



Sports People that Care AIDS Prevention & Support Match

Summary:

Sports People that Care is a program established originally by OVF Ghana on World AIDS Day in 2002 at the University of Education – Winneba, Ghana. The event included several football matches between local teams and also programs designed to promote awareness of the AIDS pandemic. Due to the success of the event, planning was undertaken to expand the program so that it would have national impact in Ghana. This included planning for a match between two leading professional football teams in Ghana, the Heart of Oaks and Liberty. Initial financial support in the amount of 3000 dollars was provided by ProLink Organization, a Ghana based NGO.

United Through Sport, a sports based NGO based in office High Wycombe, Bucks, United Kingdom has partnered with oneVillage Foundation to build support for sports programs in Ghana. Acknowledging and validating the groundwork OVF has done in Ghana, United Through Sport agreed to submit a proposal to the Accenture (Accenture Employee Making A Difference Campaign). This proposal was accepted and the total amount to be dispersed is 7,353 USD. This will enable planning and preparation for the proposed Hearts of Oaks-Liberty game. Attendance for the event is estimated at 14,000 - 18,000, but depends on the success of the media campaign. OVF will receive 40 percent of net gate receipts, which will go to fund AIDS care programs. This program is considered a joint effort and partnership between ProLink Organization, United Through Sport and OVF. Other partners include the Ghana Football Association, the Heart of Oaks and Liberty.

Program Goals:

The goals of this of partnership are to:

- Create sporting opportunities for aspiring athletes and entire communities around the world.
- Cultivate positive role models in the fight against AIDS increasingly public awareness about AIDS.
- Raise funds for those afflicted with AIDS.
- Provide preventive information about AIDS prevention.
- Improve overall health and fitness.
- Develop important life-skills such as discipline, sportsmanship and self-respect.
- Build confidence and gain a strong sense of belonging.
- Give people a chance to have fun - a right, we believe, everyone is entitled to.

Background:

Football is an important part of Ghanaian culture, and affinities with home teams run deep. As a result football and footballers have an immense amount of power and presence in their communities. Accra Hearts of Oak FC and Liberty Professionals FC



are amongst the top four most prestigious clubs in Ghana. The two clubs have consistently sustained Ghana's top-flight football league since its inception in 1958.

SPTC 2004 was previously scheduled to take place at the Kumasi Sports Stadium on Jan. 7, 2004. This did not come off due some hitches in the position of Asante Kotoko FC. oneVillage Foundation has since then been able to obtain an agreement with the Ghana Football Association for use of its 40,000 seat National Stadium in Accra to host a charity match between two of the country's top teams: Hearts of Oak FC and Liberty Professionals FC have also pledged their involvement in writing. The match is now planned for Oct of 2005.

This funding is based on previous agreements arranged by OVF between several groups in Ghana including: ProLink, the Ghana Football Association and the two teams. The agreement between the teams, OVF and Ghana Football association stipulates that 40% of gate receipts due to go to charity and we have set up the SUFIA Project to develop AIDS related programs from the gate proceeds.

Program Focus:

United Through Sport, in association with the oneVillage Foundation and its other SPTC partners are aiming to improve and re-emphasize AIDS Prevention & Support messages to a wide cross-section of Ghanaian people through the Sports People that Care Program. Included in such messages will be both information and advice on the prevention of HIV infection, as well as a better understanding of the difficulties faced by those directly or indirectly affected by the disease, to break down the stigmas associated with the disease. In addition a percentage of gate proceeds will go assist those currently struggling with AIDS.

Details of Partnership between United Through Sport and OVF:

This partnership is based on both agreeing to their roles as follows:

- 1) United Through Sport's role would be as follows:
 - a. Fundraising – Lobbying individual, group, corporate and charitable donors to support worldwide initiatives, including those developed by OVF in Ghana.
 - b. Awareness – Developing awareness (especially in the UK) of sports, health and educational issues in Ghana and Africa.
 - c. Framework Agreement – Development of documentation to represent and define the relationship between UTS and OVF as needed throughout the partnership.
- 2) OVF's role will be as follows:
 - a. Implementation – In-country development and delivery of shared programmes.
 - b. Promotion – Equal promotion of the UTS charity and 'brand' during in-country initiatives which are directly supported or sponsored by United Through Sport. This does not necessarily need to hold for any other independent OVF programmes which are not associated with the goals of United Through Sport.



- c. Feedback – Financial auditing, provision of marketing material and beneficiary testimonials, and disclosure of any problems arising in the implementation United Through Sport-OVF programmes.

Sponsorship opportunities:

Through this partnership we will explore opportunities to expand access to sport in Ghanaian communities, focusing on children and young people, including sponsorship of leagues, individual athletes or coaches. This may include funds for the development of facilities and equipment. Choosing the appropriate outlet for funds and support will depend upon the beneficiary needs.

Budget:

United Through Sport through its donation will make possible the successful follow through of this event, the costs of which will include:

- Ticket Printing;
- Souvenirs, Trophies and Sports Wear (T-shirts, Caps, etc) ;
- Transportation and communication;
- Media Advertisements (Print / Electronic);
- Organizers stipends (for 5 months) including accommodation and meals for 5 days during the event;
- Security and Administrative overheads.

Total estimated cost is 5,625.88 USD. The 7353 dollar grant from Accenture allows for a contingency fund. Any surplus will go along with the gate proceeds to benefit AIDS treatment.

Spending of Gate Proceeds:

The above expenditure is seen as an investment, as 40% of the gate proceeds from the event have been pledged to support the oneVillage Foundation SUFIA (Support for Infected and Affected) project. This program will offer medical support as well as provide for living expenses/assistance for those affected by the prevalence of HIV/AIDS in Ghana. Through gate proceeds raised from the charity match, OVF Ghana through the SUFIA project and with the assistance of other local partners, including ProLink Organization aim to:

1. Support 1 year's education costs for 200 AIDS orphans;
2. 200 HIV/AIDS patients to receive medical/nutritional support.

Reporting:

Programmes will provide complete reporting as outlined below:

<p>1st ORDER BENEFITS Events / Programmes Supported Directly by UTS (e.g. football match)</p>	<ul style="list-style-type: none"> • Digital pictures (if available) • Number of attendees • Confirmation of costs (with delta from budget) • Revenues made (where appropriate)
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<p>2nd ORDER BENEFITS Programmes benefiting from success of Events and Programmes supported by UTS (e.g. SUFIA project after football match)</p>	<ul style="list-style-type: none"> • Digital pictures (if available) • Number and type of beneficiaries • Period of benefit • Plans for sustaining benefit
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Feedback should be provided within one month of a given one-off event, or once a quarter for continuous programmes.

Evaluation of SPTC Program:

Project success will be based on:

- Attendance figures;
- Gate Receipts;
- Net gate receipts donated to the SUFIA project.

About the Partners:

- [United Through Sport](#) - UTS brings people together to share a common goal of playing sports and building friendships. United Through Sport is now working in Ghana, South Africa and Costa Rica advancing sports and recreation. UTS also directs money into important non-sports ventures such as sponsoring school children and building community centres, providing kids' Christmas presents and funding teachers' salaries.
- [ProLink](#) is a Ghana based NGO that works to improve the lives of ordinary people in Ghana. Founded in 1993, Pro-Link is a rural development oriented non- profit, non sectarian, non governmental organization that seeks to ensure equitable development for rural and urban poor especially women and girls. Programmes focus on a wide range of developmental issues including HIV and AIDS, reproductive health, education, food security and environmental protection. Pro-link has worked with many communities to fight HIV and AIDS, promote sexual reproductive health, and improve food security through supporting communities to embark on livestock and agricultural extension programmes, protect the environment through reforestation and finally promote education through skills training for poor rural youth especially girls.
- [Heart of Oaks](#) - Founded by a group of young men around Accra at the turn of the 20th century, it is one of Ghana's oldest football teams. Heart of Oaks was incorporated in 1994 and operates as a limited liability company with Mr. Ato Ahwoi, as Managing Director. The objective of the club is to provide entertainment to populace and offer employment to the players and non-players as well as to attain laurels and respectability at the national and international level.
- [Liberty](#) - Liberty Professionals Sporting Club was born out of a vision to develop a world class football club in Ghana. While still building a fan base, its professional and modern approach to developing its program has led to many,



consistent successes since the Club was formed in 1997. This includes its graduation from the second division category of the National League to the National elite Premier Division, within a relatively short spate of time. Since entering the Premiere Division League in 1998, the Club has maintained respectable league match performances. The Club has been able to turn out many top-class young footballers to the Ghana National Junior and Senior teams with several former players now playing for clubs in France, Greece, Italy and Holland.

- Ghana Football Association – GFA is the governing body of football in Ghana.