmanuel
U11



Kelly Banjon
U13



Mark trevor
U11



Daren Odhiambo
U13



Stephen mwamidi
U11



Christiano odhiambo
U13



Yancy Bugoh
U11



Junior Odhiambo
U15



Alphonse Odongo
u11



Billy Clinton
U13



Mike Odongo
U15



Goshen Endire
U13



Darren Odhiambo
U13



Prince Cyza
U15



John Wesley
U13



Patro Ndaishimiye
U15





Donation Appeal

Midcity sports trust has accomplished milestones in a short time with little resources.

The current financial year has seen the budget deficit go up because the cost of goods has increased locally. The trust has doubled the number of players under the charity program with an objective to have 1000 beneficiaries at the end of the next 2 years.

The budget for the current year is projected to be about **Usd (94,700.31) deficit**. It is on this background that we are making an appeal to all persons and organizations of goodwill and charities to help support our trust in this worth cause.

Your sponsorship and your support will enable the trust to support the current projects enable us to roll new for the years ahead of us

The Projected Budget for the Trust 2024/2025

2024/2025 FINANCIAL YEAR	
PROJECTED CASH INFLOWS	USD
Contributions from trustees	15,384.31
Subscriptions from Midcity Soccer Academy	6,153.85
TOTAL	21,538.46
PROJECTED EXPENSES	
Coaches transport and allowances	13,292.31
Transport for Kibera slum kids	6,646.15
Transport for Kasarani Slum kids	5,907.69
Rental/field rent- Midcity training grounds	2,461.54
Purchase of drinking water and bananas	2,584.62
Uniform for 350 slum kids	9,423.08
Training shoes for the slum kids	5,384.62
Training equipments/Nets/balls/cones/nets	6153.85
Purchase of food and food items, Sanitary pads	3,692.31
The kitchen labour	923.08
Affiliation fees- the federation	769.23
Affiliation fees- the ministry of sports	923.08
Expenses for tournaments and leagues	2,153.85
School Fees and Scholarships	16,923.08
Cost for international tournaments	39,000.00
TOTAL	116,238.46
BUDGET DEFICIT	(94,700.31)



Short term and Long term Plans

The main objective of Midcity sports trust revolves around helping those in need, alleviating suffering, and making positive changes in communities.

The approach of `using football to change lives` is the guiding principle that has guided the trust in setting up the trust long term goals

Short term financial goals

The immediate objective of Midcity Sports Trust is to improve on already established projects with an aim of doubling the population of the supported to over 1000 kids. This is an ambitious expansion and it calls for well thought measures on how to raise long term funding capital in order to maintain the current projects but also to be able to achieve the set objectives of bringing more children under the programs.

Food, transport for the kids, training equipment, coach travelling & lunch allowances and rental for the training facility taking the biggest share of the funding capital. The board of trustees is making an appeal to potential donors and well wishers to consider purchasing a transport van for the coaches and the players to and from their residential to the training field and attendance of tournaments and leagues. Currently the trust depends on hired vans for transport necessitating the need to have self transport to cut on the costs.

Long term financial goals

The trust has envisioned a 6 year plan to be able to mobilize sufficient funding capital to be able to establish a state of the art modern facility with boarding facilities and education system where the talented youth would be training football while undertaking their education. The trust has been able to sight suitable land, conducive for the trust projects all under one roof, within the suburbs of Nairobi and this remains the ultimate goal of the trustees and the trust.

During its 5 existence, the trustees vision, aims and working methods has gone through several challenges and transformations and what we have learned on our journey may be of interest to others involved in charitable giving, that it is perhaps the challenges encountered that will be most instructive in setting the goal for the trust in year to come.

The biggest challenge in setting up our long term term goals is the act of Balancing Philanthropic goal with long term financial forecast cash-flow.

The trust has therefore come up with strategic fundraising planning that when implemented successfully will help the trust to manage the immediate needs of the organization as well as the long term plans.



Fundraising Strategies

The Trust has defined several outcomes that will be accomplished through the implementation of this plan. These outcomes support the strategic plan goal of creating an efficient and effective trust capable of assisting the children from the unprivileged background as set out in the objectives of this trust.

1. Ensure 100% giving from all board trustee members. The initial push for all fundraising will be to ask current board trustees members to make a leadership gift to the organization. All current board members will be asked to make a contribution as a major donor to the trust, contributing cash as well as additional in-kind efforts to support the work of the trust.
2. Increase the total revenue of the trust. Every group can do more with more funding. The trust in particular is small and growing, and additional funds will do much to ensure that more youth can benefit from our projects. Growing the total capacity of the trust includes increasing opportunities for volunteer involvement, partnership and other collaboration strategies. However, the bottom line reality is that more money will make it possible for the trust to engage more children in our effort.
3. Develop the capabilities of the Board of trustees to lead major donor fundraising efforts. The growth of the Trust over the next three years will depend on having the people involved who can help lead the trust to the next level. This includes people with a variety of skills, connections and demographics. Perhaps the greatest of these in the short-term is to have and Planning Committee, a small group of board and non-board members capable and committed to raise money to support the Trust through personal solicitation of support from other donors. This group would form the core of the fundraising efforts. The success of this group will almost certainly define the success of the entire trust over time. The Trust will grow its capacity for fundraising by both training existing board members to be more engaged and effective in their fundraising roles, and by recruiting additional board members and other volunteers who will commit their efforts into building relationships and asking for money. Both training and recruiting will be important strategies for creating the cadre of fundraising volunteers to reach the potential this group has for raising money.
4. Emphasize long-term relationships in all efforts to raise funds. Fundraising success for the Trust will require investment and support from donors and other supporters for generations. Therefore, the Trust must develop programs that build relationships as the cornerstone of fundraising effectiveness. These relationships will take place through a series of “touches” managed through events, meetings and other contacts. This may require greater investment up-front that reduces net revenue for some programs in the short-term. However, the long-term benefits should far exceed any limitations that come as a result of investing in relationships for the long run.
5. Seek multi-year commitments to support Trust activities when requesting support from donors and grantors. Funders and supporters often are not prepared to make a long-term commitment to support the Trust until we have clearly established our credibility to them. Yet longer-term commitments will make it possible to focus attention on the activities for which the trust was created. Seeking support that includes longer-term commitments may be an important strategy to ensure the “investment” in the trust is a solid one.



Appreciation

Midcity sports trust, the trustees and all stakeholders including the children under the trust project and their parents would like to thank all the donors and the well wishers most sincerely for your contribution that has made such a meaningful difference in the lives of those we serve - thank you for your kindness and generosity.

Your donation will help us make a lasting impact to our society.

Thankyou.



DONATE

Bank Name: KCB Bank Limited

Bank Account: 00268005622

Swift Code: KCBLKENX





Josphat Matheka
Vice President



Janet Chamia
President



Victor Shitakha
Treasurer



Annette Mbuvi
Trustee



Coach Jerim Awuor
Trustee



Coach Anthony Mwangi
Trustee



Testimonial Video

Click here- <https://youtu.be/ej32LNiFjpw>

