



LAUNCH EVENT

October 12th 2011 at Wembley Stadium

Special Guest, Hope Powell, England Women's Team Coach

“Using the power of football to empower African women”

What's the problem?

Sport is a microcosm of society and the attitudes women experience when participating in football in disadvantaged communities in Southern Africa are manifestations of the wider injustices women face in their own communities. There is a general lack of respect for the rights of women and girls amongst Southern African men which at its worst manifests itself in high levels of domestic and sexual violence. This unequal power balance impacts on girls in a variety of ways including a lack of access to education, high levels of teenage pregnancy and of HIV and AIDS. Girls make up 77% of the 10% of South African youth between 15 and 24 years old who are living with HIV.

We believe that football can be used to promote gender equity and personal development and that its transformative potential can challenge or alter gender norms. Only 11% of girls and women in South Africa participate in sport and women participating in football often experience discrimination from their families and communities. Some have been the target of gender violence including murder and rape and struggle to gain support and recognition from the sport's governing body.

In 2008 leading female football player and national team member Eudy Simelane, was “correctively raped” and murdered in her local community as a punishment for being an openly gay woman and a powerful role model in her capacity as a talented player who was able to travel and improve her prospects through football.

Despite this women's interest in playing football is increasing and thousands of women and girls across the country regularly play.

Elsewhere in the continent women struggle to be taken seriously as players and girls are often required to do domestic chores whilst their brothers go out to play. However, evidence shows that involving girls and women in football increases their confidence and self-esteem and this leads to higher educational achievement. Many studies have shown a clear link between educating girls and a reduction in infant mortality once the girls become mothers.

What is Coaching for Hope doing?

We are seeking to address this problem by:

- Developing a "Coaching Women and Girls" training module which meets the needs of volunteer coaches working with girls and enables them to plan, deliver and evaluate sessions that teach girls life skills and empower them to deal positively with the many challenges they face
- Train 90 new coaches in South Africa and Botswana who will organise regular football activity for 2,000 girls aged 11 – 18.
- We will monitor and evaluate this programme in order to find out how this approach works, how to improve it and how to share the lessons learned from it

What will happen at the event?

As an FA Charity Partner we are fortunate enough to have the use of a venue at Wembley Stadium so we will hold an evening reception on Wednesday 12th October with guest of honour, Hope Powell England Women's team coach; Jackie Oatley, BBC Football Commentator and the two female coaches from Tottenham Ladies who will have kicked off this campaign with courses run in South Africa in June 2011.

We will invite a wide range of people from corporates, media and the football industry and screen a new dvd showing the Spurs coaches in action. An exhibition of art relating to women in football will be on display and we will also launch our Study Tour to South Africa on a theme of "Grassroots Girls" to see what we are doing at first-hand. Pink champagne and canapés will be served.



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*Hope Powell and Venetia da Silva at Marsh Memorial Children's Home,
Cape Town, South Africa*

Objectives:

- To raise awareness of our supporters of the work we are doing with women and girls
- To recruit people for the Study Tour to South Africa who may convert into supporters/donors
- To cooperate with the FA on a key strategic theme for them
- To connect with new supporters and potential funders who will be attracted by this theme