



PLAY it DREAM it

Using sports as a tool to advocate for
SDGs 3, 4, 5, 6 and 10

AN INITIATIVE OF FAME FOUNDATION

CREATED BY:

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FOREWORD

It is an undeniable fact that sport is a powerful tool for development, and an important tool for bringing people from different heterogeneous groups together.

In Nigeria, however, football, the most popular sport, is a unifying factor, peace stabilizer and social cohesion booster. It has proven over the years to unite Nigerians, regardless of the differences in ethnicity, beliefs, languages, and religious affiliations.

Research has shown that the impact of sport is 95% efficient with sustainable impacts, especially for displaced persons, mentally and physically challenged persons, and also amongst vulnerable communities and low-income homes.

PLAY it DREAM it, an initiative of FAME Foundation is aimed at harnessing the power of sports to achieve SDG 3, 4, 5, 6, and 10, which is well highlighted in this report.

“We do not want to compete with men, we want to work and walk with the men towards the actualization of the Sustainable Development Goals’ 2030 agenda”

A big thank you to Dr. Sarah Hillyer, Founder of the Global Sports Mentoring Program(GSMP) and Director, Center for Sport, Peace, and Society – University of Tennessee, for her support and guidance in coming to a final decision of the project name.

Thank you to our funders, and supporters. Without your contributions, we could not have achieved this much. Thank you for believing and supporting our mission.

Thanks to the volunteers, project team members, coaches, and the entire FAME staff for their tireless efforts and contributions.

A special thanks to all those that participated in the campaign against rape activities. Despite the Covid-19 pandemic, you showed your support by coming out to campaign against the rise of GBV cases, especially rape during the pandemic. Though precautionary measures were taken, the zeal to raise your voices against rape will always be appreciated.



Aderonke Bello
Executive Director
FAME Foundation

ABOUT THIS REPORT

In December 2019, FAME Foundation started the PLAY it DREAM it (PiDi) Initiative. The aim of the PLAY it DREAM it is to use sports as a tool to advocate for the Sustainable Development Goals 3, 4, 5, 6, and 10. The project idea was conceived by our Executive Director, Aderonke Bello during the Global Sports Mentoring Programme by the U.S Department of States.

A lot has been achieved since then. The project had impacted about 950 persons, including 200 Internally Displaced Girls from IDP Camps within the Federal Capital Territory, Abuja. We have organized advocacy campaigns, monthly sports boot camp, an all-women football tournament with the grant, and in-kind support from partners and supporters. We have also provided direct support to victims of Gender-Based Violence during the Covid-19 lockdown.

We have also heard from beneficiaries of the project about the positive impact it has had on them. In this report, we share our learning and insights from the project implementation between December 2019 to September 2021.

PLAY it DREAM it report shares what we have achieved, as well as the future. We recommend that you refer to the PLAY it DREAM it page on our official website, www.famefoundationwg.org if you are interested in the detail behind what the project is about, what we set out to achieve, as well as the process we took.





**ABOUT
PLAY it DREAM it**

ABOUT PLAY IT DREAM IT

The PLAY it DREAM it Initiative created in December 2019 was aimed at using sports as a tool to educate the girl-child, reduce child marriage and increase the participation of females in sports while improving their overall well-being and health, in line with SDGs 3, 4, 5, 6 and 10.

The curriculum-based sports initiative featured 61 female orphans from several orphanage homes as its first set of beneficiaries.

We undertook this project for two reasons:

1. We believe that sport is a unifying factor, especially in a heterogeneous country like Nigeria, comprising different ethnic groups, religions, languages, values, etc. Sport is what brings us together regardless of our differences.
2. We also believe that the power of sports cuts across different spheres of society, hence can be used to cause societal development and growth, especially in gender equality and women's empowerment.

We thank all organizations that believed in us and joined forces to fund and implement this project, both in funding and in-kind support. Thank you for making this happen.



WITH THANKS TO THE PLAY it DREAM it FUND PARTNERS



MacArthur
Foundation

network
fare



WITH THANKS TO THOSE THAT PROVIDED IN-KIND SUPPORT



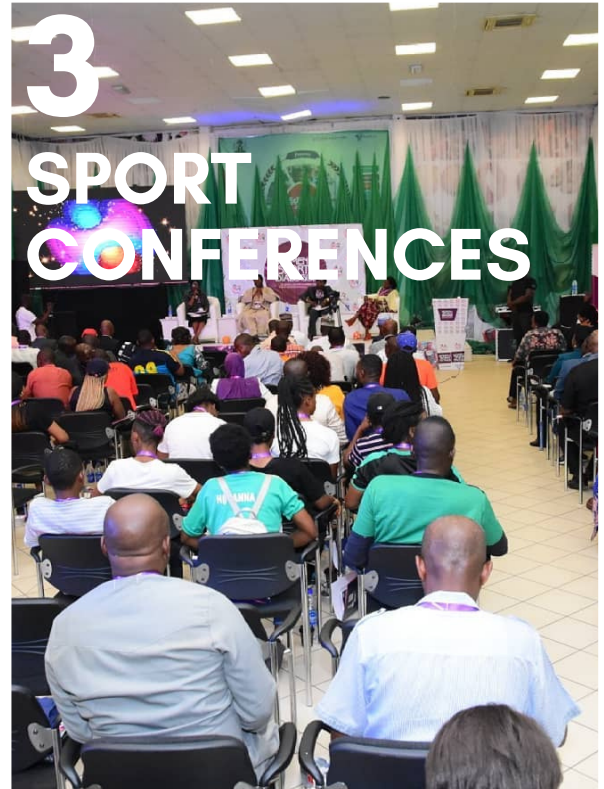


**PLAY it DREAM it
IN NUMBERS**

PLAY it DREAM it in NUMBERS



PLAY it DREAM it in NUMBERS



18 SOCIAL MEDIA ENGAGEMENT

Tweet Chat on Sports for
Development



with Anna Mambula

LIVE ON
 playitdreamit

October 27, 2020

11 AM



Marisa Fernandez Esti
Deputy Head of the Sports
European Commission

for more enquiries, email:
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PLAY it DREAM it in NUMBERS



PLAY it DREAM it in NUMBERS



FAME Foundation on January 11, 2021 signed a Memorandum of Understanding (MoU) with FCT Football Association under the PLAY it DREAM it initiative to kick start the PLAY it DREAM it Monthly Boot-Camp.



Following the MoU Signing, FAME Foundation on January 29, 2021 officially launched the PLAY it DREAM it Football Boot-camp for Internally Displaced Girls, at the Area 3 football pitch, Garki, Abuja.



**WHAT WE
DELIVERED**

WHAT WE DELIVERED

PLAY it DREAM it was created to solely use sports as a tool to advocate for the Sustainable Development Goals, with focus on gender equality. In this section, we recap on what we delivered and to whom. To see more detail, please refer to www.famefoundationwg.org.

CAMPAIGN AGAINST RAPE

FAME Foundation organized series of outdoor exercises tagged, 'Hiking Against Rape' and also 'Yoga Against Rape', to campaign against Gender-Based Violence, especially the rape pandemic which tripled in number since COVID-19 lockdown.

These activities were under the PLAY it DREAM it project, and it was aimed at using sports to drive a cause with the hope of creating sustainable changes in society. The objective of the activities was to create more awareness on the issue of rape and advocate against it. It also was an avenue to educate participants on their social responsibilities and possible strategies to curb the occurrence of rape, through talk sessions and interactions.

IMPACTS



Through the campaigns organized, I have being able to share my stories with other rape survivors. Doing this kick started my healing process from trauma and anger.

TAMARA EBIWEI



As a 16 year old survivor of rape and also a mother, I have gotten assistance, both in kind and cash, through this campaign.

ANONYMOUS



Learning about how to stand against rape culture as a boy and supporting survivors, are few of the things I learnt from the campaign.

DAMILOLA AYOMIDE



Being part of this campaign and also raising my voice against GBV was an amazing experience. The use of sporting activities to campaign against rape is indeed a great idea.

UDEME GEORGE

MONTHLY BOOT CAMP

Thanks to the generous support of our partners with funds and in-kind support, a total of 8 boot camps which held every last Sunday of the month were conducted with. Over 100 Internally Displaced Girls across the FCT benefiting directly, while over 610 people benefited indirectly from the monthly boot camps. The aim was to mentor and equip under-served and Internally Displaced Girls with life skills on the field of football, which will, in turn, result in the quality education of girls, reduction in the occurrences of child marriages, and increase in girls' participation in sporting activities. The boot camp sessions help girls to build knowledge and skills in the following areas;

- ▶ Education
- ▶ Self-Esteem
- ▶ Leadership
- ▶ Personal Hygiene
- ▶ Self Development
- ▶ Confidence Building
- ▶ Sports Talent Discovery
- ▶ Embracing their Uniqueness, etc.

IMPACTS

“I have being able to learn a lot about self-confidence. I now know that being a girl does not stop me from becoming who i want to be

MAIMUNA ABBA

“Engaging in sports, especially football is now my most favorite activity. I always looked forward to the when we get to play football and other games, just like the boys do.

MARGARET YASHIM USSA

“Aside sports, i have learnt about equality, importance of education, hygiene, and other essential life-skills through mentoring and coaching.

AISHA ALI

“Others girls see me as an example because i have become better since my consistent participation at the boot-camps. I will not let being a displaced person hinder me anymore.

FALMATA ZAKARIAH

SPORT CONFERENCES AND TOURNAMENTS

A total of 3 sports conferences were organized;

- Women and Sports Dialogue; to commemorate International Women's Day 2020
- PLAY it DREAM it Conference; marking International Day of the Girl-Child 2020 with Displaced girls.
- PLAY it DREAM it Book Launch

All conversations and panel discussions during the conferences were focused on using sports for development, most especially in harnessing issues regarding women and girls' participation in sports, sports governance, gender equality, and empowering women through sports.

Sport tournaments also preceding each of the conferences.

IMPACTS



The excitement on the faces of the women and girls when participating during the football tournaments and friendly matches will always be priceless.

FOLAKE OYEBADE



The sport conference has given me the opportunity to learn and also contribute towards using sports as a tool for development and achieving gender equality.

EMMANUEL BABAYARO



Being able to partner with FAME Foundation on this project, is a big privilege for us. We want to see more women and girls excel in sports.

FCT Football Association



Knowledge sharing is very vital in sustaining continues development and success in every sector of society, and these sports conferences have provided me with that opportunity.

ANNA MAMBULA



SOCIAL MEDIA ENGAGEMENT

PLAY it DREAM it Tuesday, a social media campaign that uses sports as a tool to advocate for the Sustainable Development Goals, especially SDG 3, 4, 5, and 10. The campaign which had over 20 speakers in the various fields of sport, used the hashtags; #PlayitDreamitTuesday and #Sports4devTuesday, weekly to discuss issues surrounding sports and development, in line with the PLAY it DREAM it initiative. Through social media engagement, we have enlightened people on the importance of girls' involvement in sports and how it will help them develop psychologically, academically, and emotionally. Sport and social leaders around the world motivated girls and enlighten the public towards the importance of sports for development.

IMPACTS



The social media engagements provided us with the platform to get more people involved in discussions surrounding Sport for Development.

ADERONKE BELLO



I was surprised at the responses i got and the willingness of people to engage during the PLAY it DREAM it Tuesday twitter engagment.

VICTOR BAYSANG-MICHELLE



The social media discussions was always a learning opportunity for me. As a sports enthusiast, the got better insights and ideas from the discussions.

THELMA OKOGBO



I was looked forward to the twitter engagement because i got to gain more insights and knowledge from experts in the various fields of sports.

FAUROUK ISA

PLAY it DREAM it Mini Handbook

The book “Success Tips for Internally Displaced Girls in Sport” was published and launched on December 1, 2020. The book was compiled by Anna Mambula, Programme Manager at FAME Foundation, and edited by Ms. Aderonke Bello, Executive Director at FAME Foundation.

The mini handbook guide which was supported by Fare Network and Global Sports Mentoring Program is a manual compilation of success nuggets delivered at the 2020 edition of the PLAY it DREAM it Conference, marking the International Day of the Girl Child and #FootballPeople Weeks. The book will proffer solutions to the problems faced by refugee girls, by providing them with success tips from sports experts on starting and excelling in a sports career. It will also serve as a guide for every girl interested in building a career in sports, grassroots teams, physical and health education/sports teachers in schools.

IMPACTS



The book has given me a step by step guide in building a career in sports, and also tips for a successful one.

HADIZA MOHAMMED



The success tips for Internally Displaced Girls in Sports is not only a guide for refugee girls, but also for every girl interested in building a career in sports.

COACH ILERIKA



Beyond the conferences and workshops organized, the refugee girls now have a book that can always refer back to.

SWAT TEKU



I have used the success tips handbook to also guide some of my female school students who have a passion for sports, but are facing hindrance due to society stereotyping.

AISHA BUKAR



CROSS-CUTTING LEARNING AND INSIGHTS



CROSS-CUTTING LEARNING AND INSIGHTS

Throughout the design, planning, and implementation of the impacts we delivered, we have discovered some insights which have further affirmed those we knew. Below are some of the insights we hope any organization using sports for good will find valuable.

Power of Sports

It is undeniable that sport is a powerful tool for development and change, but it has to be properly implemented for its power to be harnessed. Seeing the power of sports in causing sustainable changes in our society, more funds and resources need to be channeled to sports organizations.

Failure is part of the journey

Mistakes were made on the way but being open to failing and seeing it as an opportunity to be better was important in our PLAY it DREAM it journey.

Together we achieve more

The involvement of all stakeholders, especially the beneficiaries of the project in our implementation process contributed to our success story. Understanding their needs and effectively communicating with them was an important matrix in the success equation.

Covid-19 and Sports Future

Covid-19 had revealed the need for sports organizations to be diverse and creative. Preparations have to always be put in place, in case of unforeseen circumstances.

Collaboration

There is a need for stronger collaboration between sports organizations at different levels. It was always a valuable opportunity to learn from experts and also share insights with others. The collaboration provided the opportunity for each stakeholder to bring their strengths to the table.

Maximizing Resources

There is a need for organizations to effectively utilize resources, and also look out for cost-effective ways to achieve better results.



FUTURE ACTIONS



FUTURE ACTIONS

As our world is ever-changing, the need to find more effective and sustainable solutions to the world's ever-rising problem remains a constant factor.

With the availability of the Covid-19 vaccine, the world is gradually recovering from its loss, and sports activities are returning to normal.

Sports organizations have played impactful roles during the pandemic by developing creative ways to maintain the physical and mental well-being of individuals and much more.

As sports for good organizations, we need to more than ever nurture and support one another. Funding and resources should be made available to organizations making sustainable impacts. More support needs to be given to sport for good organizations focused on grassroots communities, seeing they face greater challenges and obstacles.

We at FAME Foundation will continue to develop better strategies and creative ways to use sports for greater impacts in the communities we work in. We are also looking at expanding our horizon by reaching out to more vulnerable communities outside our scope, but that we can only do with the availability of funds and resources at our disposal, and also the support we get.

The successful implementation of the project attracted the interest of Agence Francaise de Developpement (AFD) into signing an agreement worth 20,000 Euros on July 14, 2021. The project is to commence from **December 1, 2021** to **December 1, 2022**.

Until then, we hope this report shares how far we have gone, what we have achieved in our community, and how it has bettered us and prepared us ahead of the future.



THANK YOU TO FUNDERS

The Global Sports Mentoring Program (GSMP) is an initiative of the U.S. Department of State administered by the UT Center for Sport, Peace, & Society. It is an international leadership development program that was launched in 2012 by the U.S. Department of State. It now consists of two pillars that focus on advancing gender equality (i.e., Empowering Women through Sports program) and disability rights (i.e., Sport for Community program). These five-week, immersive mentorship experiences focus on empowering international delegates to serve their local communities by increasing access to and opportunities for participation in sports.


www.globalsportsmentoring.org

In Nigeria, UN Women's work on policies and programs alongside a range of partners focuses on four key result areas that have the potential to transform the gender equality landscape of the country, including, Expanding Women's Voice, Leadership and Participation; Women's Economic Empowerment; Preventing Violence Against Women and Girls and Expanding Access to Service; and Increasing Women's Leadership in Peace, Security and Humanitarian Response. UN Women in Nigeria supports the revision of discriminatory laws, regulation policies, systems and practices at national and local levels, as well as the development and implementation of a gender policy within the police forces of Nigeria to enhance the protection of women and girls against sexual and gender-based violence.

www.unwomen.org

The United States established diplomatic relations with Nigeria in 1960, following Nigeria's independence from the United Kingdom. The United States seeks to help improve the economic stability, security, and well-being of Nigerians by strengthening democratic institutions, improving governance, transparency and accountability, promoting human rights, encouraging two-way trade and investment, and professionalizing security forces. U.S. assistance also aims to build institutional capacity in the provision of health and education services; and support improvements in agricultural productivity and the delivery of reliable and affordable energy.

www.ng.usembassy.gov



The British High Commission Abuja is the diplomatic mission of the British sovereign and the British Government to Nigeria, representing the United Kingdom and the United Kingdom's interests. The British High Commission in Abuja maintains and develops relations between the UK and Nigeria.

www.gov.uk/world/organisations/british-high-commission-abuja

The MacArthur Foundation has worked in Nigeria for nearly 30 years in a variety of fields, including population, reproductive and sexual health, secondary and higher education, criminal justice, and human rights.

www.macfound.org/tags/nigeria

The Nigerian Army (NA) is the land force of the Nigerian Armed Forces. It is governed by the Nigerian Army Council. The Chief of Army Staff is the highest ranking military officer of the Nigerian Army. The institution is charge with the duties of defending the country from external aggression, protecting the country's borders, restoring order if needed and in cases of insurrection and others.

www.army.mil.ng

The Fare network is an umbrella organisation that brings together individuals, informal groups and organisations driven to combat inequality in football and use the sport as a means for social change.

www.farenet.org

Bells Echo Initiative is a grassroots focused non-profit organization established to reverberate the voices of the vulnerable and deprived persons in society, and also the youths, the mentally and physically challenged persons.

#PLAYitDREAMit #LetGirlsPlay



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