



Helping organisations to change lives through sport



OUR UNIQUE APPROACH

KICK4LIFE ASSIST IS A UNIQUE CONSULTANCY THAT USES ITS ON-THE-GROUND EXPERIENCE OF RUNNING A SUCCESSFUL CHARITY, SOCIAL ENTERPRISE AND SPORTS TEAM. WITH OVER A DECADE'S EXPERIENCE WE DESIGN CURRICULA AND METHODOLOGIES, PROVIDE TRAINING, CREATE GOVERNANCE AND MANAGEMENT MODELS, AND IDENTIFY IMPACT MEASUREMENT STRUCTURES AND TOOLS.

THROUGH AN INTERNATIONAL NETWORK AND EXTENSIVE EXPERTISE, **KICK4LIFE ASSIST** CAN HELP CLIENTS CREATE A MODEL USING SPORT TO ACHIEVE SUSTAINABLE, HIGH IMPACT OUTCOMES THAT ALIGN WITH THE SUSTAINABLE DEVELOPMENT GOALS (SDGS).

WHO WE WORK WITH

We work with organisations to help them use sport as a tool for social change. Whether developing new projects, or improving existing ones. We can advise:



Brands and companies looking to develop CSR projects using sport for social change



Local and national governments who want to improve the delivery and impact of sport and physical activity



Charities that want to increase their use of sport as an intervention



Sport for development organisations looking to improve and/or expand their programming

PROVEN TRACK RECORD

With over a decade of experience working in the sport for development sector, we have nurtured an extensive network of funding and delivery partners. This diverse, multi-sector network includes:

- Government departments for health, education and sport
- International development agencies
- National and international sporting federations and governing bodies
- Big brands and companies
- Grassroots, community-led initiatives



WHAT WE DO

We use our experience to understand the needs of our clients to deliver the best outcome and provide a variety of services.



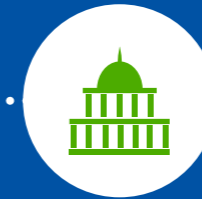
We develop **tailor-made programmes** and **curricula**



We **apply our experience in impact measurement** to ensure accurate and concise reporting



We offer **communications support** so that our clients can better evidence their impact and tell their own story



We advise on a **best-fit governance model** – from charities to social enterprises



We **develop strategies** on revenue diversification and self-sustainability

PROGRAMMES AND CURRICULUM

Kick4Life has developed curricula that has been used in a diverse range of locations, and for a wide range of purposes including education, health, nutrition the environment, personal development and employment.



IMPACT AND MEASUREMENT SYSTEMS

High quality impact reporting is vital for organisations at all levels of the sport for development sector, whether it is NGOs applying for funding, or global organisations looking to justify their spending. Our holistic approach supports organisations in aligning their activities, objectives and measurement tools with the SDGs.



COMMUNICATIONS SUPPORT

Telling the story of a programme is as important as the model and delivery itself.

1

Using our expertise and background in writing and communications, we advise on communications strategies, social media campaigns and approaches that improve awareness of new and existing programmes

2

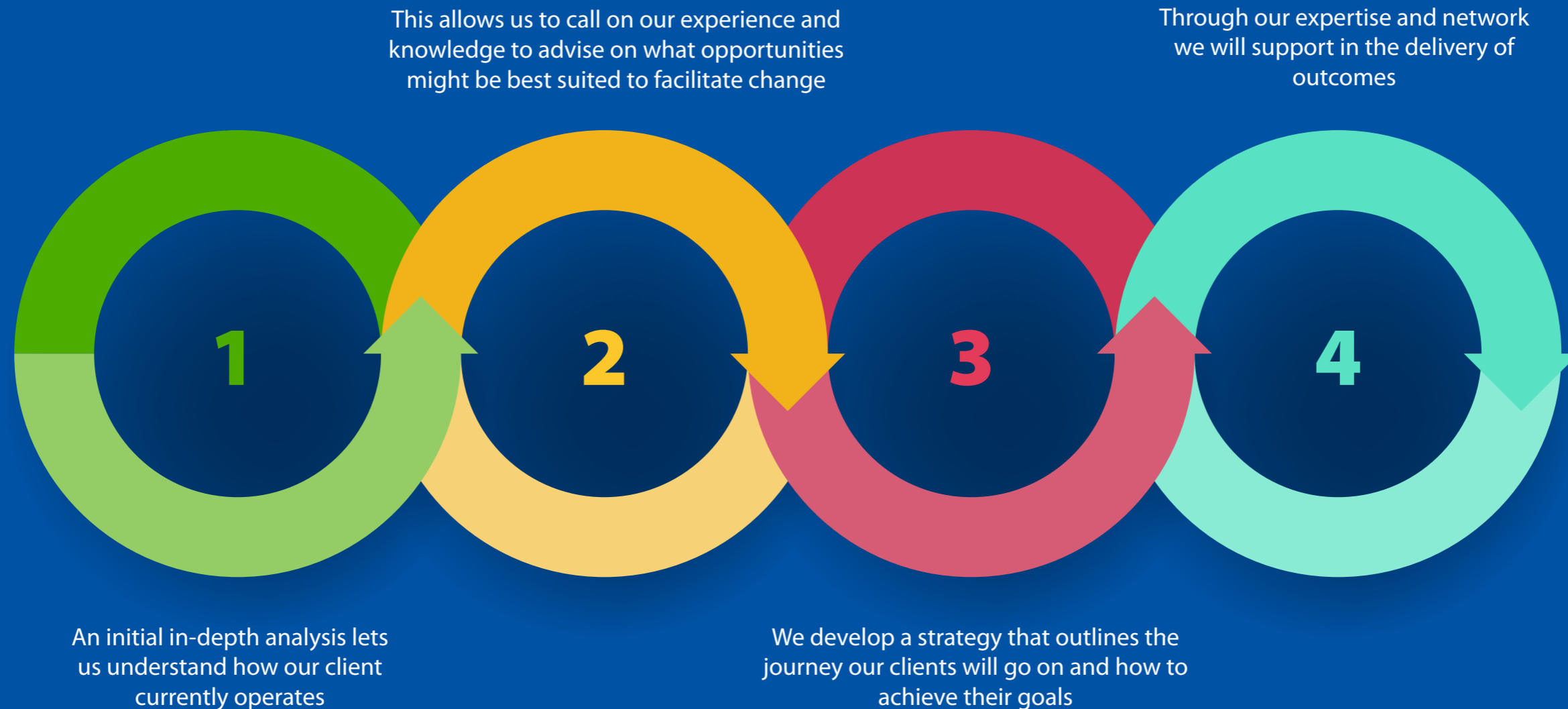
Our experience allows us to assist in telling our clients' stories through a distinct and unique narrative

3

Through our networks, we can then create platforms from which to reach a wide and diverse audience to raise awareness, strengthen a brand or launch a campaign

GOVERNANCE MODEL

We can support clients looking to improve their existing structure for better efficiency, sustainability and impact.





SOCIAL ENTERPRISE

Having developed a sustainable social enterprise model we can assist our clients in reaching the same outcome.

1

We analyse the funding streams to understand our clients' revenue model

2

We protect existing projects so as not to be adversely affected by transition

3

We draw on our own experience to recommend innovative methods of diversifying revenue

4

We support on the delivery of a new revenue generation strategy and a more sustainable future for our clients

WHERE WE'VE DONE THIS BEFORE...

A CASE STUDY ON CURRICULUM DESIGN

Kick4Life created a Nutrition-based Sport for Good curriculum for vulnerable youth for the Laureus Sport for Good Foundation. The programme included a range of classroom and pitch-based activities covering key topics such as food types and the importance of a varied diet, affordable menu design, hygiene, eating healthily to prevent non-communicable disease, basic cooking and cultivation skills, and where to access food security support.

Kick4Life's expertise in curriculum design is founded in extensive development and delivery of sport for change programmes. This includes the Test Your Team methodology which combines sports activities with health education and life-skills sessions in order to encourage on-site voluntary HIV testing & counselling (HTC). This pioneering model was developed in partnership with the Vodafone Foundation and has been replicated by NGOs across Africa, leading to unprecedented youth engagement in HTC.



A CASE STUDY OF IMPACT MEASUREMENT TOOLS

Kick4Life was engaged by the Supreme Committee for Delivery & Legacy for the 2022 FIFA World Cup™ in Qatar, to create a personal development curriculum for young people across the MENA region. This was an opportunity to demonstrate the transferability of our programmes to fit the social issues of different regions. Stars United included the integration of a monitoring & evaluation framework designed to track changes in knowledge, attitude and behaviour during and beyond the duration of the programme.



A CASE STUDY ON DEVELOPING A SOCIAL ENTERPRISE MODEL AND DIVERSIFYING REVENUE STREAMS

Kick4Life are at the forefront of creating a social enterprise model for a sport for development organisation. In order to create a sustainable future for the project, Kick4Life has successfully launched a restaurant, hotel and conference centre in Lesotho. These businesses create a diverse revenue stream for the project. The No. 7 Restaurant and K4L Hotel and Conference Centre generate income that is reinvested in the social change programmes that Kick4Life operate. In addition, each of these businesses provide an opportunity for skills training and employment for the participants of programmes. We can use this experience to assist organisations in identifying and establishing their own social enterprises and employment training initiatives.



**WHY WE'RE ABLE TO DO
WHAT WE DO**



OUR JOURNEY

Our journey **began in 2005**, when our founders Pete and Steve Fleming dribbled a football 250 miles across Africa

This **life-changing journey** opened their eyes to the impact that sport can have on social change and they began working to develop a longer term strategy for a sport for development project

Recognition includes multiple awards as well as endorsements from **HRH Prince Harry** and former England manager **Fabio Capello**

In 2011 the Kick4Life Centre opened, becoming **a hub of social and economic development** in the heart of Maseru, Lesotho's capital

Since its inception, Kick4Life has grown in stature and received **global recognition** for the projects, impact and outcomes

In 2005 Kick4Life was launched, with a focus on Lesotho, a country facing a wide range of **social challenges including health, education and gender inequality**

In 2014 Kick4Life FC is launched as the world's **first social enterprise football club** exclusively dedicated to social change

This coincided with the **opening of No. 7 Restaurant and the Kick4Life Hotel** and Conference Centre, now leading hospitality ventures in Lesotho.

In 2017, Kick4Life Assist enabled the organisation to share their vast knowledge and expertise in supporting others that use **sport to bring social change**

Kick4Life has registered offices in the **UK, USA, Europe and Lesotho.**



OUR ACCOLADES

Kick4Life is an award winning organisation with over 10 years of experience of sport for development programming.





OUR EXPERIENCE

We have over 15 years of expertise in creating sustainable solutions through sport. Our advisory team is made up of those who have both on-the-ground and strategic experience:

Steve co-founded Kick4Life in 2005 and is joint Chief Executive with his brother, Pete. His expertise in strategic communication, marketing, and curriculum development have been applied with organisations such as FIFA, the English Premier League and BT Sport. In 2010, he wrote *Eleven Stories of Development through Football*, showcasing his leadership and knowledge in the sector. The book received accolades from around the world, including being shortlisted for the Peace & Sport Special Jury Award. He has represented Kick4Life as a network board member of streetfootballworld, been named one of Beyond Sport's Inspirational 50 in the Daily Telegraph, and currently leads on advisory, fundraising, and vision-building for the charity and its partners.



STEVE FLEMING

Co-Founder, Kick4Life; Senior Adviser, Kick4Life Assist
Specialisms: Strategic communications, marketing, fundraising, curriculum development

Pete co-founded Kick4Life with his brother, Steve, and led the establishment of the charity on the ground in Lesotho, creating a successful and sustainable charity from scratch. In 2011, Pete spearheaded the partnership and board development efforts by expanding the organisation to the United States, setting up and leading the office in New York. Pete has over a decade of experience developing monitoring and evaluation systems, network and partnership building, and social enterprise development, and has worked on projects with influential humanitarian organizations and brands such as UNICEF, USAID, Red Cross, Standard Bank and Sony. Pete has received the Beyond Sport for Health Award for Kick4Life, a competition that celebrates best practice and selects winners from over 300 entries from more than 135 countries, as well as the Community Award at the Global Sport Forum in Barcelona and the Best Practice Award from the Nelson Mandela Children's Fund. Based in Cape Town, Pete currently oversees social enterprise development, impact modeling and operations for Kick4Life FC and Kick4Life's partners.



PETE FLEMING

Co-Founder, Kick4Life; Senior Adviser, Kick4Life Assist
Specialisms: Organisational development, monitoring & evaluation, networking & partnership building

OUR EXPERIENCE

We have over 15 years of expertise in creating sustainable solutions through sport. Our advisory team is made up of those who have both on-the-ground and strategic experience:

Hana oversees the operational delivery of Kick4Life's programmes and social enterprises. She brings in-depth experience of programme design, having developed the award-winning Kick4Life Academy and through previous roles with other leading organisations in the sport for development sector. Hana is a Harvard graduate and former varsity athlete, and has played an important role in the development of women's football in Lesotho.



HANA TAIJI

Country Director, Kick4Life; Adviser, Kick4Life Assist

Specialisms: social enterprise development, research, programme development

Mbulelo started as a Kick4Life participant, gaining valuable experience in on-the-ground programming and impact assessment before moving on to become a volunteer, a junior member of staff and subsequently Programmes Manager. This incredible journey has seen him develop expertise in curriculum design and youth engagement. His firsthand experience has enabled him to become an inspiring coach and successfully lead on the development and delivery numerous internal and external training plans.



MBULELO MOCHOKO

Programmes Manager, Kick4Life and Adviser, Kick4Life Assist Advisor

Specialisms: coaching development, curriculum design, youth engagement



Get in touch

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