

# SOCIETY EMPOWERMENT PROJECT (SEP)

## ANNUAL REPORT 2014.

### **Introduction:**

Society Empowerment Project (SEP), is a community based organization focused on empowering youth and promoting community development in the rural town of Oyugis and the surrounding HomaBay County. The region is characterized by high levels of HIV/AIDS infections, poverty and food insecurity. SEP uses agriculture as a means of empowering communities for food security and for income generation aimed at subsidizing school related costs among young people who are members of SEP. Football is our primary strategy for mobilization and awareness creation on various social challenges faced by our community.

### **Programmes Implemented:**

#### **Youth Self-help Agriculture Program**

Away from Football, Agribusiness is the backbone of SEP. SEP, through its innovative Youth Self-help Agriculture Program, helps ensure food security, financially empowers youth, (girls and boys) provides valuable agricultural training, and supports youth's access to education. SEP works with local families to dedicate a small percent of the families' own crop land to the care of a youth family member. The child is then responsible for planting, maintaining, and harvesting this plot. After basic food security needs of the family are met, all proceeds of crop sales from the child's plot go to the child and are used to fund a portion of their school-related expenses. The families must commit to funding the remaining portion of the school expenses.

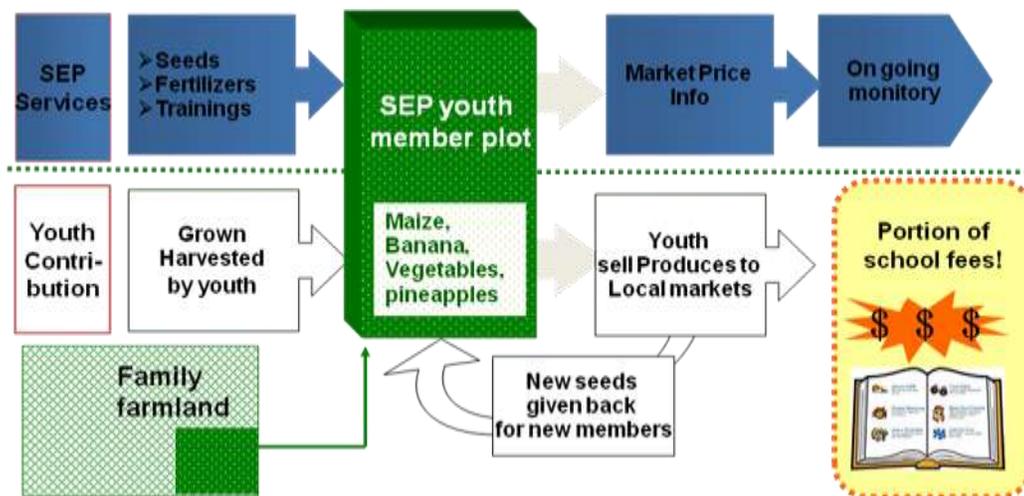
#### **SEP's Role in 2014:**

- Coordinated the dedication of the plot to the 158 youth family members
- Provided an initial allotment of seed to the youth to establish their crop
- Provided free fertilizer to the youth, a total of 550kg of fertilizer was provided. This trend has been ongoing since 2008

- Developed Agriculture training manual with its course out line.
- Set up SEP Agricultural Nucleus unit for youth and women training and subsequent replication of skills in their farms.
- Provided market price advisory services for crop sales
- Provided ongoing monitoring and evaluation of the youth’s plot and his/her school engagement

SEP is currently working with its US based partners through Cambridge – Kenya Football For Development (C-KFFD) in collaboration with MIT, in introducing water melon as an horticultural crop. The process is in going.

### SEP Self Help Agriculture Practical Chart:



### Impact and Accomplishments:

- 85 youth are attending primary and secondary that otherwise could not afford an education, being supported by SEP through Agriculture as one of the source raising their school related costs/fees.
- Basic food security ensured for 354 families only in 2014.
- 400 youth have been trained in key agricultural-related areas,
- Youth has been capacitated to generate their own income in support of their education

- 18 orphans' school fees have been 75% subsidized by SEP, 16 in Secondary School and 2 in tertiary level of education and one in the public University in the year 2014. One SEP member has been absorbed in a public University through government's support.

Currently, SEP implements both horticulture and livestock farming, with various kinds/varieties of horticultural crops.

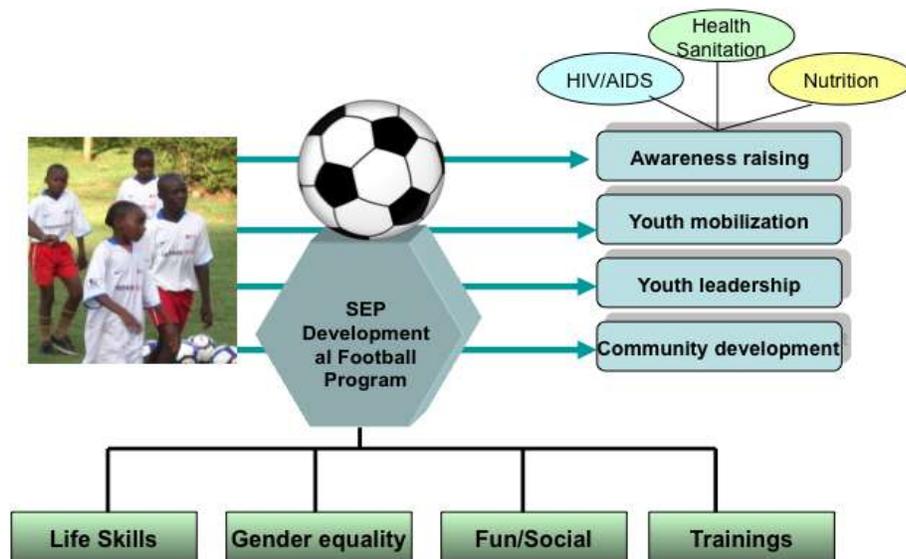
## **Youth Football Program**

SEP uses football to mobilize, engage, and educate youth on life skills, health issues, and a wide variety of other topics. Football is the channel that we use to deliver key messages to the youths in our community. Through the power of “developmental football,” SEP's specially trained community coaches provide not only fun, but important life skills to develop the next generation of community leaders. SEP coaches have been trained by Premier Skills – The partnership between Premier League England and British Council in Kenya, Tackle Africa, Albions in the Community, Coaches Across Continents and WASH United, Berlin among others. SEP Executive Director is also a FIFA/CIES trained Sports manager, and holds Diploma in this field. This background enables SEP to effectively implement developmental football programmes to its beneficiaries.

SEP's unique Youth Football Program leverages the power of football as a tool to:

- Teach life skills through games and integrated messaging in areas such as HIV/AIDS prevention, health and sanitation,(WASH), nutrition, reproductive health, peace building, environmental conservation and substance abuse.
- Engage youth in healthy, fun social outlets
- Improve gender equality and equity
- Mobilize youth and the community at large
- Develop youth leadership through training in coaching, refereeing, events and tournament management.

## SEP Football Chart



### Impact and Accomplishments:

- 1137 youth between the ages of 10 and 20 participate in ongoing football practice and matches since 2008
- 75% of all participants are girls and young women who would otherwise not have a social or athletic outlet outside of their traditional roles
- 40 youth have been trained in football coaching, refereeing, and First Aid and 7 are now volunteering as coaches and referees at local schools
- Have a football presence in 5 primary schools and 2 secondary school. However, SEP works in collaboration with other Secondary Schools outside the District, where some SEP members are sponsored for education. SEP also works in collaboration with other sports for development organization locally.
- Hosts 3 football events per year focused on key life skill topics, (thematic issues based on social challenges facing the community) resulting in massive behavior change among the youth and wider community. These include SEP internal league for junior team in April, SEP National Soccer Extravaganza every August, East Africa streetfootballworld Festival every December. However, SEP has other local events in which they participate

such as the Kasipul Constituency tournament, Kwoyo tournament and KYFA Girls' National tournament.

## **WORKSHOPS**

SEP conducts various workshops for its members. This year 2014, SEP conducted several w/shops as follows;

**Agriculture and Agribusiness W/shop** – This was funded by GIZ/TADS and FFH. It was aimed at equipping the youths with necessary skills to undertake Agricultural activities while at the same time managing their incomes from the said program.

**WASH Games:** This has been delivered in three different phases, supported by WASH United – Berlin. The 1<sup>st</sup> phase was targeting leaders who were trained as Trainers of Trainees (T.O.Ts). The training was conducted by qualified WASH United Staff. The 2<sup>nd</sup> phase was conducted in Nairobi, Kenya, where the TOTs went yet for another training. Since the 2<sup>nd</sup> phase was delivered, SEP TOTs have always been replicating the skills through training of other SEP volunteers who eventually delivers the trainings to SEP players/members.

**Sports and Tournament Management:** This was offered to SEO T.O.Ts by interns from Hanze University, Netherlands. The w/shop aimed at equipping SEP leaders and by extension volunteers with appropriate skills to plan, implement and manage tournaments. The training was competently delivered covering key topics like budgeting, event marketing, media relations, strategic management, resource mobilization, invitation and managing of guests among many others. The trainings were delivered by Jos Schaart, Sports student at Hanze University, Groningen – Netherlands.

**Sports Nutrition:** This was also delivered by an intern from the Hanze University, Netherlands. Some of the topics covered include: Nutrients, minerals, vitamins, energy needs between women and men and rest metabolism.

**Coaching Skills and Session Planer development:** This was done by both SEP Executive director who is also qualified Premier Skills Coach educator, and the SEP head of sports department. The key topics of the workshop which is in going include development of session planner, STEPS, SMILES, Football 3 methodology, development through football, project management, etc.

**Shoot back/Filmmaking:** This was delivered by experts from MYSA and their international partners from Norway and Denmark. The training was delivered in Nairobi and attended by two SEP members. This is the 3<sup>rd</sup> year in raw that SEP participates in this training, and it hs created a great positive impact on our photography and filming department. Some of the key points learnt in the workshop include....

**Livelihood:** This is a section of the working groups in the Kenya Sports for Development Partners (KSDP). This has also been an going process, and it is the 4<sup>th</sup> time in raw this year that SEP takes part in this training. The focus of this programme is to support the young people to explore various options through which they can generate their own income.

**Football3 Methodology – sfw East Africa Festival:** SEP for the second time participated in the East Africa streetfootballworld festival, but the third time being represented in the Football3 methodology training. SEP had taken part in this training from Esperance, Rwanda in 2012, TYSA – Kitle in 2013 and MTG Kilifi this year 2014.

#### **Violence Prevention through Football:**

The Violence Prevention through Football workshop was planned and organized by Society Empowerment Project – SEP, with an aim of training and equipping community coaches with skills and knowledge that would help them to communicate and teach their teams and players on ways of preventing violence. The module used was Youth Development through Football `Violence Prevention Module. This training was funded through Football For Hope (FFH) support.

**The aims and objectives of the training were:**

- To use sports as a tool to prevent violence and enhance peace in the community
- To develop talented players and teams who respect themselves, rules of the game and fairplay.
- To create heroes and role models to encourage and inspire other youth especially on peace building and peace keeping.
- To train and create awareness to community coaches and young people on violence prevention through football.
- To help the participants come up with their own work plan on how they would implement what they had learnt back in their teams and communities.

The training was divided into both theory/workshops and practical sessions. This was meant to help the participants have a clear understanding on how football can be used to prevent violence. The following topics were covered during the workshop:

- What is violence and how does it affect players and teams.
- Causes of violence.
- Intervening in conflict situations.
- Victims and Perpetrators of violence.
- Understanding victims of violence.
- Understanding young people at risk of being violent.
- Victims and Perpetrators support.
- Football variations: Intervention and prevention tools.
- Conclusions, reflection and planning.

**HIV/AIDS Prevention through Football:**

These are ongoing programmes in SEP, and thus being implemented repeatedly for different age groups within the organization.

## KEY LEARNING AREAS:

During the 3 days workshop, the following topics were covered:

- Roles and responsibilities of community coaches
- Definition of HIV & AIDS.
- Treatment, care & support of people affected and infected with HIV & AIDS.
- Working with people living with HIV & AIDS – application of SMILES s is spelt out in Premier Skills training methodology.
- Practical HIV Education through football.

## SEP 6<sup>th</sup> Annual Soccer Tournament and Educational Camp:

The SEP Annual Soccer Tournament and educational Camp is held every month of August at Kotieno Primary School Grounds, Oyugis. The year, 2014 was the 6th year of its implementation. The origin of the event is as a result of needs assessment conducted by SEP members in 2008, reaching a conclusion that the Community around Oyugis region has very limited opportunities of access to information, hence SEP approach of reaching out to the community through its thematic football events. Football in this case is used as the platform, a tool of mobilization to gather communities hence disseminate information, thus its theme *“Community Empowerment through Football.”*



*From Far left; The event's awards displayed on the table, SEP captain for the junior team receives trophy for being in position one in boys' category, MTG captain is being awarded trophy on behalf of her team for being position one in girls' category, and Jos Schaart from Hanze University delivering a workshop session during the event, focusing on event and sports management.*

In 2014, the event theme was set to cover various topics which were all delivered through formal workshops, one of the topics being Football for WASH. This ensured that WASH activities were included in the event, so as many children and community members as possible could access WASH related information. The trainings focused both theory and practical sessions,

with different topics on WASH. Other than WASH, other workshop areas included Agriculture and Agribusiness, Sports Nutrition and Events and tournament management.



TYSA coach Francis instructs his Girls' team during their half time rest. Dismas of SEP delivers a workshop on WASH games, and on the far end are MTG Girls competing for a ball during their match with SEP Girls. Maurice in SEP Black Night Shade farm, plucking.

The event brought on board different counties within Kenya including Transnzoia, Kilifi, Kisumu and Homa-Bay. This enhanced an opportunity to educate on “impact based” Football for WASH.

The event theme for this year which were delivered through workshop included **Football for wash, Sport nutrition, sport and events management** and **Agribusiness** .The various topics of w/shop included the following; proper hand washing using soap, nutrients for a sports person, quality sport management and breaking of vicious circle of poverty through agriculture. These topics were strategically set to suit the young people to help them understand the meaning of sport for community development.

### **SEP Agricultural Programme:**



*From Left: SEP maize plantation, passion fruit and the signpost of SEP Agribusiness Demonstration Unit.*

## SEP WASH Programme:

SEP is currently undertaking WASH project within Oyugis region. The aim of this project is address WASH needs and the challenges it has continued to pose to the community, and offer solutions to the same. SEP works in collaboration with WASH United in Berlin and The Global Partners for Development (GPF), USA and Constituency Development Fund in Kasipul Constituency to address WASH related issues. SEP this implements both soft and hardware of the programme, where soft ware focuses primarily on education/behavior change communication while hardware focuses on building/renovation the WASH facilities. These components are supported by WASH United and GPF respectively. SEP is still reaching out to more donors to support this initiative.



*From Left: SEP through GPF renovates toilets at Kotieno Primary School with Hand washing points, Maurice listens for instruction during WASH United training in Nairobi on Soap attack game – the game that emphasizes that germs can only be killed by the use of soap; and far right is the WASH United’s musical toilet game- emphasizing on the correct use of toilet, the number of toilets against the population and how people scramble for this noble facility.*



*From left: SEP through GPF constructed shower room for Nyahera Girls’, Nyahera Girls’ Toilet being renovated through SEP – GPF support, water competently piped into the Nyahera Girls’ toilets and far right, SEP in het WASH trainings demonstrates best hand washing procedures, lead by Cynthia Nyaridi, community coach at SEP.*



*SEP implements WASH United games – the world toilet cup, adapted musical toilet game with Mwamba Primary school pupils (one of the schools working with SEP), the pupils display WASH salute of their promise to observe WASH principles and far right, pupils demonstrate germ spread game. All these are WASH United Games.*

### **SEP Education Support Programme:**

SEP in the implementation of its programmes reaches out to young people with various social and family challenges. In this regard, SEP has taken very seriously education support to its members who are brainy/bright and needy, thus SEP support by meeting either full or some percentage of school fees. SEP does this through two approaches; SEP is in the process of forming SEP friends in Europe and USA, and the said friends support the Education programme. They either send pool money to the organization or sponsor specific students. We currently have support in the U.K, and Netherlands in that regard. Besides this, SEP through FFH support and from its Agricultural sales and also with private partnership with the local schools is able to subsidize school fees. These are ongoing processes.

### **SEP School Uniforms Support Programme:**

SEP has also been able to support its school going members through provision of School uniforms. This year, 2014, upon successful internship programme by Hanze University Students, Groningen, Netherlands, one of the students' parents has supported SEP school uniform programme to the tune of Ksh.34,000 (340 Euros). This is estimated to support up to 30 pupils in a year. In order to bring on board more people from different parts of the world to support this initiative that was begun by one kind mother, SEP has named this initiative as "SEP School Uniform Support Programme."

**Cambridge – Kenya Football for Development Programme: (C-K FFD)**

This program focuses on collecting Soccer Equipments from Cambridge, Boston USA and sending over to SEP. The programme is also aimed at linking up young people in the USA, Boston and Kenya, Oyugis to Network on the basis development through sports. The programme is ongoing and gradually expanding. The Co – founders, Sally Haslanger of MIT and Joe of are currently working on possibilities of linking MIT students with SEP Agriculture department. We have our fingers crossed that this process will be successful.

**Conclusion:**

The year 2014 has been very eventful, and we look forward to a successful 2015.