



# PEACE FOR CONSERVATION

We Inspire and Innovate together with local communities to conserve wildlife

## *Sports & Conservation*



**STARTING SPORT BUSINESS JOURNEY TO PROMOTE TALENTS FROM RURAL AREAS -TANZANIA**

“Someday to see a son of poacher playing Tanzania National Team”

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Web: [www.pfc.or.tz](http://www.pfc.or.tz)  
Tanzania.

Email: [info@pfc.or.tz](mailto:info@pfc.or.tz)

P.O Box 1403 Mwanza,

## MESSAGE FROM THE DIRECTOR:



We have actively engaged communities' members living close to National Park, Western corridor of Serengeti National Park and Kijereshi Game Reserve in wildlife Conservation through sports, particularly football. Our goal is to transform poachers into Conservationists and educators.

Recognizing the significance of conservation in enhancing the livelihoods of those living in proximity to wildlife corridors, it is crucial to demonstrate the benefits that the wildlife sector can bring to these communities.

Peace for Conservation uses sports, specifically football, to create awareness about Wildlife conservation. Since 2016, our mission has been to empower future Conservationists through soccer, known as "Soccer for Conservation" Whenever I attend matches organized for wildlife conservation education, I find myself pondering how to support talented youth in rural areas near to National Parks and Game Reserves in becoming professional soccer players in Tanzania. The objective is to provide an Alternative to wildlife poaching and enable those to either join the football clubs, play Tanzania National team or play

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professional soccer in Europe, earning income through football that doesn't involve wildlife poaching.

Realizing the need to foster and nurture youth with football talents living in rural areas close to National Parks and Game Reserves, we aim to prepare them to become professional players in Tanzania and wildlife ambassadors through the synergy of sports and Conservation. As part of this initiative, we established the “**Rhino Cup Champions League Tanzania**” an amateur football league in rural communities surrounding National Parks and wildlife reserves in Western corridor of Serengeti ecosystem Tanzania. The goal is to engage and uplift youth by providing opportunities derived from wildlife sector ultimately reducing wildlife poaching and Supporting livelihoods through football.

Best-talented players scouted during a **Rhino Cup Champions League Tanzania** and Community Football clinic will receive support through:

- 1) Connecting talented players to join a Football Academy to learn football skills.
2. Facilitating the connection of talented players to join secondary school through soccer scholarships.
3. Supporting talented players in joining higher education through soccer Scholarships.

David Leonard Kabambo:

Co-founder and Chief Executive Officer - Peace for Conservation

**01, December 2023. Mwanza, Tanzania**

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### ***RHINO CUP CHAMPIONS LEAGUE TANZANIA***

An amateur football league in rural Tanzania for young men and women located in Communities surrounding Serengeti National Park and Kijereshi Game Reserve-Tanzania. We believe in the power of soccer (football) to communicate with people and create positive Changes in attitudes towards wildlife conservation, freeing young people from poaching. Our goal is to support livelihoods, encourage conservation, and give poaching syndicates the red Card.

Working in collaboration and networking with stakeholders such as football academy, Colleges & universities, football associations, football clubs, coaches, and sports agents Globally, I, David Kabambo, believe that someday, you will see sons of poachers scouted from Rhino Cup Champions League (RCCL Tanzania) playing for the Tanzania National Team, ***Peace for Conservation is a non-profit organization (NGO) based in Tanzania, duly registered under terms and conditions of Non-Governmental Organizations Act of 2002 with registration number OONGO/R2/000394. The organization operates in Tanzania Mainland and in accordance with its governing Constitution and Laws of Tanzania.***

Premier League, UEFA Champions League, or participating in professional football in Europe, America, Asia, and Africa itself. The Rhino Cup Champions League Tanzania operates under the franchise “RHINO CUP CHAMPIONS LEAGUE AFRICA” Other countries in Africa implementing Rhino Cup Champions League include Zimbabwe, Mozambique, and Namibia.

**Our Dream:** Establish the football academy “RCCL Tanzania Soccer Academy” by **2024-2034,**

The main pathway for Tanzanian players living close to protected areas in Tanzania to join Football academies in Africa, Europe, Asia, and America for professional football career Development.

**Our Focus:**

1. Use football to create awareness about wildlife conservation and empower future Conservationists.
2. Provide opportunities for talented players living close to protected areas to be Scouted by local football agents and join football academies.
3. Connect youth with football talents to football clubs, providing income opportunities that doesn't involve wildlife poaching.
4. Connect underprivileged youth from rural areas in Tanzania with football talents to get soccer scholarships for football talent development.

**Business Objectives:**

1. Mentor and manage talented players from underserved and overlooked areas of Sports.
2. Support livelihoods to encourage conservation among youth living close to protected Areas in Tanzania.
3. Manage and grow an amateur football league in communities surrounding National Parks and wildlife reserves in Tanzania to engage and uplift youth, providing Opportunities to decrease wildlife poaching.

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4. Take urgent action to combat climate change and its impacts on wildlife.

### **HOW TO JOIN A FOOTBALL ACADEMY:**

To set your sight on a **professional football journey through an academy**, here's what needed.

- 1) **Commitment:** you must be dedicated to putting in hard work and adhering to the training regime. The training is rigorous and require self –discipline
- 2) **Fundamental skills:** ensure you have a strong in essential such as ball control passing, dribbling and shooting physical all tributes like speed, coordination and ability are important, and good understanding of the game is in a plus
- 3) **Getting noticed:** attend trial matches or skills camp organized by professional clubs or academic to increase your **visibility** .some of scout player at youth tournament
- 4) **Passing trials:** If you are scouted, you will receive an invitation for trial. Coaches will assess you technical ability, physical condition, tactical understanding and altitude
- 5) **Age requirements:** Most academies accept players between 8 and 15 years old, starting at a young age help establish a solid foundation, some academies have Under 18 development squads as well
- 6) **Parental support:** Parents must commit to supporting their academy needs, including transportation, nutrition's, education expenses and providing encouragement
- 7) **Show your best:** bring you're a-game to every trial, display your skills, determination, and potential. If your abilities match what they are looking for, you may receive offer.
- 8) **Stay informed about trial dates with club:** reach out to academy to inquire about assessment opportunities and participate in major youth tournament to increase your chances of being scouted.

**HOW CAN I GET SCOUTED OR ASSESSED FOR TRIAL?** You can directly contact the Academy to inquire about assessment days, attend their scouting camps, gain exposure by Participating in youth tournaments. Many academies also scout players in leagues.

**DO FOOTBALL ACADEMIES OFFER EDUCATION?** Yes, many established academies provide

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on-site classroom education or collaborate with local schools to ensure players maintain a Balance between sports and academics.

### **CRITERIA TO RECRUIT YOUTH WITH FOOTBALL TALENTS LIVING IN RURAL AREAS TO JOIN FOOTBALL ACADEMY PARTNER:**

Scouting youth with football talents living in rural areas close to protected areas in Tanzania aged **under 15, under 17**. Sign a contract with parents on behalf of the player. The first contract is for five (5) years, with an option to add another five (5) years. Additional contracts can be done when a player reaches the third year (3) in his contract.

### **WORKING WITH FOOTBALL ACADEMY PARTNERS FROM (TANZANIA) OR AFRICA:**

1. Players scouted in the village at the age of under 15 and under 17 will be enrolled into Football academy partners for one basic reason: to learn how to become world-class Professional footballers.
2. All costs and expenses associated with joining football academy partners in Tanzania Or Africa will be covered by NGOS –Peace for conservation. . Costs like tuition fees, sports equipment, player insurance, flight tickets, And other costs recommended by football academy partners will be covered by NGOs Peace for conservation.
3. Players will be managed by NGOS-peace for conservation in collaboration with Sports Agents Company. Peace for conservation having the rights of the player. For any business related to a player, the

### **WORKING WITH A FOOTBALL ACADEMY PARTNERS BASED (AFRICA):**

1. Players from Tanzania managed by NGO- Peace for conservation aged under 15 and under 17 will be transferred to football academy Partners based in Africa for a one-year exchange program to learn how to become world-class Professional footballers.
2. All costs and expenses associated with joining football academy partners in Africa will

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be covered by the NGO-peace for conservation Costs like tuition fees, sports equipment, player insurance, flight tickets, and other Costs recommended by football academy partners will be covered by NGO-Peace for conservation.

3. Players will be managed by NGO-Peace for conservation and sports Agent Company having the right to the player. For any business related to a player, the

#### **BUSINESS TO A PLAYER WITHIN PARTNER ACADEMY:**

If the player is sold (gets a new club), Peace for conservation will benefit with sign fees of 10%, and money channel to Conservation Soccer Scholarship (Fund) this will help Peace for conservation to sponsor another youth living in communities close to protected areas through conservation soccer scholarship

#### **CONNECT A PLAYER TO JOIN FOOTBALL ACADEMY BASED AFRICA (PARTNERS):**

Peace for conservation will search for opportunities for Tanzanian players managed by NGOs-peace for conservation to attend football trials in football Academies based in Africa (outside of Tanzania) to be enrolled in football academy Partners based in Africa. NGO peace for conservation, having the right to the player. For any business related to a player, the NGO peace for conservation should be involved.

#### **WHY TANZANIA PLAYERS JOIN FOOTBALL ACADEMY AFRICA FOR ONE YEAR**

##### **(Exchange Program):**

Exchange programs help players from Tanzania to get international exposure and Improve English language communication. All costs related to a player joining a football academy partner based in Africa will be covered by NGO peace for conservation including tuition fees, flight tickets, and other expenses recommended by the partner academy.

#### **JOIN FOOTBALL ACADEMIES OUTSIDE OF AFRICA (EUROPE, AMERICA, AND ASIA)**

Peace for Conservation (NGOs), will Search for opportunities for players to join college/university under **soccer Scholarship programs** in Europe, America, and Asia. Any

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business related to a player managed by NGOs peace for conservation to join a new club, NGO peace for conservation should be informed and be a part of that business.

**SPORTS & Conservation: Recruiting players with football talents from rural areas**  
(overlooked in sports development)

**First Step:** Hire a professional coach with skills and knowledge of scouting talented Players.

Scout youth with football talents from communities close to protected areas in Tanzania and rural communities overlooked in sports development, Connect them to Football academy partner in Tanzania

**Age categories:** Under 15 and Under 17.

**Connect them to football academy partners in Tanzania**, providing secondary education to ensure that players maintain a balance between sports and education. NGO –Peace for conservation will be responsible for covering all costs associated with joining football academy partners in Tanzania and secondary school cost.

**FROM 2024 TO 2030:**

Peace for conservation (NGO) will recruit one player each year and connect them to Football academy partners in Tanzania. After completing secondary education, players will be transferred to football academy partners based in Africa for a one-year Exchange program. This will help players gain international exposure and improve Their English language communication.

**OUR TARGET COUNTRIES IN AFRICA TO SEARCH FOR FOOTBALL ACADEMY PARTNERSHIP:**

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Zambia, Botswana, Namibia, South Africa, Mozambique, Rwanda, Zimbabwe, Seychelles, Uganda, Cape Verde. Morocco, Ghana.

NGO-peace for conservation will search for soccer scholarships or pay tuition fees for college/university partnerships under the CONSERVATION **SOCCER SCHOLARSHIP** initiated by Peace for Conservation.

### **HOW TO CONTACT FOOTBALL ACADEMY:**

Directly contact the football federation in the respective country and ask for a list of the best football academies available.

.> After obtaining the list, NGO –Peace for conservation can submit a letter requesting a partnership.

.> Create a short video clip of players during training, friendly matches, and youth tournaments. The video will be used for marketing purposes to connect players for Soccer scholarships abroad in Europe, Asia, and America.

### **MAINTAIN NETWORKING & COLLABORATION:**

.> Keep searching for network and collaboration opportunities with football academies

From Africa, Europe, and America. Attend meetings organized in these regions related to football business to increase networking and project visibility.

.> Create a database of partners, including football academy partners, football agents, Coaching partners (local and international), and universities/colleges offering soccer Scholarships.

### **CREATE A DATABASE OF PARTNERS:**

1. Football academy partners
2. Football agents
3. Coaches (local & international)

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#### 4. Universities/colleges offering soccer scholarships

##### **CREATE SCHOLARSHIP SCHEME (CONSERVATION SOCCER SCHOLARSHIP)**

.> Beneficiaries of the Conservation Soccer Scholarship will be scouted through Rhino

Cup Champions League Tanzania and Community football clinics in rural areas close to National Park and Game Reserve in Tanzania.

,> Youth with football talents will be awarded Conservation Soccer Scholarships to attend football academies in Tanzania and Africa to balance education and sports.

##### **ALTERNATIVE SOURCE OF FUNDING:**

.> Use approaches like player foster parents,

> Peace for Conservation proposals writing

.> Establish eco-tourism services to raise funds by setting up a campsite for tourists

Visiting Serengeti National Park. Profits will be channeled into the Conservation Soccer Scholarship

> Arts4Wildlife (selling wildlife art to tourists), and

> approach wildlife zoos for Sponsorships.

##### **TARGET COUNTRIES ABROAD FOR PARTNERSHIP AND COLLABORATION (FOOTBALL ACADEMY)**

**EUROPE:** Cyprus, Malta, Andorra, Luxembourg, Liechtenstein, Denmark, Norway, Finland, Greece, Turkey, Serbia, Romania, Israel, Azabakstan & Uzbekistani Portugal, Austria, Australia, Belgium,

**ASIA:** Japan, South Korea, Oman

**AMERICA:** USA, Canada

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### **NETWORKING WITH A LOCAL COACH TO SCOUT TALENTED PLAYERS:**

- .> Peace for conservation will sign contracts with local Tanzanian coaches to scout talented players in rural communities close to protected areas over looked sports development
- .> Contract duration is one month to conduct Community football clinics targeting youth under 15 and under 17. A sample size of 100 youths will participate in Community football clinics, and the best two (2) players will be awarded Conservation Soccer Scholarships.
- .> Costs associated with scouting, meals, accommodation, transportation, sports gear, and beverages during community football clinics will be covered by Peace for Conservation and RCCL Tanzania.

### **OUR TARGET:**

Conducting annual Community football clinics to scout two (2) player best player each year and sponsoring two (2) player to join advanced local football academies in Tanzania. The expectation is to manage a total of 10 players from 2024 to 2030.

### **CONTRACT AGREEMENT TO RECRUIT ELITE PLAYERS FROM RURAL AREAS - TANZANIA:**

- .> Contracts will be made between parents (if the player is under 18) and Peace for conservation Non-Governmental organization (NGO)

Tanzania, outlining the terms and conditions of player recruitment and management.

- .> Players will be informed about deductions from signing fees and other financial details, ensuring transparency and ethical practices

### **COST ANALYSIS FOR ONE PLAYER:**

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,> Peace for conservation ( NGO) will conduct a cost assessment for one player from a village to join a Football academy in Tanzania. The analysis will include tuition fees, school uniforms,

Football shoes, travel expenses, health insurance, and exercise books,

.> similarly, a cost assessment will be done for one player from Tanzania to join an African football academy, covering various expenses.

### **DIGITAL MARKETING IN SPORT:**

.> Peace for conservation ( NGOs) will utilize sport digital marketing to introduce players in the market for soccer scholarships, football trials, foster player parent and International opportunities.

.> Methods include creating **short videos** showcasing player's tactics and skills and creating player profiles for marketing purposes in international opportunities.

### **UNLOCKING OPPORTUNITIES: FUNDING AND INVESTMENT IN AFRICAN FOOTBALL**

As we strive to elevate African football to new heights, the need for sustainable funding and investment has never been more crucial. Despite FIFA playing a big role, we still have our own homework to do. Here are some strategies for clubs and organizations to explore and secure funding opportunities:

#### **Engage with corporate partnerships:**

Foster relationships with corporate entities that share a passion for football. Sponsorship deals, naming rights, and partnerships can provide a vital source of funding for clubs, while also offering visibility and brand exposure.

#### **Leverage Digital and data platforms:** (Digital marketing)

Utilize digital platforms to showcase the Football academy brand and engage with fans globally. This increased visibility can attract potential sponsors and investors who see the value in aligning their brand with a thriving football Academy. For instance, top football data platform, **Eyeball** has this model of providing cameras for free while the academies provide data from games on the platform.

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## **Community Engagement for Crowdfunding**

Engage with the local community through crowdfunding initiatives. Empower fans and local businesses to contribute financially to the football academy success like the case of Athletic Club in Spain and Diambars FC of Senegal.

## **Investor Forums and Conferences:**

- Participate in investor forums and conferences focused on **sports and entertainment**.

- Youth Development Sponsorship:

Highlight the importance of youth development programs and seek sponsorship. Investors interested in nurturing young talent may be keen to support clubs committed to building a strong foundation.

- Player Development Partnerships

Forge partnerships with organizations that are passionate about player development.

Collaborations with football academies, educational institutions, or football data and science facilities can attract --funding for talent nurturing programs.

Let's champion innovation and collaboration as we seek to secure the financial future of African football. By exploring diverse funding streams and building strategic partnerships, we can create a sustainable and prosperous future for our beloved clubs.

## **Costs of Attending an African Football Academy**

One of the biggest considerations for aspiring academy players is cost and funding. Expenses typically include:

- **Tuition** – Annual academy fees which covers coaching, facilities, tournaments etc. From around \$500 to \$5,000 USD for top academies.
- **Accommodation** – Weekly or monthly boarding fees if staying on campus. Around \$100-500 per month.
- **Equipment** – Playing kit, training gear, boots etc. Upfront costs around \$200-500. Ongoing replacement costs.

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- **Transportation** – To and from home plus traveling to matches. Gas and vehicle costs or bus fares.
- **Food** – Meal plans or groceries if cooking. \$100-300 monthly.
- **Education** – If extra tutoring needed beyond classroom lessons. Approx. \$30-60 per hour.

Many academies offer scholarships or financial aid to support talented, **underprivileged youths**. Look for sponsorships from brands, local businesses or your community.

Talk to parents and create a funding plan. Calculate all costs and identify sources of financial support before joining. It's an investment in your future!

### **Top 20 Football Academies in Africa**

Here are 20 of the top academies across Africa right now producing the next generation of talent:

<b>Location</b>	<b>Academy</b>	<b>Age Range</b>
Ghana	Right to Dream Academy	Under 15s
Nigeria	Papilo Football Academy	Under 18s
Kenya	Galaxy Football Academy	Under 15s
South Africa	African Soccer Institute	Under 19s
Egypt	Al Ahly FC Academy	Under 19s
Morocco	Mohammed VI Football Academy	Under 18s
Zambia	ZESCO United Football Academy	Under 15s
Zambia	Power Dynamos Football Academy	Under 15s
Kenya	Express Soccer Academy	Under 18s
Tanzania	Azam FC Academy	Under 19s
Uganda	El Cambio Academy	Under 16s
Zimbabwe	Belgravia Junior Soccer Academy	Under 19s
Tunisia	Espérance Sportive de Tunis Academy	Under 19s
Algeria	PARADOU AC Academy	Under 19s
Ivory Coast	ASEC Mimosas Youth Academy	Under 20s
Kenya	Kipaji Soccer Academy	Under 17s
Ghana	Tima Football Academy	Under 18s
Nigeria	Midas Soccer Academy	Under 15s
Ghana	Dreams Football Club Academy	Under 18s
Nigeria	Bridge House College Football Academy	Under 15s

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