The first ten years
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The EAC story has reached millions of people through extensive international media coverage. This includes the BBC World Service (World Football, World Update), UK television, East African newspapers, radio and television. The EAC has a range of high profile fans, like Kenya and Celtic midfielder Victor Wanyama, former world champion athlete Wilson Kipketer, and South Sudanese musician and former child soldier Emmanuel Jal.

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Award-winning EAC
Karibu! or welcome, to the East Africa Cup, Africa’s biggest celebration of youth sport, fellowship and education.

After 10 years of this unique event, we have something to celebrate — and fresh challenges ahead. On the one hand, we are really proud of having trained thousands of young referees, first aiders, youth leaders and coaches in this time — and winning awards in the process.

Our motto is ‘a week in Moshi, a year in the community’, and to enter clubs must have a provable, year-round commitment to community activity through sport.

So some of the clubs at the EAC help out with school fees for children living in slums; a number work with former child soldiers as part of their rehabilitation process; there are teams which mix Hutu and Tutsi players; and others which organise literacy classes for their members.

As well as year-round sports and fitness coaching, the clubs which come to Moshi put on life skills classes, Saturday theatre, and girls’ clubs. There are teams which encourage young people with disabilities to compete with able-bodied youngsters, and others which provide a platform for young people to discuss health issues, or learn to become leaders.

The event takes place annually in Moshi, Tanzania during the last week of June. Workshops in topics like HIV and AIDS awareness and prevention, interfaith dialogue and conflict resolution take place during the tournament in the mornings before each game.

The East Africa Cup acts as a centre of excellence and an annual catch up for the dedicated team of youth leaders who give their time freely to improve their communities.

The idea is that people return from their week in Moshi with new skills and ideas which will benefit their community when they return.

‘Umoja’ is the Swahili word for unity, and it’s important to the East Africa Cup. We bring together people from Uganda, Tanzania, Kenya, Burundi, Rwanda, South Sudan and Zimbabwe in a spirit of football, fun and fellowship. Some of these countries have a history of contact through conflict, so we think this sends out a powerful message.

Indeed many teams feature players from a cross section of religious, ethnic and tribal groups. The evening programme of theatre, dance and music programme gives young people from different backgrounds the chance to learn about each other — for most of the young people involved it’s their first trip abroad and many have never left their home town.

There’s also training of referees and coaches, and sessions on sports medicine, healthy sanitation and hygiene practices. Not to mention a media skills programme, cartoon workshops, sitting volleyball...

After a decade of growth, the EAC is a real African success story, but it faces its biggest challenge yet. Maybe you can help?
In reality, the event is a motivation for leaders who use sport in their community throughout the year – they come together and share best ways of doing things with like-minded colleagues from all over East Africa.

We like talking about the evening cultural exchange programme, where the youngsters drum, dance, sing and act whilst making friends from different countries, backgrounds, tribes and religions. In a region where these differences have too often been the cause of conflict, this is really important and it gives non-sporty kids the chance to shine.

Some of these groups go out into Moshi and do street theatre with a message too: great to see a dusty market square transformed by dancing and street theatre.

We are also proud of our individual success stories – like the head of the referees at the East Africa Cup who went on to become the first woman referee in the Kenyan Premier League. She went on to become the first female CAAF commissioner too, which means she makes sure that international football matches across Africa happen properly.

She also talked about gender-based violence in her community to an audience of several million on the BBC World Service during the 2010 World Cup. The gender ratio at the East Africa Cup is around 50:50, incidentally – levels of female participation are much higher than comparable events in Europe, despite the fact that many of the girls and young women come from places where girls’ involvement in sports and education is discouraged.

Continued on back page
Sport for development

In the ten years since the East Africa Cup started, sport for development has boomed. What exactly does it mean, asks Nick Raistrick, Director of Media Development, EAC.

Sport is a luxury, right? People in poor countries have more important things to do than play football, after all. So why bother with sport for development?

It seems a good question, and I was a bit suspicious when I heard of the concept of sport for development, or ‘S4D’. Perhaps after witnessing too much football violence the 1980s, I didn’t see sport as a positive, healing force. Then I met the Kicking Aids Out (KAO) team. KAO uses sport ‘to bring people together and to provide a safe space to address sensitive subject matters around healthy living and disease prevention.’ Their facilitators managed to get young people talking about health issues using a few footballs and some creative exercises. Next I heard about the Mathare Youth Sports Association (MYSA). Starting out in 1987 as a small self-help youth sports and slum cleanup in Nairobi, MYSA has grown to be a huge organisation. It supplies several players to the Kenyan national side and has its own Premier League team. Importantly teams get relegated for not getting involved in the education programme.

Finally, I made it to the East Africa Cup as a facilitator, where I found out about CHRISC (Christian Sports Contact). They are involved with girls’ education in Tanzania, street children in Kenya, and community cohesion in Rwanda. I made a film about where participants came from – ranging from the slums of Nairobi to a village in Burundi – and how they all come together in Moshi; how community sport can give a structure to young lives, and help people stay in school; and how young people gain leadership and work skills through community sporting organisations. I found out about how the UN’s Sport for Development and Peace International Working Group believes that sport for development has an important role to play in health and disease prevention, child and youth development, and peace-building.

Several years on, I’m still happy to be involved with promoting the East Africa Cup, and volunteering as a trainer. The EAC showcases some of the best work in its field, is an award-winning event, and is always looking forward: lately it has introduced a new focus on sports for youngsters with disabilities, and promoting the rights of the child through its education programme. The biggest challenge of course, is funding – if you know any generous Premiership players, the East Africa Cup really is a great cause.

“Sport has the power to change the world, the power to inspire, the power to unite people in a way that little else can.”

Nelson Mandela
Thanks to the following for making it happen...

Norwegian People’s Aid, Statoil, Ultimate Security, Right to Play, Kristen Idretts Kontakt (KRIK), Norway Cup, Mathare Youth Sports Association (MYSA), Kicking Aids Out, Christian Sports Contact (CHRISC), Norges Idrettsforbund, Fredskorpset, Tanzania Football Federation, Tanzania National Sports Council, Save The Children, and dozens of volunteers...

WHERE YOUR money goes

One of the biggest costs at the East Africa Cup is accommodation: we put up teams in local schools, hire some of their support staff and use their pitches. The good news is that this money goes to repair classrooms and improve facilities, and boosts Moshi’s economy. The bad news is that most of the teams coming to the EAC aren’t ‘cash rich’.

All of our facilitators and trainers are volunteers, and Ultimate Security very generously provide a secure environment free of charge. But we also need to cover the costs of healthy meals for participants, equipment, and transport costs at the event. Currently transport to and from the East Africa Cup is no longer covered, so teams have to raise the cash for this themselves. Sadly this means that teams from farther afield (like Rwanda and South Sudan, which involve a two day coach journey) can no longer make it to Moshi. More funding might of course make it possible for the EAC to once again help teams with their travel costs.
Ivan

I made a promise to myself that I will do all it takes to help young people who have tested HIV positive.

When he told his schoolfriends he was HIV positive, some of them called him names. Now he’s a sports coach at his old school...

I don’t remember when my father died. I was young. He was very kind to me and would let me ride on his shoulders. He was very strong, when he wasn’t sick. My mother says the older I get, the more I look like him.

My mother says he died of AIDS, and she always tells me that with tears rolling down her cheeks. The house we live in now is smaller. Our old house had running water and electricity, but this house doesn’t have anything. After my father died, his brother came and took everything we had – our house, our furniture, and our money. My mother’s life has deteriorated, she has fevers sometimes, coughs a lot and was hospitalised last year.

Sometimes I think about leaving school to start looking for simple jobs to get some money to buy her some medicine, house rent, and other home necessities. I’m 16 now, but when I was younger I told all my friends I was HIV positive. They called me names stopped playing football with me.

After attending a Kicking Aids Out (KAO) workshop with Christian Sports Contact (CHRISC), I made a promise to myself that I will do all it takes to help young people who have tested HIV positive, and those who are open to learning about HIV and how to deal with it.

I started daily training with CHRISC Nabbaga football team and was selected to represent CHRISC at the East Africa Cup. My family and I received the news warmly. Nobody ever expected that to happen to my family. My mother went through a lot of hardships, and managed to secure me some money to buy my first pair of shoes. It was a very joyous moment for me to be seated in a taxi and a bus heading for a foreign land!

During the East Africa Cup, the youths I met and played with together with their culture, Moshi, and Mt. Kilimanjaro were greatly fascinating. I learnt a lot. The seminars in the morning were a great gateway to youth development and enriched everything I did subsequently. My participation in East Africa Cup that year contributed a lot to my new chapter in life. My life has completely changed.

This year, I was lucky again to participate in East Africa Cup 2012, playing volleyball. Because of the skills I learnt, I have been given a responsibility to train volleyball at my former school where I get some money to supplement the meagre resources my mother struggles to get.

My involvement in CHRISC together with East Africa Cup, opened doors to many opportunities and becoming a powerful coach and a change agent in terms of changing youth’s life through sports, whilst also facilitating their rights and responsibilities to access reliable information about HIV/AIDS and other social challenges. My involvement in sport has restored great hope in myself. After attending the Kicking Aids Out workshop I realised that sport plays a big part in helping people rejuvenate themselves from all sorts of problems.

I am a true believer in the saying ‘never under-estimate humble beginnings’, and it has been the inspiration of East Africa Cup that has lead me to want to help transform youths through sport. The level of naivety regarding HIV/AIDS amongst youths in my community is incredibly high. This puts the young people of my area in a very high-risk category. The information they require in most cases is not available through school or from their parents, and many young people rely on the excuse that the system (government) has failed them; they expect to be told what they need to know and think that whatever they don’t hear doesn’t affect them.

I would like to empower young people, my peers, to realise that it is both their right and responsibility to be informed about HIV and AIDS. This is something that is a potential health risk for all naïve people growing up in the face of this disease. Young people get as much information from their peers as they do from their parents and teachers, so it is vital that as many young people who have been touched by HIV and AIDS can pass on reliable information.

Original interview: Kaddu John Bosco / Kicking Aids Out Uganda
At its worst, sport can be an elitist activity. This can be because poorer people are unable spare the time, or afford the equipment associated with participating in sport. But also, with the rise of televised elite sport, it seems some people have become content to watch only the best athletes do their thing.

At the East Africa Cup, we believe that sport has a role to play for everyone: rich or poor, male or female, whatever your tribe or religion. We believe in giving as many young people as possible, the opportunity to be active in sport – that is, to actually play.

This is one of the reasons we introduced sitting volleyball to the tournament in 2011; so that young people with disabilities can play alongside their able-bodied peers.

Life for young people with physical disabilities can be incredibly tough in poorer countries like Burundi, where they can be seen as an economic burden or even a symbol of bad luck; some are forced to beg, whilst living a precarious street life. Others are left alone and indoors for hours at a time with nothing to do, missing out on school and with little opportunity to get out and about.

The Burundi sitting volleyball team came to the EAC as part of the Right To Play contingent. They attend the Saint Kizito Centre, in the capital of Burundi, which specialises in physical rehabilitation and training of children living with disabilities. Most of the children visiting the centre are polio survivors, or have been wounded by land mines. When they first arrived at the EAC they were surprised to find themselves competing against teams of able-bodied youngsters, but happily progressed to win the inaugural sitting volleyball tournament, winning several hundred fans along the way.

“The East Africa Cup is a great opportunity to meet and exchange ideas with some very interesting people. Like Vincent from Kenya, who drew this comic strip...”

When we exchange ideas here at EAC, we go home to our communities filled up with new ideas...

Illustrator and Disney artist Arild Midthun, workshop facilitator in visual communication and storytelling
At the EAC, around half of the players are girls. This is unusual for a sports tournament, and is the result of much hard work to achieve gender parity throughout. Why is sport important for girls in East Africa?

Firstly, there are some serious health benefits that are associated with exercise. According to Dr Nick Cavill of the UK’s National Health Service, “If exercise were a pill, it would be one of the most cost-effective drugs ever invented”.

The UN’s review on Women, Gender Equality and Sport, describes the wide range of health benefits associated with participation in sport; as well as reducing the chances of things like heart disease and osteoporosis in both genders, there is also evidence to suggest that sports activity can bring down the rates of gender-specific disorders such as breast cancer.

The same report goes on to say that participation in sport can reduce teen pregnancies. “Sporting activities can be an important forum for providing information to women and girls on sexuality and health, including reproductive health. Girls’ participation in sport can generate a greater awareness and understanding of their bodies and its functions,” it says.

Girls’ involvement in sport can boost their self esteem. Although much harder to measure, an improved self-perception and sense of self-worth is often linked with increased academic success, as girls who do sport also tend to stay in the school system for longer.

Linked to this, girls doing sport can challenge expected ‘gender norms’, and encourage girls and young women to be seen outside of domestic roles. When girls become leaders, referees and coaches, they become role models for their community.

Finally, sport can provide safe social spaces for girls and young women. The EAC takes providing a safe and protective environment for its participants very seriously, both during the event and throughout the year.

Our 2013 Child Safeguarding Plan includes a policy of zero tolerance towards abuse, and it is a criteria of participation in the event that all organisations involved instil a set of values and requirements based on safeguarding of children and young people. We are working with Save The Children in order to educate everyone at the EAC on the rights of the child, and since 2011 have been involved with YWCA Tanzania and Zimbabwe to implement thematic events on child safeguarding.
I didn’t proceed to college because my parents didn’t have money but I thank them for getting me to the level I have reached.

I always enjoyed football at school and after I left I continued to play football with small kids. I joined Christian Sports Contact (CHRISC) in 2008 after I heard and saw what they were doing in our village. I was recruited and trained as a leader and later as a referee. I enjoyed this and went to the East Africa Cup in 2010.

I achieved many skills from this international tournament – and many challenges because it was a higher level (than I was used to). The EAC referee training made me learn more – both theoretically and practically. The referee leader assigned difficult matches to the new people like me, which developed me as a referee. The East Africa cup preparations improved my football skills.

I was officiating in the CHRISC when I was recruited by the Kenya Football Federation to officiate District and County league matches. In 2012 during the EAC I received a call that I had been selected to be a Kenyan Premier league Referee!

In the future I hope to learn more from other developed referees and to become an international referee so I can earn more to develop my family and encourage more female referees within my area. I’d also like to be ‘referee of the year’ next EAC tournament! And after my career in sport I’d like to get funding to study.

Terezi Mwakichi, Referee, Kenya

Before joining CHRISC, I was among the most feared and notorious boys at our estate. We were among the gangsters who robbed people and were involved in all sorts of violence in order to be feared. I was introduced to CHRISC. I’m now a musician and artist, but I could not have achieved my dreams if I hadn’t changed.

Joining Christian Sports Contact (CHRISC), has helped me achieve a lot in life; it has made me somebody in the community. It has increased my self-esteem and my leadership, sports and life skills.

Travelling to the East Africa Cup made a significant change in my life. I went to Tanzania to be trained in media skills. Before that I had never stepped out of the Eldoret [my home Town]. What a big step to make in life!

I come to realise why they say ‘a week in Moshi, a year in Community’. I learned, shared and gained more experience. The East Africa Cup helped me to explore my talents.

Chrispine Omondi, Youth Leader, Kenya

a referee’s story

Chrispine Omondi
Come to MOSHI?

Volunteers, youth teams, referees, coaches, facilitators, trainers, first aiders and fans descend on Moshi each June. Fancy joining them?

Most of the volunteers who come to Moshi are from East Africa, and arrive with their teams. (An entry requirement for teams is a proven year-round commitment to community sport).

However there are also a number of international volunteers from around the world. These people usually have specialist skills, such as media skills trainers or sports coaches.

Some help the organisers with making sure the event runs smoothly. As well as this being a cultural experience, many stay on in the region to go on safari, or even to climb Kilimanjaro.

If you think you have something to offer please get in touch. We are also looking for people with fundraising experience to ensure we can continue to put the event on in future years.

Moshi is a friendly little town at the foot of Mount Kilimanjaro in Northern Tanzania, not far from the border with Kenya. It’s an agricultural region (maize and beans, and coffee higher up) and tourism is also popular: it’s used as a base for Kili treks. The main tribal groups are Chagga and Pare, and people speak Swahili and English.

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get involved...
My name is Martin Kariuki, I am 26 years old. I attended my first East Africa cup in 2009 as a media trainee from CHRISC Kenya and also attended the one that followed in 2010 as the film facilitator’s assistant.

During the first training, I gathered so much journalism knowledge from Nick, Caj and Jo Tongue who were the facilitators at that time. Even though I only received training for one week, I still put into use much of what I learnt during that week in my everyday life as a freelance web designer.

For example, whenever I am about to meet a new client, I always remember to prepare my questions, keep them short but open ended and nod along as the client is talking in order to make him/her feel more at ease.

Thanks to that one week session, my confidence in meetings has improved since I am more sure about my questions, and this has reflected a lot on the kind of work I end up delivering at the end of each project. The knowledge I gathered in that week will serve me my whole life.

Picture: Daniel Lisigurski
Some people think that girls shouldn’t do sport. We believe the opposite. We think that it can improve the health, wellbeing and confidence of girls. We also think that when boys and men realise that women can do sport, they can take them seriously in other arenas too.

For the majority of the young participants, it’s their first experience of foreign travel. In itself this can be a great experience, especially as in some of the countries and regions in East Africa there is a history of conflict. For some, it’s their first time outside of their city. People get to learn each others’ songs and dances during the cultural programme, and interfaith dialogue is promoted throughout. People make friends and work together with people from other countries.

In some countries, football players don’t bother with school. But each morning of the East Africa Cup starts with classes in topics like conflict resolution, leadership skills and first aid. Teachers, coaches and leaders also attend masterclasses, and return to their communities with new skills.

The main aim of the East Africa Cup has always been to ‘empower youth through sport’. Practically, this means giving them the chance to become leaders – both today and tomorrow. And not just on the pitch: EAC participants have gone on to coach younger teams, organise environmental tidy-up groups in their own community, and become youth leaders themselves.

The EAC is powered by volunteers, most of them from East Africa itself, although we do appreciate our foreign guests who come to share the experience. If you feel like you have something to give, get in touch.

OK, not everybody likes referees. But we do need them. At the EAC, we plan to train 50 of them. We’re particularly proud of one ex-EAC ref who went on to become the first female Kenyan Premier League referee, and CAAF commissioner – the person in charge of international football matches.

Maybe you don’t believe us? High profile supporters include South Sudanese rapper Emmanuel Jal, Celtic footballer Victor Wanyama and former world champion athlete Wilson Kipketer.

People enjoy the East Africa Cup – the dancing, the video-making, the football, the street theatre. Is that a good enough reason to get involved?

Are you interested in getting behind the East Africa Cup? We are looking for East African sports teams with a year-round commitment to their community, sponsors, volunteers, spectators, and journalists.

Get in touch at eastafricacup@me.com, follow us on Twitter @eastafricacup, or find us on Facebook.
We've even won an award

The East Africa Cup is as much about taking part as it is winning, but it was still nice to receive the Peace and Sport’s ‘Sports Event of the Year’ award in 2011.

On collecting the award, EAC Chairman Bjarte Øen, said, “Through the event we are able to create an arena for sharing, learning and showcase from the work done in different contexts in the region. We see that the event has an impact to individuals as much as organisations. Thousands of young people have returned from Moshi, inspired to work for positive change in their community and to use new skills acquired. These young boys and girls are fulfilling the dream of EAC, and are the true ambassadors for peace. I dedicate this award to them.”

The Peace and Sport organisation was founded in 2007 by Modern Pentathlon Olympic medallist and world champion Joel Bouzou, in order to ‘promote the practice of structured sport and sporting values to educate young generations and help foster social stability, reconciliation and dialogue between communities.’

This ‘best event’ award is given to an event which ‘demonstrates its ability to effectively promote a message of peace through sport, which also contributes to implement sustainable peace within the communities involved.’ The ceremony took place in Monaco, in front of an influential audience of sporting, political and economic leaders. This included more than 50 official government delegations, famous sports champions, 20 members of the International Olympic Committee, and five heads of state. The EAC was also represented at a plenary session during the event on media and sport.

Continued from page 6

Once in a lifetime

Another youngster ran a team in Rwanda that mixed Hutus and Tutsis; he even played alongside the son of the man who killed his Dad. Now a young adult, this former media skills workshop attendee works in audio and video production, and is studying (we’re trying to get him back to the EAC as a trainer).

Much harder to explain, even though they keep some of the volunteers coming back, are the countless ‘East Africa Cup moments’: the clouds lifting to reveal Kilimanjaro is always special, but the snakes on a minibus incident was funnier; and then there was the Year of the Wrong National Anthems...

Much more important, of course, is the chance for more than one thousand youngsters from places like Kenya, Rwanda, Burundi, Tanzania, Uganda and Zimbabwe to travel. For most, it’s their first time abroad; for some it’s their first time leaving the slum neighbourhood in which they’ve grown up. The EAC gives lots of these youngsters their first ever holiday. For many of them it really is a ‘once in a lifetime’ experience. But also one that can change the course of their lives.

Picture: Audun Nedrelid
“that sounds like a great tournament”

BBC World Service
World Sport, June 2010.

The World Service is listened to in approximately 358 million households across the globe.

And the East Africa Cup is a great tournament.

If you are interested in supporting us through sponsorship or advertising, please contact us at
eastafricacup@me.com