

"SPORTS PEOPLE THAT CARE" PROJECT

**PROVIDING CARE AND SUPPORT FOR PEOPLE LIVING WITH HIV/AIDS
AND CHILDREN ORPHANED BY AIDS THROUGH SPORTS**

(2005 REPORT)



oneVillage Foundation

Guiding the unity and transformation of the global village



ProLink Organization



United Through Sport

REPORT ON 2005 ACTIVITIES



TABLE OF CONTENTS

♫ "Sports People That Care" 2005

♫ The Event Day

♫ Outlook

♫ Appendix



“Sports People That Care” 2005

In 2002, a successful local event was held at the Ghana National Sports College Football Park at the university of Education Winneba-Ghana. This generated the momentum for the foundation to foster an extensive and active network of organisations with the first being Prolink Organisation–Ghana in September 2003 and United Through Sports-UK in July 2005 to rapidly expand and implement the ideals of this project on a national platform. This maiden event gained momentum when funding was received from United Through Sports, UK.

LEGAL / ADMINISTRATIVE ISSUES

Official letters of participation in the project was received from the two football clubs namely, Liberty Professionals Football Club and Accra Hearts of Oak Football Club. A representative each from the football clubs was requested to be on the Implementation Team. Ghana Football Association granted an official sanction on the 27th September 2005 for the match.

The sanctioning of the match necessitated an official letter to be presented to the National Sports Council and the Referees’ Association of Ghana. The Estate and Stores Managers of the Sports Council were informed for the release of the Stadium and the printing of tickets for the match. The Ghana Police Service was also notified for their service in the day of the match.

MANAGEMENT TEAM

A Project Implementation Team was formed on the 15th September 2005 and the first meeting was held in the conference room of PROLINK Organisation.

The members of the team were;

Godfred Prebbie –	Admn. Manager/ SPTC Coordinator, OVF-Ghana
Kafui Prebbie –	Country Director, OVF-Ghana
Diana Ethel Djitri –	Finance Manager, OVF-Ghana
Bernice Heloo -	Executive Director, Prolink Organisation
Samuel Akoto –	Training Officer, Prolink Organisation
Lydia Asante –	Gender Dev. Officer, Prolink Organisation
Denis Kweku-Mensah –	Head of Sports, Choice FM/ PRO, OVF-Ghana
Albert Commey -	Dep. PRO. Hearts Of Oak FC
Elvis Amartei –	Field Operations, Hearts of Oak FC
Eric Kportie –	General Sec., Liberty Professionals FC
Sylvester Kyintoh –	Sports Administrator

A series of meeting were held prior to the event day including these dates; 22nd September 2005, 27th September 2005, 3rd October 2005 and 7th October 2005. Members of the Implementation team all brought their experience to bear on the deliberations.

MEDIA/PUBLICITY

To stimulate and attract lots of attention to the project a special publicity drive was launched. Denis Kweku-Mensah (Head of Sports, Choice FM) was tasked to develop the strategy for the event. The strategy was to allocate 65% of the resources and campaign to the electronic media (Radio and Television) while the rest 35% goes to the print media.

The following are acknowledged as media partners for the event:

TELEVISION

TV3 Network
Ghana Broadcasting Corporation (GTV)
Metro TV
TV Africa

RADIO

Choice FM	Joy FM
Adom FM	Channel "R"
Uniqq FM	Top Radio
Radio Gold	Citi FM
Happy FM	Peace FM
Sunshine FM	Meridian FM

PRINT

Daily Graphic	Soccer Ghana
Graphic Sports	Weekend Sports
Ghanaian Times	Africa Sports
Ghana News Agency	Hearts News
Phobia Bird	

The first interview was granted to Choice FM at 1830GMT on 27th September 2005 by Mr. Godfred Prebbie (Project Coordinator) after the sanction letter was received.

On the 28th September 2005, granted an interview in the morning to Adom FM that was played at 0730GMT and Choice FM was granted a live telephone interview by Kafui Prebbie at 0645GMT.

A Press Release on the project was issued to all media houses (Elect. & Print) on 29th September 2005. All the electronic media carried the news on their sports programs. The project Coordinator granted Adom FM another 15mins interview that was aired on their morning and afternoon sports program. Preparations for the Press Launch were finalized when the venue was released on 30th September 2005.

The rapport that has been built between oneVillage Foundation, Ghana and the football clubs on one hand and the media on the other hand made it possible for the project to be advertised on all our partner radio stations in their daily sports updates, Sports Talk shows, Newspaper publications and telephone interviews for club officials.

Two members from the Implementation Team namely; Godfred Prebbie (SPTC Coordinator, oneVillage Foundation, Ghana) and Ms Lydia Asante (Gender Dev. Officer, PROLINK Organisation) were on 1st October 2005 hosted on live radio talk shows on Choice FM (102.3FM) and TOP Radio (103.1FM).

A media team was set up for live appearances of various press houses on the 8th October 2005 made up of:

Godfred Prebbie (SPTC Coordinator)
Bernice Heloo Mrs. (Exec. Director, PROLINK Organisation)
Lydia Asante (Gender Dev. Officer, PROLINK Organisation)
Albert Commey (Asst. PRO, Hearts of Oak FC)
Denis Kweku-Mensah (Head of Sports, Choice FM)

The media team appeared on the sports programmes including the following media houses;

Adom FM (106.3FM)	0910 - 0920hrs GMT
Channel "R" (92.7FM)	0945 - 0955hrs GMT
Uniiq FM (95.7FM)	1205 - 1220hrs GMT
Radio Gold (90.5FM)	1235 - 1245hrs GMT
Ghana Television (GTV)	1320 - 1335hrs GMT

PRESS LAUNCH

The Press launch started with a short meeting of the organizers at 0930GMT for a final consultation for a successful programme. The facilitator for the day was Denis Kweku-Mensah (Choice FM) and the programme commenced at 1030GMT.

The High table was occupied by Kafui A. Prebbie (Country Director, OneVillage Foundation), Mrs. Bernice Heloo (Exec. Director, PROLINK Organisation), Ashford Tettey-Oku (Adm. Manager, Accra Hearts of Oak FC), Mrs. Yaa Peprah-Amekedzi (Country Director, Hope for African Child Initiative- HACI), Mr. Eric Kportie (Gen. Secretary, Liberty Professional FC).

The Chairperson for the occasion was Mrs. Yaa Peprah-Amekudzi (Country Director, HACI). Mrs. Bernice Heloo on "The case of the PLWHAs" gave a speech and Mr. Kafui Prebbie also made a presentation on "The Intervention".

The two teams gave speeches on their participation in the project. Solidarity messages were given by Sir Jones Attuquafio (Head Coach, Liberty Professional FC), Mr. J. Y. Appiah (Chairman, Ghana League Clubs Association, GHALCA) and Mr. Issaka (Public Relations Officer, National Sports Council)

Personnel who represented the various media houses were from

Print – Africa Sports, Soccer Ghana, Ghanaian Voice, Weekend Sports, Daily Guide, FOOTPRINTS, Chronicle, Daily Graphic, Times and Ghana News Agency.

Electronic – Uniiq FM, Choice FM, Adom FM, Radio Gold, Happy FM, Channel "R", Top Radio, Peace FM, VOA, Meridian FM and Sunshine FM.

Television – TV3 Network

The " Sports People That Care" 2005 Cup was jointly outdoored by Mr. Issaka (PRO, National Sports Council) and Mrs. Yaa Peprah-Amekudzi (Country Director, HACI).

The media was given an opportunity to ask questions and after that the cameramen and photographers were asked to be switch off to the surprise of many.

It came to the shock of many at the press launch that one of the ladies who was serving and had been interacting with some guest was HIV/AIDS positive when she was asked to give a first hand experience of her health and the subtlety of the disease.

The media were eager for first hand information from the patient since that was the first time some of them has actually seen a healthy HIV/AIDS positive patient.

The event ended successfully with the media campaign taking a soar for the better.

Godfred Prebbie appeared on a live TV3 Network sports programme dubbed "SPORTS STATION" from 2120 –2135hrs GMT for a discussion on the project and showcasing the trophy on set.

The Event Day

The day started with an implementation meeting of all the stakeholders in the project at 1000hrs GMT. Discussions were held on security, media, teams arrival and accommodation, protocol, ticket sales accounts and medical provisions as final preparations for the event and any other concerns. Tasks and responsibilities were assigned to all members of the implementation team for the day.

MEDICAL

A medical team from the St. Johns Medical and Ambulance Service was contracted to handle all medical issues of the event. A team of five (5) medical personnel made up of a Medical Doctor and four (4) Paramedics were used. They provided first aid to all the participants instantly.

MEDIA

The day started bustling with announcements and reminders on all our partner stations in their sports programmes that morning.

Live radio commentary on the match was provided on the following stations;

TOP Radio (103.1FM)	Choice FM (102.3FM)
Peace FM (104.3FM)	Uniiq FM (105.7FM)
Adom FM (106.3FM)	

Ghana Television (GTV), TV3 Network and TV Africa Network also provided coverage. The print houses were also there and it all showed in their write-ups for the Monday edition of their newspapers. The posting of the news item on the websites of the various media house was of great impact to the public and the project.

SECURITY

The Ghana Police Service provided security with a total of 20 officers armed with riot and mob protection gear and an armored van. They provided protection for the two teams, Referees' and Assistants, Invited guest and the Organizers.

A private security firm was contracted to provide 15 (fifteen) men as additional support to maintain order at the stadium entrances. Two plain clothed police personnel were posted to the VIP- Lounge which was used by the invited guest, officials from the National Sports Council, Board Members of the participating team, and officials from the Ghana League Clubs Association (GHALCA).

TICKETING

Security features were added to the tickets the morning o the match in the presence of the implementation team to ensure effective control and monitoring of sales.

A total of 8 (eight) ticket sales teams were formed made up of 3 (three) persons per team with the following roles:

- ∅ Sales Personnel - Direct sale of tickets to spectators
- ∅ Checker - Inspects tickets for authenticity
- ∅ Security Officer - Maintains order at the entrance

Another team of 3 (three) persons was tasked with oversight responsibilities of inspecting the activities at the entrances at random with 7 (seven) other teams made up of 2(two) persons each assigned to inner perimeter gates to provide security and directions to specific spectator stands.

Tickets were sold in denominations of ₵20,000 and ₵10,000 and every ticket sold had a pack of male condoms and an HIV/AIDS brochure added.

SPECTATORING

The Implementation team added a new dimension of a victory celebration to the match and decided to change the venue of the match from the new Liberty Sports Stadium to the Ohene-Djan Sports Stadium. The number of spectators who turned up to watched the match was low. This was due to certain development beyond our control.

The attitude of the general public towards the historic qualification of the Black Stars to the World Cup in Germany 2006 was very lukewarm and was basically attributed to the little or no resistance from the opposing team coupled with the technical reality of an automatic qualification even before the match was played.

This anti-climax of the happiness of soccer fans and the final change of venue affected the attendance and a total of 1568 person attended the soccer event.

THE SOCEER MATCH

The two teams arrived at the stadium at about 1410hrs GMT. Officials from oneVillage Foundation, Ghana and PROLINK Organization paid courtesy calls on both teams in their dressing rooms. The interaction was very cordial and positive and the players were officially introduced.

The match kicked off at about 1600hrs GMT. Both team displayed with a high sense of commitment and professionalism on the pitch. The first half of the match ended in a 1 – 1 score line. The second half was packed with a lot of action from the blast of the whistle. This action was translated into goals with as much as 4 goals score in the second half alone

The match ended with Liberty Professionals FC beating Accra Hearts of Oak FC by 4 – 2 at the end of 90mins of playtime.

Mr. Ashim Morton (Founder, Millennium Excellence Foundation) presented the maiden trophy for **“Sports People That Care”** project to the captain of Liberty Professionals FC.

OUTLOOK

The outlook for the future is very bright and a promising one. A lot of social networks have been built and the sports fraternity is coming to terms with the importance and significance of the project.

There is the need to warm the project into the sports community. The stage is now clear for the launch of the SUFIA fund with the event proceeds.

The following things have been outlined to for implementation for the effective mobilization of funds into the SUFIA project.

- ∅ Institutionalizing the “Sports People That Care” project as an annual event to be included in the National football calendar.
- ∅ Develop and metamorphosize the project into a tournament with a magnificent trophy to be contested for by various clubs.
- ∅ A partnership and contract provision with the Ghana Football Association (GFA), Professional League Board (PLB), Ghana League Clubs Association (GHALCA) for a deduction ₵100 or 0.5% of a minimum match fee of ₵20,000 from every ticket sold in every professional league match played into the SUFIA fund.
- ∅ Seek outright donation from Sports associations, Sports Personalities, Local and International Football stars, Private Companies, Entrepreneurs, Media practitioners, Politicians, Health professionals, Local and Foreign development agencies, Profit and Non-profit making institutions, Educationists, Lawyers, Hoteliers, Drivers, Engineers, Architects, Employers and Employees.

Appendix

Members of the SPTC 2005 Implementation Team

- ☒ Godfred Prebbie –SPTC Coordinator, OVF-Ghana
- ☒ Kafui Prebbie – Country Director, OVF-Ghana
- ☒ Ethel D. Djitri – Finance Manager, OVF-Ghana
- ☒ Bernice Heloo - Executive Director, Prolink
- ☒ Denis Kweku-Mensah-Choice FM
- ☒ Samuel Akoto –Training Officer, Prolink
- ☒ Lydia Asante –Gender Dev. Officer, Prolink
- ☒ Albert Commey-Dep. PRO., Hearts Of Oak FC
- ☒ Elvis Amatei – Field Operations, Hearts Of Oak FC
- ☒ Eric Kportie – General Sec., Liberty Professionals FC
- ☒ Sylvester Kyintoh – Sports Administrator/Consultant