

Kick4Life



Kick4Life Profile

1. Contact details

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Registration status: Charity

2. Background

Kick4Life is a non-profit organisation that uses the power of sport to deliver HIV prevention, life-skills and testing activities for youth in Lesotho. Kick4Life has operated throughout Lesotho since 2007, developing an award-winning range of programs that have reached more than 25,000 young people with high-quality health education, life-skills development and testing.

Kick4Life aims to harness the skills and passion of youth in Lesotho to engage participants in a transformational process that will improve their health and wellbeing, and that of their communities, as well as developing the skills and behaviours required to pursue long-term education and employment opportunities.

With an annual budget of over \$500,000, 14 full-time staff and over 50 volunteers, Kick4Life has a strong and dedicated team committed to tackling the challenges in Lesotho with a positive and innovative approach. Kick4Life's recent selection by FIFA's Football for Hope movement to host a sport, health and education facility in central Maseru provides a strong base from which to coordinate activities and incubate programming that can be delivered throughout the country.

Since 2007 Kick4Life has embraced a partnership approach and is committed to working with other organizations to develop high-impact programs that support the wider national effort to address HIV/AIDS in Lesotho. In 2010 Kick4Life was awarded the International Beyond Sport for Health Award in recognition of the organisation's efforts to deliver HIV prevention & testing in a holistic context that addressed the many challenges faced by disadvantaged young people in Lesotho. Kick4Life is committed to expanding delivery to reach many other people and communities in the country.

3. Vision, mission and values

Kick4Life's **vision** is for the effective and widespread use of sport as a tool for tackling poverty and disease, and promoting development, in the world's poorest communities.

Kick4Life's **mission** is to develop and deliver highly effective and innovative development through sport programs that address social disadvantage among children and youth and provide opportunities and inspiration for them to transform their lives and achieve their potential.

Kick4Life's is founded on the following **values**:

Inclusion, Integrity, Innovation, Quality, Passion, Partnership

4. Our Programs

National HIV Prevention and Testing Campaign

This program is founded on the K4L Curriculum which focuses on building life-skills that help youth adopt healthy behaviours. Through a series of interactive activities and discussions learners gain a tangible understanding of potential barriers to their development and get a chance to practice the skills necessary for sustainable behaviour change. Key curricular

objectives include making healthy decisions, risk avoidance, building support networks, reducing stigma and discrimination, increasing knowledge about testing and treatment, addressing gender issues, and assessing values.

The K4L Curriculum is delivered by volunteer coaches who are role models in their local communities, for example sports coaches, schoolteachers and peer educators. The flexibility of the model enables the course to be delivered over different timeframes, for example over a six-week period after school, intensively over the course of week or extended over a year for children living unsupported on the streets where a longer-term approach is required.

Kick4Life has also developed an effective approach to youth-based voluntary counselling and testing. This has included pioneering the Test Your Team campaign which incorporates Curriculum activities, counselling and testing within the context of a soccer tournament. Youth testing positive are referred to ongoing medical treatment and counselling at their local clinic, and to support programs for youth living with HIV.

OVC Care and Support Initiative (OVC – Orphans & Vulnerable Children)

- **Initial engagement through the Maseru Street League.** These monthly soccer tournaments are a key opportunity for children on the street to engage in a positive and fun activity. They act as a key stepping stone to further involvement.
- **Weekly mentoring and referrals to service providers.** Trained Kick4Life mentors meet regularly with participants, providing an ongoing support structure, and making referrals to key services including basic food & shelter needs, health, education and psychosocial counselling. The referral process is managed through established partnerships with organizations such as Lesotho Save the Children, the Ministry of Health & Social Welfare, Lesotho Red Cross and Habitat for Humanity. Psychosocial counselling is also available for the care-givers who are volunteers from the same communities as the children.
- **Family reintegration and re-housing.** The mentors work closely with the participants and their families to support family reintegration. This includes supporting families in becoming economically viable by linking them to support projects and initiatives to generate sustainable income. This is seen as critical in enabling families to pay secondary school fees and to maintain school attendance. Where family re-integration is not possible nor in the best interests of the child the mentors seek fostering care in partnership with specialist agencies.
- **Employment, volunteering and further training.** For those aged 16+ job training and work access opportunities are available, including a range of volunteering options with Kick4Life and our Fit4Work program which helps participants with career guidance and develop the skills needed to gain and sustain employment.

Social Enterprise

K4L is also working on a variety of social enterprise projects, particularly focused on using the centre to generate income to support program growth and sustainability in Lesotho. This includes the recently launched ReCYCLE scheme which provides the opportunity for OVCs aged 16 and over to earn funds to help get them off the streets & back into school. Using bicycles & trailers to collect recyclables from subscribing customers, the scheme enables disadvantaged youth to generate income for their school fees, books, uniforms, shoes & other basic living costs.

5. Impact

In order to continually improve and enhance its programming Kick4Life is committed to closely monitoring activities and outputs, and to measuring and analyzing long-term impact and outcomes.

In collaboration with Grassroot Soccer and experts from Salesforce, Kick4Life has implemented an innovative online monitoring and evaluation database that greatly facilitates timely data collection, analysis and reporting and enables the use of data in program management and organizational strategy decision-making.

For the HIV prevention and testing program Kick4Life tracks key outputs including number of graduates, numbers tested, numbers reached, and key outcomes including % improvement on pre/post quizzes. The system's sophisticated reporting and dashboard capabilities allow users at all levels to 'slice and dice' the data any way they choose and to simultaneously present results in a systematic, easy-to-understand manner. Therefore Kick4Life can easily report on program graduates, disaggregated by site, sex, age, but we can also de-duplicate the data to avoid double-counting.

Numerous formal evaluations—conducted by Stanford University's Children's Health Council, consultants from The Population Council and the Harvard School of Public Health, and researchers from Dartmouth College, Johns Hopkins University and the University of Cape Town—have documented the effectiveness of the Grassroot Soccer model, implemented by Kick4Life, in significantly reducing sexual risk behavior, decreasing stigma, and improving students' knowledge, attitudes, communication, decision-making skills, and perceived social support related to HIV and AIDS. Stanford University's Children's Health Council concluded that the program is "a culturally appropriate, internationally suitable, creative, and effective way to educate at-risk youth about HIV/AIDS and its prevention."

Kick4Life also uses the Child Status Index which is designed to measure changes in individual lives across six key areas of wellbeing: food and nutrition; shelter and care; protecting health; psychosocial; protection; and education and skills. For the OVC Initiative this enables Kick4Life to build a holistic picture of individual needs and progress, and link to relevant complimentary services. The CSI model encourages input from a wide range of people including mentors, coaches, partners, participants and those living in the local community ranging from parents and grandparents to health workers, village chiefs and school teachers, who are best placed to regularly monitor participant development. We believe this brings a strong and innovative approach to the complex area of measuring changes in behavior and wellbeing.

These approaches have enabled Kick4Life to achieve the following headline impact:

- 25,000 youth have completed the K4L Curriculum
- More than 8,000 have tested for HIV with over 350 testing positive referred to ongoing medical treatment and support. 99% of those referred remain on treatment six months after testing.
- More than 300 orphans and vulnerable children have taken part in the Maseru Street League
- 40 children living on the street have received mentoring and referrals via the OVC Care & Support Initiative.
- 40 OVCs have been through the Fit4Work Programme, placed in work placements with almost half of these turning into full time employment.

6. Future Strategy

Kick4Life is committed to further developing and scaling its core programs so that more young people in Lesotho can be reached. The organization is also committed to learning and improving so that high standards of delivery and impact are continually achieved and exceeded. The Football for Hope centre is central to this future strategy for both program delivery and social enterprise.

Kick4Life aims to grow sustainably, generating its own income through social enterprise, so that the organization can continue to have a positive impact in Lesotho for many years to come.