



**ALIVE
AND
KICKING**

INFO PACK

For a small organisation we make a big impact.

This Info Pack contains core examples of our work, products, collaborations and partnerships over the last 20+ years.

Hopefully, you'll be able to see where you or your organisation can get involved!

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About

Alive and Kicking is a network of impactful organisations that share the same purpose, mission and values. Together we use the lifecycle of a sports ball to grow and strengthen communities around the world. Our balls are created to have a positive social impact in the way they are manufactured, distributed and used.

MAKE

We economically empower adults from vulnerable job groups through employment and entrepreneurship

Through ball production Alive and Kicking create ethical jobs for adults from vulnerable job groups and empower refugees to set up their own micro enterprises. On average our employees stay with us for 11 years, are 53 times more likely than the national average to own their own home, seven times more likely to be able to access health care, and their children are four times more likely to complete school.

PLAY

We ensure children facing disadvantage have free, easy and safe access to sport through Alive and Kicking's inclusive sport programmes

Using the profits made from selling our sports balls, plus additional fundraising, we partner with trusted community organisations around the world to carefully donate Alive and Kicking sports balls and open Ball Library hubs. Each ball we make is proven to last up to eight times longer than other brands, can then be fixed to prolong life even further and reaches an average of 45 young people. Our programmes are proven to boost the physical, mental and social wellbeing of those that access them.

LIVE

We ensure young people facing disadvantage are empowered with the tools they need to live happy and healthy lives through Alive and Kicking's innovative health education programmes

We train youth leaders across our network of trusted partners to deliver Mental Health and Sexual Reproductive Health and Rights education directly to young people in their local communities. Utilising our award-winning play based methodology, education is delivered directly through sports coaching and is proven to positively impact the knowledge, behaviour and attitudes of those that access the programme. For example, participants are more than three times more likely to seek support when needed.

Impact

Measuring and evaluating the impact of Alive and Kicking's work is vital in achieving our mission and purpose. To ensure a robust system our impact framework is built with United Nations' Sustainable Development Goals in mind.

Relating our work to the UN's SDGs means we are able to strengthen our performance, account for impact, and clearly communicate our progress while working closely with public, private and third sector organisations to support the world's sustainable development agenda.

1.1 million+

balls made since inception

9 million+

1,400+

**teachers and sports
coaches trained to deliver
health and wellbeing education**

**young people reached through
ball donations**

64%↑

**behaviour change on A+K
health programmes such as
seeking medical support in
the past 6 months**

125,000+

**young people reached through
health and wellbeing education
programmes**

1,100+

jobs created

£5.6 million+

contributed to local economies

200,000+

balls donated since inception

[Find out more about our impact](#)

Staff

One of the best ways we demonstrate our impact is through the stories of our staff. Here are some examples of the amazing team members in the AK family, how they've been impacted by Alive and Kicking, and what their hopes are for the future.



“I want to be a teacher and I want to be encouraging other people.”

Meet Joyce, one of the highly skilled, talented team at Alive and Kicking Kenya. Before Joyce joined the team at Alive and Kicking she had found it difficult to find a fairly paid, secure job due to a physical disability.

“It is not easy to deal with other companies with a disability,” Joyce told us, “but I thank God for this company because they accommodate us.”

Having a stable job is important for Joyce because she is in the process of training as a teacher at African Nazarene University.

When asked about her hopes for the future, Joyce said:

“I want to be a teacher and I want to be encouraging other people. At Alive and Kicking we are taught about creating awareness, so I want to somehow create awareness for people with disabilities.”

[Watch the interview](#)



“Working for Alive and Kicking has helped me send my kids to school.”

Meet Godfrey, one of the highly skilled, talented team at Alive and Kicking Kenya.

You may recognise Godfrey because he first appeared in an Alive and Kicking video back in 2015. He's been with us since then and has successfully retrained as a printer. Of his new role, Godfrey says, “Printing needs a lot of knowledge because there are a lot of settings.”

Godfrey is married with four children and he says that Alive and Kicking has helped to change his life: “To stay with a family here in Nairobi without a stable job is difficult,” says Godfrey, “because you'll pass through difficulties, no money, and you have to get upkeep for your family. So working at Alive and Kicking has helped me manage my family and take my kids to school.”

[Watch the interview](#)

Staff



“It is very hard a deaf person in Zambia, because communication is difficult. I need to have an interpreter.”

Meet Mutinta, one of the brilliant team in Zambia. She is one of the the 13 employees in Zambia who identify as having a disability. Mutinta is hearing impaired.

Working for AK means she receives a fair wage above the living standard and gets paid on time - because of this she will be able to send Jane to a good school - something that she unfortunately didn't get the opportunity to do herself.



“I love working at Alive and Kicking because everyone is so social. They do not hate. They love one another.”

Meet Godfrey, one of the finest stitchers at Alive and Kicking Zambia.

Christopher lost part of one leg in a coach accident and never received any compensation. Following that he lost his next job as he couldn't manage carrying bags. He has been with AK for more than 15 years and despite some challenges - including losing his wife - he is still an incredibly happy, positive gentleman who loves his two boys and is a highly skilled stitcher.



“Working for Alive and Kicking means I can save money to continue my nursing education.”

Janet was one of the stitchers at AK Ghana, which was transferred to local ownership in 2019.

Janet was 19 years old at the time of interview. As a young woman she found it very difficult to find work in Accra, as older women and men were often given priority for employment.

Her job at Alive and Kicking meant that she was able to contribute to the household finances with her parents and save money to re-start her training as a nurse.

[Watch the interview](#)

MAKE.

Products

Alive and Kicking

AK•Roots

AKFC

Business in a Box

Collaborations

Bespoke Designs

Branding

Influencers

Sustainability

Products

**ALIVE
AND
KICKING**

Beautiful leather footballs crafted by hand in Kenya and Zambia.

Alive and Kicking products are made in Kenya and Zambia, creating and sustaining ethical employment for disadvantaged and vulnerable individuals. Each ball is constructed from cut hexagonal and pentagonal panels, silk screen printed by hand, and then stitched manually by our talented staff.



Products



Our match quality ball for use in amateur, semi-professional and professional contexts.

AK•Roots football are made by our trusted, fair trade partners in Pakistan. These balls are hand stitched and come in a variety of finishes. We offer training balls, match balls and pro balls with the option to brand balls with logos or for a fully bespoke design for clubs.

Funds from the sales of AK•Roots footballs go directly to AK's activities in Kenya, Zambia and the UK - meaning teams of all levels and sizes can use football as a force for good.



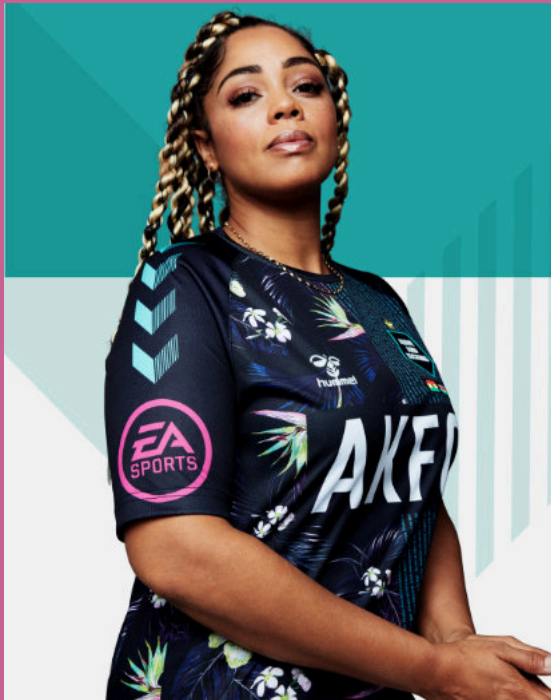
Products

AKFC

Our AKFC football shirts give supporters the opportunity to spread the word of Alive and Kicking.

Originally produced in partnership with Hummel, our shirts are now made by legendary football brand, Meyba.

Our shirts are unique in design and comfortable in fit, with every shirt sale contributing vital funds to sustain and grow our impact around the world. We also donate deadstock to projects in Kenya and Zambia - making this an international supporters club.



Business in a Box

The 'Business in a Box' concept allows budding entrepreneurs around the world to start their own football manufacturing business without the need for any heavy machinery (like the cutting machines used to cut the hexagonal and pentagonal panels).

Business in a Box provides participants with ball production training (either in person or remotely), all key materials and equipment and entrepreneurial expertise to support the growth of production, sales and awareness.

The Business in a Box package means participants can test the local sports ball market without having to invest heavily in production machinery, printing equipment, design software and a production facility. If sales grow and there is a need for investment, participants can use evidence collected through the Business in a Box programme to seek funding and open a stand alone centre with the support of A+K. Participants may also use the transferable skills they have developed to produce other items, such as bags or shoes, or move into further employment, education or training.



Kakuma

Business in a Box concept was piloted in Kakuma Refugee Camp, Kenya in partnership with UNHCR and GIZ in 2019. During the pilot period, 15 refugees and 15 Kenyan adults were trained over a 3 - month period to successfully stitch and repair footballs. At the end of the training period, participants were given a start up kit.

Of the 30 participants, 28 of participants now generate more income through the sale and repair of balls thanks to the knowledge and skills obtained. This increased income is being used to support both the participant and their dependents to ensure they can access key goods and services and improve their quality of life.

Business in a Box can help refugees and young Kenyans to generate income, increase access to play, promote inclusion and foster social cohesion among the refugees and the host community.

Collaborations

Bespoke Designs

UNHCR



In 2021, we partnered with UNHCR, The UN Refugee Agency, to create footballs which fund protective sport programmes for refugees.

1,600 young artists from 100 countries designed their own “dream balls” to illustrate the power of sport to bring us all together. We received designs from children and youth all over the world, including refugees.

The five best #dreamball designs were chosen by a special panel of judges and turned into real footballs.

Pupila



Created by PUPILA, BOLA™ invited 32 creatives from the 32 countries qualified for the 2022 World Cup. Each creative designed a football, each football was handcrafted by Alive and Kicking in Kenya, with all proceeds going to Alive and Kicking to support our work in Kenya and Zambia.

Branding

Lays



In September 2021, Lays launched a campaign to build sustainable football pitches to underserved communities in partnership with UEFA Foundation for Children and Common Goal. By reusing empty chip packs to help create sustainable football pitches, Lay's RePlay aims to unite communities and drive positive outcomes for planet and people around the globe.

We had the pleasure of collaborating with Lays to create a special football for use on all the pitches they built.

London Football Awards



In 2024 we created limited edition footballs for the London Football Awards. The balls served as promotional tools, placed prominently in the centre of each table. Guests pictured with the balls included Cole Palmer and Matt Lucas.

A special auction was held on the evening, with the winner getting the chance to design their own football. This was none other than comedian Tom Rosenthal - and we designed him a ball with his dog's face on!

Influencers

Sustainability is at the heart of Alive and Kicking's operations, and this is most clearly demonstrated by our upcycling partnerships. We take unwanted materials that are destined for landfill or incineration, turning them into beautiful, unique footballs - giving the material new life through play.

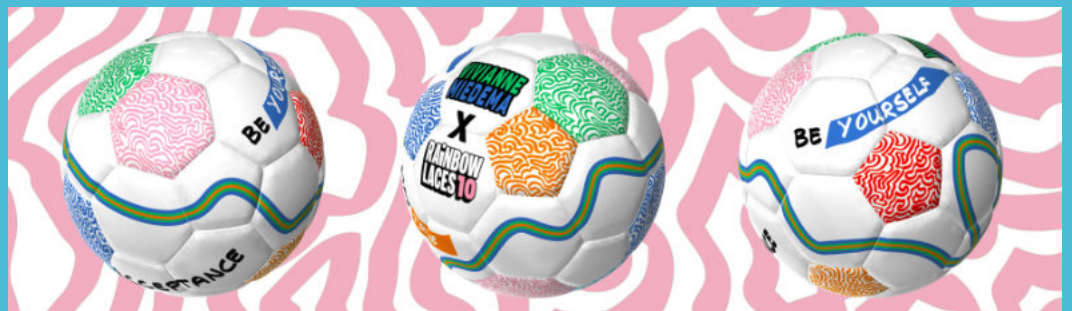
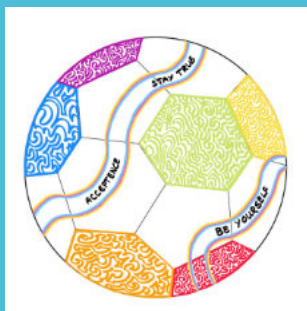


Vivianne Miedema

In 2023 we partnered with Stonewall, Europe's largest LGBTQ+ charity, to celebrate their Rainbow Laces 10th Anniversary.

Inspired by Arsenal & Netherlands player, Vivianne Miedema, this beautiful RL10 football is available on pre-order.

Vivianne shared some ideas with the AK team, as well as examples of the doodles she enjoys drawing in her spare time. Our in-house designer transformed these ideas into a beautiful ball that's raising funds for both AK and Stonewall.



Copa90

In 2019 we challenged the team at Copa90 to design their own Copa90 football.

Based on some (very) rough drawings, we created a 3D mock ups which went to a public social media vote. The two winning designs were turned into bespoke footballs, and won by two lucky followers, with a number of balls also donated to Marura Primary School, Kenya.



Sustainability

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Bridge of Weir

Bridge of Weir are a luxury leather company that provide material for the automotive industry. Their clients include Aston Martin, Ford Lincoln, Jaguar Land Rover, Lotus, Lucid, McLaren, Polestar, Volkswagen and Volvo.

In 2018 we partnered with Bridge of Weir to ship tonnes of leather to Ghana, with enough material to produce 10,000 footballs. That's a lot of leather!

The result was a beautiful and striking ball that was sold locally in Ghana, while a small number were brought to the UK for marketing purposes.

In February 2018, the ball was featured in GQ Italia as part of a photoshoot with the then Manchester City side including Sergio Aguero, Gabriel Jesus and Fernandinho.



Fossil

In 2017 we worked with Fossil to transform 28,000 damaged and unsellable handbags, wallets, and purses into these beautiful footballs.

Enough leather was sent to Ak Ghana to produce more than 11,000 footballs, with a large quantity of these to be donated to local football teams, projects and community projects across the country.





Southwest Airlines

Alive and Kicking was awarded highly commended at the Materials Recycling World National Awards 2015 for this upcycling partnership.

1,200 plane seats were removed from Southwest Airlines planes as part of their fleet refit. These airplane seats were replaced with environmentally-responsible materials that lighten the plane by 600 pounds which in turn translates into a significant decrease in carbon emission and fuel savings.

The leather was then shipped to Kenya by sea, where they were transformed into 1,800 'Shika' footballs, employing ten stitchers for twenty days a month, for two months.

1,000 of these football were donated to communities that are part of SOS Children's Village in Kenya, with the remaining 800 sold back to Southwest Airlines for trade through their commercial shop.



[Watch the video](#)



Mulberry

In 2017, we partnered with Mulberry to produce a small run of upcycled leather footballs for their head office in London as part of our process of piloting the process of turning unwanted scrap material into beautiful footballs.

Mulberry provided seconds leather from their workshops and we produced, quite possibly, the most satisfying footballs ever made.

PLAY.

Donations

Bell Balls

Village by Village

Jersey 2 Africa 4 Football

Nimobi Ladies FC

Ball Library

Sport England

Postcode Society Trust

Morrisons Foundation

Donations

We use funds raised from ball sales, alongside additional funding and donations, to deliver quality durable sports balls to underserved communities that have limited access to equipment. Here are some examples of projects, clubs and communities that we've donated sports balls to around the world.

Bell Balls



Alive and Kicking has a long standing relationship with the Thika School for the Blind in Thika, Kenya. The Salvation Army Thika School for the Blind was set up in 1946 and has a student population of 300+ in the primary and 250+ in the secondary school. It is the largest special school in East Africa.

In 2013, we piloted the adaptation of AK footballs for visually impaired students by placing bells in the ball and using a heavier gauge of leather to make the ball heavy and have low rebound. 300 balls were then distributed amongst schools that identified as educating visually impaired students.

In 2023, a further 180 balls were distributed thanks to support from the Ulverscroft Foundation.

[Watch the video](#)

Village by Village



In 2017, as part of our upcycling project with FOSSIL, we donated 1,000 footballs to rural communities in Ghana in partnership with [Village by Village](#).

Jersey 2 Africa 4 Football



Jersey 2 Africa 4 Football (“J2A”) is dedicated to positively impacting young lives using the power of football and has been working closely with AK since 2015 and exclusively uses AK for all their football requirements covering tournaments, events and campaigns both in Jersey for fundraising and in Africa for kids tournaments and philanthropic distribution to grass roots beneficiaries to schools and academies across Kenya and further afield in Uganda, Rwanda and South Africa. In the last nine years, J2A have worked with us to donate thousands of footballs across Africa, giving tens of thousands of young people access to sport.

Nimobi Ladies FC



Nimobi Ladies FC are a remarkable team of young women based in Accra, Ghana. Alive and Kicking made numerous donations of footballs to the team in the years 2015-2019, with the durable leather balls we produce being perfect for the rough terrain on which they train.

In 2023, Niombi Ladies were absorbed by Ghanaian Premier League side, Hearts of Oak, to become the sides Women’s team. Former Nimobi Ladies goalkeeper, Diana Maaweremuo, pictured above, went on to join Hasaacas Ladies FC and participated in the first CAF Women’s Champions League in Egypt.

Ball Library

In April 2021, Alive and Kicking launched their Ball Library initiative with funding from Sport England. The concept is simple – young people can borrow a ball for free from their local ball library hub, play with it, and then bring it back. The aim is to increase access to sport and increase the use of local pitches, playgrounds, and parks.

Sport England

In 2021, we received funding from Sport England to open 250 Ball Libraries across England.

At a national level, we worked with partners to identify areas most in need, help increase awareness of the project and engage local community partners. This has included working with Sport England, Active Partnerships, Sported, Street Games, the Police Force, the National Association of Boys and Girls Clubs and Big Local.

At a community level we contacted over 500 local organisations to explore whether they would be interested in becoming a hub.

To date, 183 Sport England Ball Library hubs have been opened across the country.



Case Study

Sarah has been in the care system since she can remember. At 14 she hadn't played a lot of sport but has always enjoyed watching football when she could. Her carer Gail says the same:

"Sarah hasn't always been too keen on playing out with friends or other children from school but she does enjoy watching sport on TV. We did sign her up to a local youth football club in Newcastle but she didn't enjoy her first training session. She didn't feel like she was good enough and didn't like the structure of drills, she really just wanted to play so she never went back."

A few months later Sarah and Gail were walking past their local library in Walker and noticed that as well as books, you could borrow a ball for free. Sarah jumped at the chance and began to borrow the ball on a regular basis, first playing alone and then slowly inviting friends to join her. Over the following few months, Sarah would borrow a ball three or four times a week, building her skills and confidence, not only at playing football, but also at playing with friends.

Six months on from borrowing her first ball, Sarah is now part of the local football team.

Postcode Society Trust

Thanks to funding from Postcode Society Trust, we have been able to equip more than 70 Ball Libraries across Greater London. Not only do these Ball Libraries supply local communities with footballs, they also have basketballs and netballs available to borrow - increasing access to a range of sports and activities for young people in the area.

As of October 2023, 8,021 young people had accessed equipment from Postcode Society Trust Ball Libraries, with 81% of users increasing their weekly exercise by over three times thanks to the ball library.



Morrisons Foundation

Thanks to funding from Morrisons Foundation, we've been able to open 74 (and counting) Ball Libraries across Wales.

"We are so pleased to be able to take part in the ball library scheme at Aberkenfig library. It is so rewarding to give a little back to our community. We are having local families come in specifically to ask for a ball and the children LOVE IT!!!"

Dean, Staff, Aberkenfig Library



LIVE.

Health Education

HIV & Aids

Malaria

Mental Health

Covid-19

Financial Health

Partnerships

Arsenal FC

FIFA Foundation

SOL Foundation

Tackle Africa

Angus Lawson Memorial Trust

Health Education

Health education is a major part of Alive and Kicking's identity; using the international, cross-cultural love of football as a tool to gather communities and deliver vital knowledge. Our first health education programmes focused on dissemination of knowledge regarding HIV and Aids, but the model we use quickly allowed the development of malaria programmes as well. More recently we have created programmes on mental health, financial wellbeing and a response to the Covid-19 pandemic. To date, more than 140,000 young people have been reached through our programmes.



HIV & Aids

Our HIV & Aids programmes started life as a research document completed by Jim Cogan OBE and Dr Rachel Baggaley in May 2006. This research, titled, 'A SPORT-BASED STRATEGY FOR HIV PREVENTIVE EDUCATION' suggested that, 'a non-medical alternative for delivering HIV education, sport has overwhelming advantages: it is capable of influencing young people at the individual, community and national level.'



HIV & Aids programmes have run regularly in the last two decades, often supported by football tournaments at which participants are able to check their HIV status. Thousands of individuals across Africa now know their HIV status as a result of these testing events.

In 2008, 8,000 sets of ten HIV Awareness posters. 4,000 sets distributed to government schools. Red Cross retains 3,000 sets to use with their own projects across Kenya.



Malaria

Our malaria education programmes followed shortly after the launch of our HIV & Aids offering and have run consistently in Kenya, Zambia and Ghana over the course of the last 20 years.

AK is particularly well placed to spread knowledge about malaria prevention techniques through the printing of core messages on our sports balls. The regular exposure of young people, children and adults to this messaging makes them better equipped to keep themselves and their families safe from this silent killer.





Mental Health

In 2018 we consulted with our country centres, partners and beneficiaries to identify what they felt was the biggest need in their communities. 87% of respondents believed mental health was a priority area that wasn't being addressed. Additionally, our research showed that 80% of people facing mental health challenges are based in developing countries where fewer than one in five are able access to any treatment or support.

In response to this, we developed the Alive and Kicking Mental Health Education Programme which originated from a successful pilot project in Zambia, delivered in 2019 in partnerships with **Arsenal FC** and the **Premier League**. The programme has now rolled out over multiple years in Kenya and Zambia.

[See the drills](#)



Covid-19

In 2020, we used our expertise to develop an innovative and effective play based 'Bounce Back' curriculum to help young people address the challenges presented by the COVID-19 pandemic. The curriculum was made available to sport and community groups for free and addressed 5 key issues:

1. Understanding COVID-19 and other contagious diseases
2. Misinformation
3. Preventing the spread of a contagious diseases
4. Signs of a contagious diseases
5. Our emotional wellbeing

[Curriculum](#)



Financial Health

In 2020, we teamed up with **AS Roma** and Chipper Cash to create a Financial Health programme to be distributed alongside ball donations to grassroots organisations in Kenya, Ghana, Uganda, Nigeria and South Africa. The curriculum used football drills to explain fundamental financial principles including: revenue, expenditure, profit, spending, and saving.

Partnerships

Our award-winning health education programmes wouldn't be possible without the many amazing partnerships that fund, facilitate and deliver on the ground. Here are just a few partnerships that have played a leading role in maximising our impact over the years.

Arsenal FC



From 2015, we teamed up with Arsenal FC's community organisation, Arsenal in the Community, to send their 'Gappers' to Ghana and Zambia to deliver HIV, Aids, malaria and mental health training programmes. Over a period of four years, eight gappers took to the fields, schoolyards and community pitches of Accra and Lusaka to deliver vital health education to underserved communities. You can see some of their work in the video linked below.

Arsenal in the Community also helped us to pilot our Mental Health Programme by giving us a day at the Arsenal Hub to trial the new curriculum at the Arsenal Hub at the Emirates Stadium. You can see footage of this in the link under 'Mental Health' on the previous page.

[Watch the video](#)

FIFA Foundation



Fifa foundation provided funding for Alive and Kicking's first Mental Health Education outreach programme in Zambia. Due to launch in 2020 the programme was disrupted due the pandemic, but restarted in 2021 with great success, delivered by Sport in Action. This programme has now run for three consecutive years and has seen 135 coaches trained in the mental health curriculum, and had more than 13,500 young people take part in the education sessions.

Following the success of Mental Health Education in Zambia further funds were provided by FIFA Foundation to deliver a three month programme in Kenya in 2023 which saw 19 coaches trained and 665 young people reached. An estimated further 10,000 young people were given access to durable sports balls through donations.

SOL Foundation



Health Education Programmes have been implemented in Ghana and Zambia from 2018 and 2022 thanks to funding from SOL Foundation. More than 7,500 young people were reached during these HIV, Aids, and malaria education programmes, with delivery undertaken by School Sports in Ghana and Tackle Africa in Zambia. 100 coaches were trained during these projects, who have gone on to continue delivering the programme in their local communities. v

Tackle Africa



Tackle Africa deliver HIV education through football coaching to young people across Africa. They partner with us on our HIV education programmes in Kenya and Zambia, and have even trained some of our stitchers to become peer educators and football coaches. Over more than a decade of partnership, Tackle Africa have delivered health education programmes to tens of thousands of young people - making a lasting impact on the lives and wellbeing of participants.

Angus Lawson Memorial Trust



Angus Lawson Memorial Trust have funded two Alive and Kicking projects: Football for the visually impaired in 2013/14, and a Mental Health Education programme in 2020/21. The earlier programme for the visually impaired was led by UNICEF's Jonathan Coles and led to 507 visually impaired Kenyans participating in blind football training sessions and matches. The more recent programme resulted in more than 800 young students being educated in mental health across 19 schools.

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