



HBUFC

The Journey.

HOUT BAY UNITED FOOTBALL COMMUNITY

MORE THAN A TEAM. BIGGER THAN A GAME.

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27 years after the end of apartheid, South Africa is according to the World Bank's calculations*, the most unequal country on earth.

**South Africa suffers the highest levels of inequality in the world when measured by the commonly used Gini index. Inequality manifests itself through a skewed income distribution, unequal access to opportunities, and regional disparities.*



Hout Bay. Cape Town. South Africa.

**Photograph taken by Johnny Miller from the TIME magazine article entitled 'The World's most unequal country'*

A small club with a **big** heart. “Uniting our community through the beautiful game”.

We believe in two things:

1. The power of football to unite a diverse community.
2. And the power of a community to transform by investing in our youth together as a unified team.



Community is our soul. Football is the spark that brings us together. The magic is our journey that brings friendship, love, support, understanding, growth & opportunity. Football is just the beginning... We are bigger than a game.

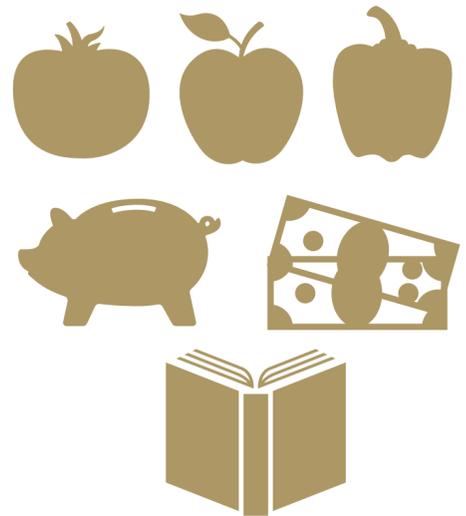
Jürgen Klopp (#1 Fan)



“Fantastic coaches who want to create a better world for kids through football. I was there it was brilliant”

This tiny club at the foot of Africa captures hearts at the very top of the game. Operating as a charity our reach grows far beyond the field - success for us is not just about trophies. We're a club with a heart & soul.

Success is the number of jobs that we can create, the number of community programmes we can run & the number of children we can feed... It's about a community of well rounded moral citizens giving back and continuing to build a better future together.



Hout Bay

Is a beautiful, scenic & culturally diverse community. A true reflection of South Africa, Hout Bay represents not only the racial & cultural diversity, but also the economic divide with rich living alongside poor. Many members of this community carry the scars, guilt & sadness of the apartheid regime, but they also carry the hope, passion & belief in a better future.



United.

Michela, Thepiso & Noah in Hangberg after an U6 match

“HBUFC is trail blazing a way forward for South Africa with their community building. Having spent time with many of the coaches playing 5’s on the football field myself, the positivity & energy is contagious. Sport holds such opportunity for us to come together, build trust and create friendships.”

**Mmusi Maimane.
One SA**



“Football is the magical gateway bringing us together. Breaking down barriers & building trust. We work closely with our beneficiaries and their families on our programmes over many years, across all aspects of their lives. HBUFC is a protective bubble. A family support network that’s constant and stable. A positive influence throughout the life journey of our beneficiaries. Our goal is every individual finding health, fulfilment, employment and community spirit. Eventually giving back into the network offering guidance and mentorship themselves into our community to help build a better future.”

Jeremy Elson. Co-Founder & Trustee. HBUFC.

In the HBUFC model, diverse youth from the Hout Bay community undergo holistic support in two main streams:

1. We capture them with their **‘Football journey’**
2. And then we support and nurture them with their **‘Personal development journey’**



Coach Zwai with Zona at the annual Valley pre primary Sandcastle competition

More than a team. Bigger than a game.

At HBUFC we use football to unite our three distinct communities. We help build the community and develop our youth to be successful thriving citizens. Our mission is through the medium of football we are able to provide a safe and loving environment where youth are able to access further services that nurture, support and empower them to succeed.

Our football teams span all age groups, boys and girls, men and women, from U5's through juniors, youth, teens and adult teams and all levels from social football, fun activities, organised leagues and a high performance programme. Through our activities we are able to bring the community of Hout Bay together both on the football field and in every day interactions. Our belief is that together we can create a shared future for a fractured world.



Our impact.



The U12 HPL team after a summer tournament with coaches Mhamha & Siya

Our Impact.

More than a team. Bigger than the game.

“What HBUFC have created is very special. I’m a fan, I watch their games when I can. Because I live in Hout Bay, it means so much to me that the club is for the people. It works so hard for the community. What it stands for, how it operates reminds me of the big clubs in England & Italy”

Eric Tinkler.
Cape Town City
Head Coach



Tino after winning player of the tournament in the U6's

Community programmes.

We run a number of community programmes, primarily identified by the mentoring role taken on by our coaches & players.



Our short & long term outcomes.

“HBUFC never give up on me. I played in the 1st team and since I was released from the Elite squad a few years ago, I’ve been part of the IPDP program. I’ve worked at a car wash, as a gardener, at a cafe. I’m now learning to read and write and I have a full time job as a Chef in a local company. Next I’m going to do my matric

Quote from Sonny



What we do.



So that these outcomes can occur.

- Football trials and programme intake.
- Professional football coaching to community from Hout Bay.
- Football training.
- Inter-school football matches with diverse schools.
- Access to positive role models as mentors.
- Academic support in numeracy and literacy.
- Homework Support.
- Financial Literacy training.
- Life skills and leadership development training.
- One on one mentorship and support of players.
- Planning, preparation and facilitation of social soccer matches.
- Fitness and nutrition training.
- Planning, preparation and training of professional football matches.
- Engagement of community, and marketing of football matches and team merchandise.
- One on one counselling services as needed to beneficiaries of programmes.
- Community services/ volunteer internships & work readiness training.
- Matric rewrite support and provide access to various academic training as needed.
- Career guidance coaching and support Job Placement.
- Engage local business to support youth/beneficiaries with work placements.
- Match kit provided to all players, training kit provided to older players, accommodation provided for elite squad as needed. Local schools supported with behaviour and discipline issues.

Short term.

- Create a stable environment, with structure and discipline.
- Build a sense of mastery of football.
- Have a sense of belonging to the club and the community.
- Increase in awareness of ones body, and create healthy habits for a healthy lifestyle.
- Youth from Hout Bay are able to build a positive relationship with authority.
- Youth master academic results, and excel at school. Increase in self esteem, and leadership skills.
- An increased ability to engage in healthy sporting activities, and demonstration of good sportsmanship.
- Youth are able to show resilience, and commitment to working towards goals.
- Youth from diverse backgrounds, actively engage with and support one another.
- Youth are able to navigate difficult life circumstances. Youth actively choose healthier lifestyles.
- The Hout Bay community supports and engages with HBUFC teams.
- Beneficiaries create a positive name for HBUFC through community work and general conduct outside of the club.
- Youth successfully navigate their school career.
- Local business and community supports all the clubs endeavours.
- Youth are realistic about career decisions.

Long term.

- HBUFC develop successful, professional football players from the Hout Bay community.
- The Hout Bay community has a sense of pride in football, the youth of houtbay and the community.
- There is a sense of safety and belonging in the Hout Bay Community as a whole.
- HBUFC becomes first of mind with regards to football and youth development.
- Improved standard of living for all members of HBUFC. Individuals are employable and active citizens
- HBUFC has established reputation for producing well rounded, employable young people.

Defining our beneficiaries.

“HBUFC gives their people the edge in life. They’re given chances and opportunity in a loving, pressure free environment. It allows those individuals to become extremely employable, responsible people. Sonny is a pleasure, but he’s still learning. Whenever there’s an issue he’s open to listen and learn and I know Mamzo at HBUFC is always there to help connect. We’re a great team together.

**Quote from Tjarla.
Sonny’s employer**



The Beneficiaries

- Diverse residents of Hout Bay.
- Young and old players from the Hout Bay community.
- Family of players.
- Young people between the ages of 5 and 18.
- Youth pre-disposed to social ill.
- Poor/poverty stricken communities.
- Anyone in the Hout Bay community connected to HBUFC.
- Residents of Hout Bay with a love of football.
- A diverse mix of all social-economic groups.

Activities & Interventions

- Football.
- Elite - adults.
- HPL - teens.
- LFA - adults.
- Sisonke Programme.
- Rainbow Programm.
- Ikasi Leadership.
- Service.
- Education - junior.
- Education - senior.
- Individuals Players pathways.
- Mentors.
- Personal development plan.
- Employment hub.
- Internships.
- Coaching football groups.
- Football Fans / supporters club,
- Ubuntu volunteers programme,

Outcomes & Long Term Impact

- Creating a supportive and stable environment.
- Moral, socially responsible and active citizens.
- Young people who strive for excellence in everything to do.
- Youth have a sense of self belief and higher self esteem.
- Generate a sense of pride in the Hout Bay community.
- Create an environment, where people get to know each other and become more accepting of diverse cultures.
- Create opportunities for youth employment within the Hout Bay community.
- Empower young people to identify and act on opportunities for success.
- Have a sense of belonging to a successful football club.
- A generation of young people with a sense of independence and mastery.
- Enable young people to identify their strengths and plan realistic goals.
- Create a community of young people who see the value in service and community.
- Create successful and socially conscious business across the Hout Bay community.
- Create positive role models for youth of the Hout Bay community.

The ‘C’ is for Community.

Additional facts:

- We have a **child protection** & a **LGBTQ policy** in place.
- Our coaches, staff and mentors all have **police clearances**.
- We have more than **1700 beneficiaries** of our programs.
- We are scoring **9 out of the 17 UN Sustainability goals**.
- We are a **NON-Profit** organisation and our **BEE status is Level I**



Our social Impact.

Your investment grows our impact across our Community increasing to:



1700      

Beneficiaries on our various programmes

Including kids, young adults & disabled persons from all of our communities. Motivated on a pathway, supported with love.

120     

Job opportunities created

For our interns in job specific training & in opportunities within HBUFC on our programmes and in other local businesses through our HBUFC Employment Hub.

500     
per week

Children & families fed

From our Farm either as part of an after programme meal, a pre-match meal or as part of a daily nutrition plan.

40     64,000 hrs/yr

International volunteers accommodated & hours serving in our community

A motivated & trained group of local & international volunteers.

UN Sustainable development goals.

The UN SDG's aim to build a more sustainable, safer and more prosperous planet for all humanity.

HBUFC has various programmes to support and promote no less than 9 of these ambitious goals.



1 NO POVERTY		<p>Many of our community members live in poverty, and by providing job opportunities through our Personal Development Pathway we ensure that no HBUFC adult player lives without an income</p>
2 ZERO HUNGER		<p>An excellent example of our work in this area is the food delivery programme during lockdown. We partnered with various organisations to fund and deliver over 22 000 meals for the impoverished— more than 6 million meals! The HBUFC Bus became a symbol of hope delivering up to 500 food parcels a day.</p>
3 GOOD HEALTH & WELL-BEING		<p>We offer football programmes from age 5 to adult, both competitive and social. Players also receive the opportunity to learn about nutrition and start to feel the benefits of weight loss and increased energy.</p>
4 QUALITY EDUCATION		<p>Various programmes work towards improving the education of our players and members: work readiness training, after-school homework programmes and life skills workshops. We help our adult players without Matric to get their school leaving certificates. We also engage with all local Hout Bay schools to encourage our players to take their studies seriously.</p>
5 GENDER EQUALITY		<p>We have girls and boys playing in teams across all age groups, right the way up to our elite ladies and men's teams. All senior players also undergo training in safeguarding the vulnerable, including education about Gender-Based Violence.</p>
8 DECENT WORK & ECONOMIC GROWTH		<p>We strive to place every single adult footballer, male or female, in employment that matches their skills and interests. HBUFC subsidises salaries to ensure a living wage is received by all players – have a look at our Community Hub Programme to see examples of our work placements within local businesses.</p>
10 REDUCED INEQUALITIES		<p>Our Ubuntu programme provides volunteers and interns from overseas with the opportunity to meet and live with local community members, as well as working together on projects. In addition, HBUFC is a focal point for community-wide interaction across cultures and classes, as can be seen in the diverse and united supporter base at matches, and in all teams.</p>
12 RESPONSIBLE CONSUMPTION & PRODUCTION		<p>HBUFC is in the process of introducing the Zlto Community Currency platform to our structures, through which we can direct responsible spending and an education towards responsible consumption.</p>
15 LIFE ON LAND		<p>Our teams are regularly involved in beach and field cleanups, usually with other NGOs such as the Two Oceans Aquarium Foundation.</p>

NON PROFIT

We are a NON-Profit **(NPO)** and Public Benefit Organisation **(PBO)**.

Our **BEE status** is **Level I** and has a **135% B-BBEE** procurement recognition level for Specialised Enterprises.



GP-S. 012-0123



CERTIFICATE OF REGISTRATION OF NONPROFIT ORGANIZATION

In terms of the Nonprofit Organisation Act, 1997, I am satisfied that

Hout Bay United Football Community (HBUFC) Trust

(name of the organisation)

meets the requirements for registration.

The organisation's name was entered into the register on **29 January 2016**
(date)

Registration number **165-406 NPO**

Director's signature *M. Wijnand*



Department of Social Development

ActivPro Business Solutions
Beneficiary Recognition Certificate
Hout Bay United Football Community Trust

IT000536/2015
NPO Reg No: 165-406
PBO Reg No: 930051398
Address: 28 Victoria Avenue,
Hout Bay, Cape Town. 7806.

98.26%

Sector: Socio Economic Development – Community Upliftment & Sport
Black beneficiary base: 98.26%
B-BBEE SED Recognition: 100%
Issue Date: 27th April, 2021
Expiry Date: 26th April, 2022

This certificate is based on the information provided to ActivPro Business Solutions and is an independent opinion based on the documentation provided by Hout Bay United Football Club. The certificate is based on the gazetted Codes of Good Practice of BBEE.



ACTIVPRO
— Business Solutions —

Peter Ross 27 April, 2021.
Peter Ross, CA (SA)
SAICA No: 00222031

Steps 1 & 2.

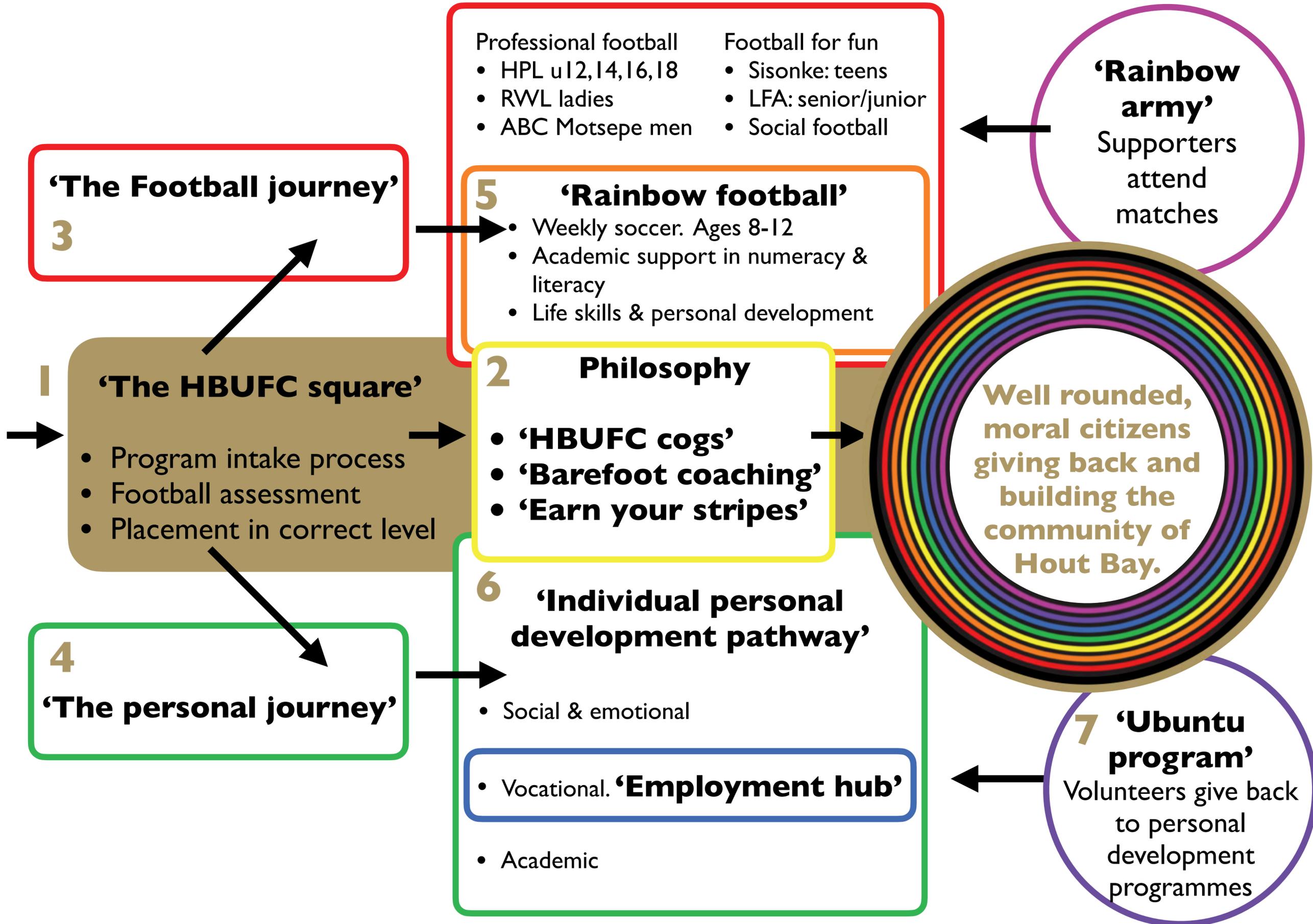
Theory of Change.



Coach Alec at the beginning of a community Rainbow Saturday session.

Here's how we do it. Our **Theory of Change.**

The Journey:
7 Steps to clearly indicate the impact we are having on our Community.



Steps 3 & 4.



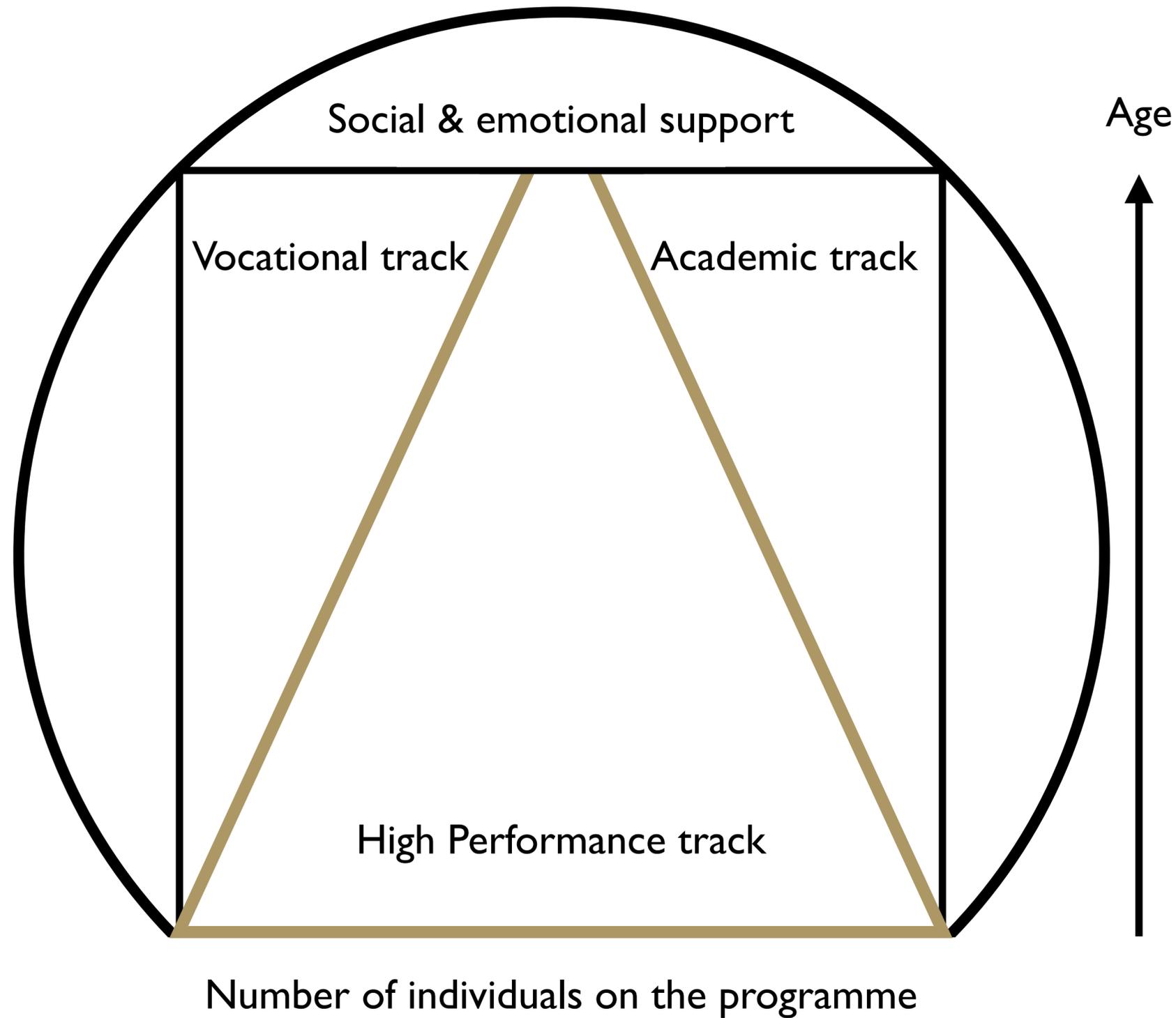
Journey.



The HBUFC 2021 Junior coaching team, many of whom are 1st team HBUFC footballers or Ex pro's

Step 1
The HBUFC square

Vision:
Keep our square square:
No player left behind.



The HBUFC square

Every player in the square receives ongoing social and emotional support, whether they end up as a professional footballer (Which will only be a small percentage of players who begin with us as juniors), in a vocational career, or going the academic route of tertiary education. The ongoing emotional and social support continues for individuals who leave the programmes as a safety net. HBUFC should always be a safe trusted bubble.

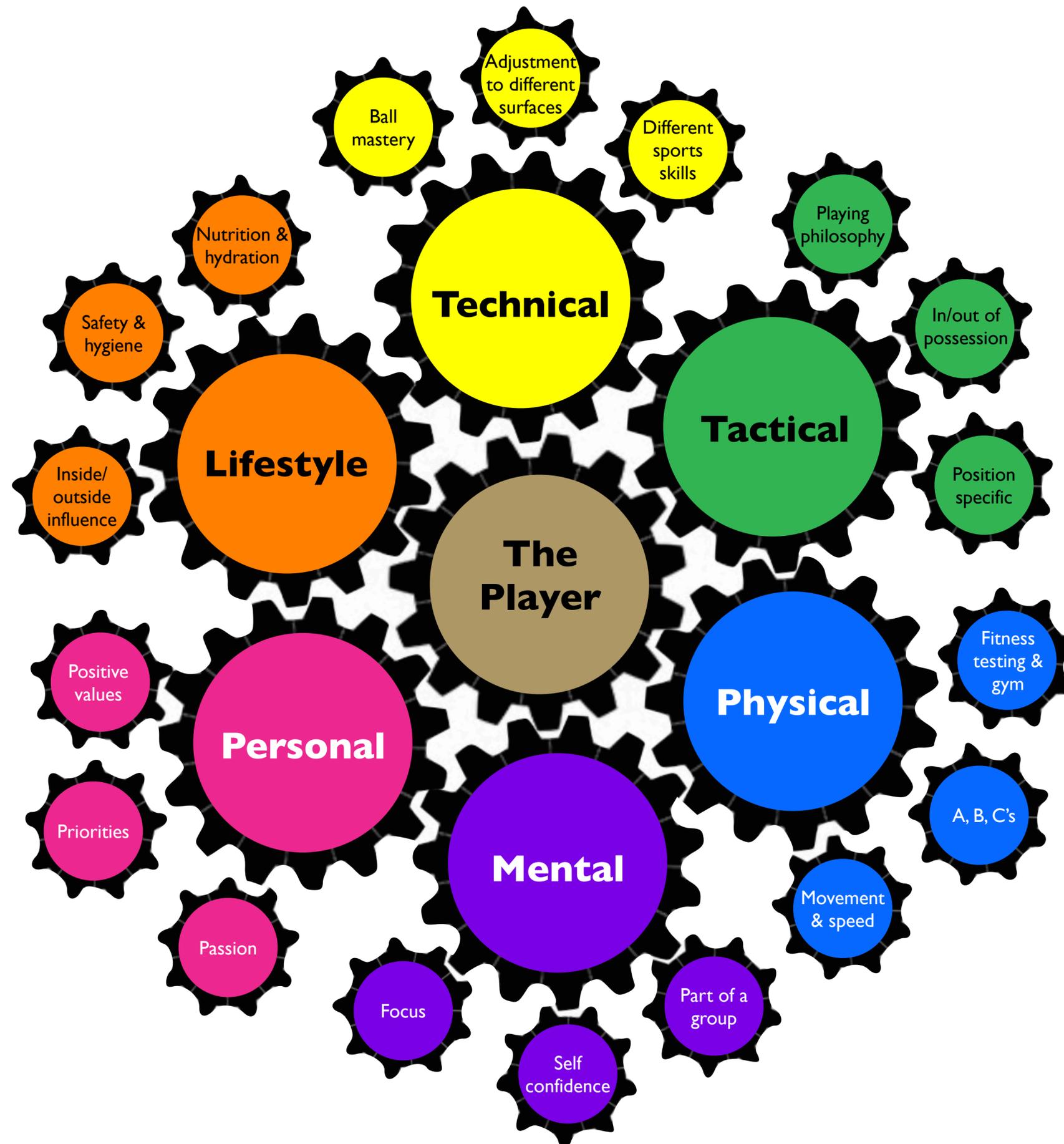
We coach with a player-centred approach, encouraging players to take ownership of their decisions and to learn how to make wise choices. This is done through academic support, mentoring, the offering of various courses and programmes, as well as by encouraging intelligent, thinking football.

Step 2:1

The HBUFC philosophy: **HBUFC Cogs**

Vision:

Our various programmes function as interdependent cogs. Growth in one area leads to change in other areas.



HBUFC Cogs

As a club our various programmes function as interdependent cogs. Movement and growth in one area leads to change in other areas: Improvement off the field will lead to improvement on the field. Only 50% of our focus is on the field. Through this environment and committed mentoring throughout, we give the children and young adults at HBUFC the best chance to be the best players they can be while simultaneously building them to be the best people they can be, ready for work and to be productive, engaged and self confident members of society.

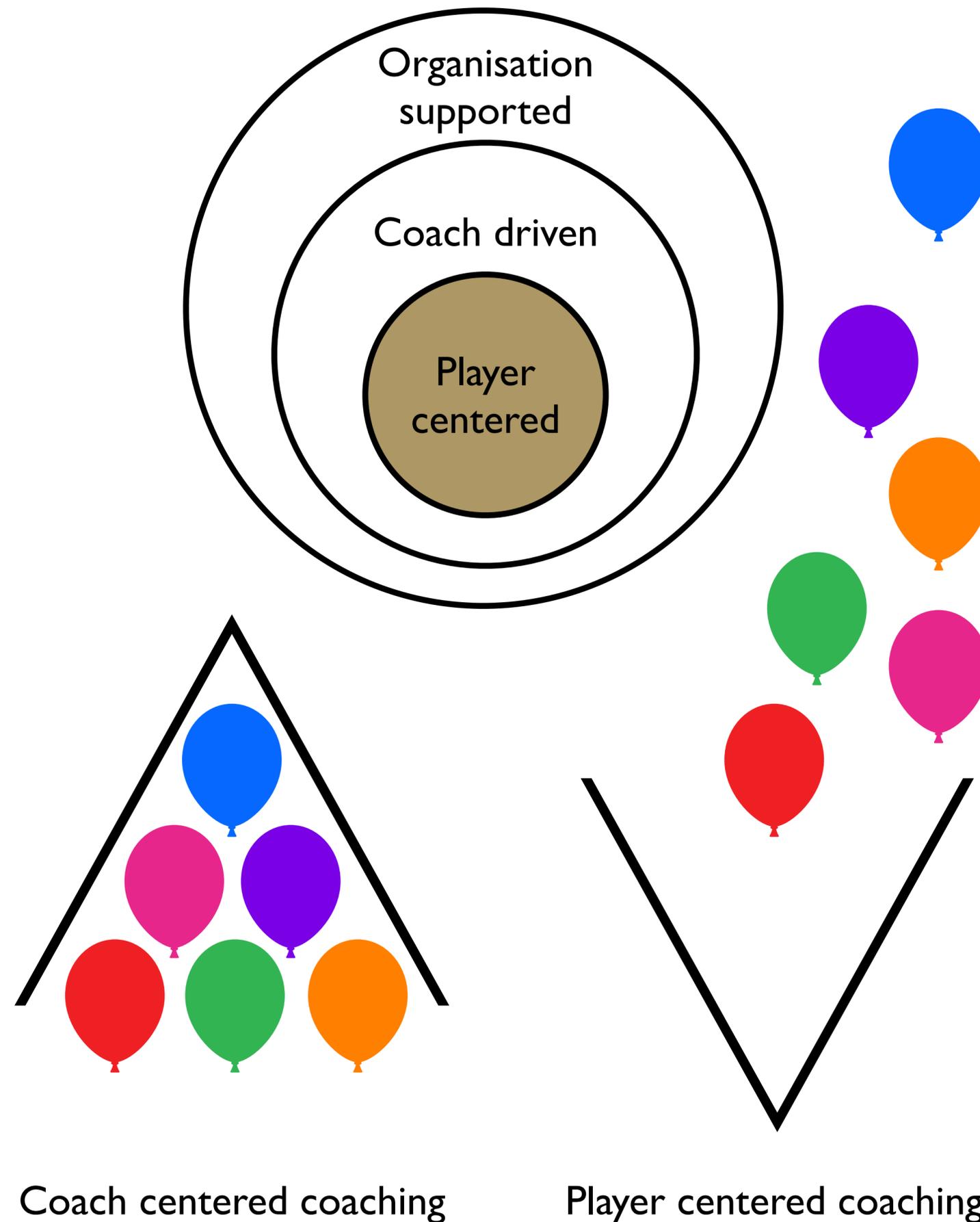
Step 2:2

The HBUFC philosophy:

Barefoot coaching

Vision:

Player centered coaching helps to develop talented people who take responsibility.



Coach centered coaching

Player centered coaching

Barefoot coaching

1. Create & develop a team culture.
2. Use 'Teaching games for understanding'.
3. Use questioning.

A player centered coaching approach helps to develop talented people who take responsibility for their own learning, regardless of their stage of development. On the field and in their own lives. It builds:

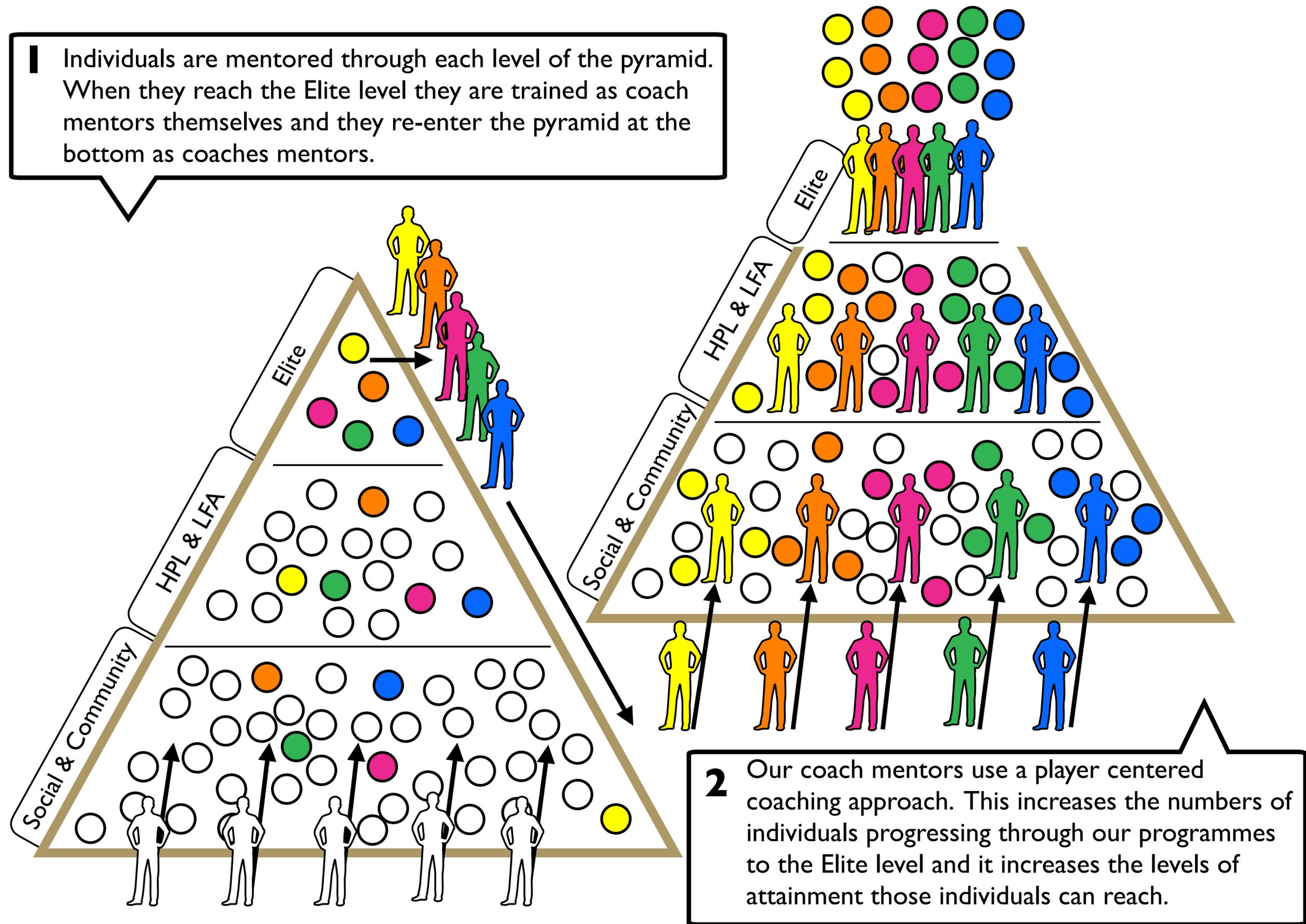
- Development of self awareness.
- Empowering players to make choices.
- Encouraging creative thinking.
- Long term success.
- Build successful team culture.
- Game sense.
- Emotional intelligence.
- Ownership & responsibility.
- Individuality.
- Decision making.

Step 2:3

The HBUFC philosophy:

Mentorship updraft

As individuals in the community see hard work bring success & as individuals succeed within the structure an updraft of success is created. As more mentors enter the system more individuals succeed to higher levels.



Step 2:4

The HBUFC philosophy:

Earn your stripes

Vision:

Seven

characteristics we seek to develop & grow in all our HBUFC community members.



Grit: Resilience, Commitment, Tenacity, Courage

Growth: New skills & knowledge, A desire to learn, Self improvement

Respect: Manners, Sportsmanship, Neatness, Cleanliness, Humility

Community spirit: Compassion, Care for Nature, Non-Racism

Excellence: In football and all our work

Unity: Communication, Honesty, Assuming the best

Leadership: Punctual, Healthy lifestyle, Inspiring

The 7 characteristics of “Earn your stripes”.

Earn your stripes

An ethos doesn't come from signs on the wall or pictures on the website, it comes from the way we live and act every day, in our dealings with people internally and externally - how we treat the CEO of our biggest sponsor, or the homeless man in the bus shelter opposite our offices.

To internalise and grow the culture that we want, HBUFC developed 'Earn your stripes', seven characteristics which we seek to develop and grow in all our HBUFC community members and which are key elements behind the design of every programme we offer.

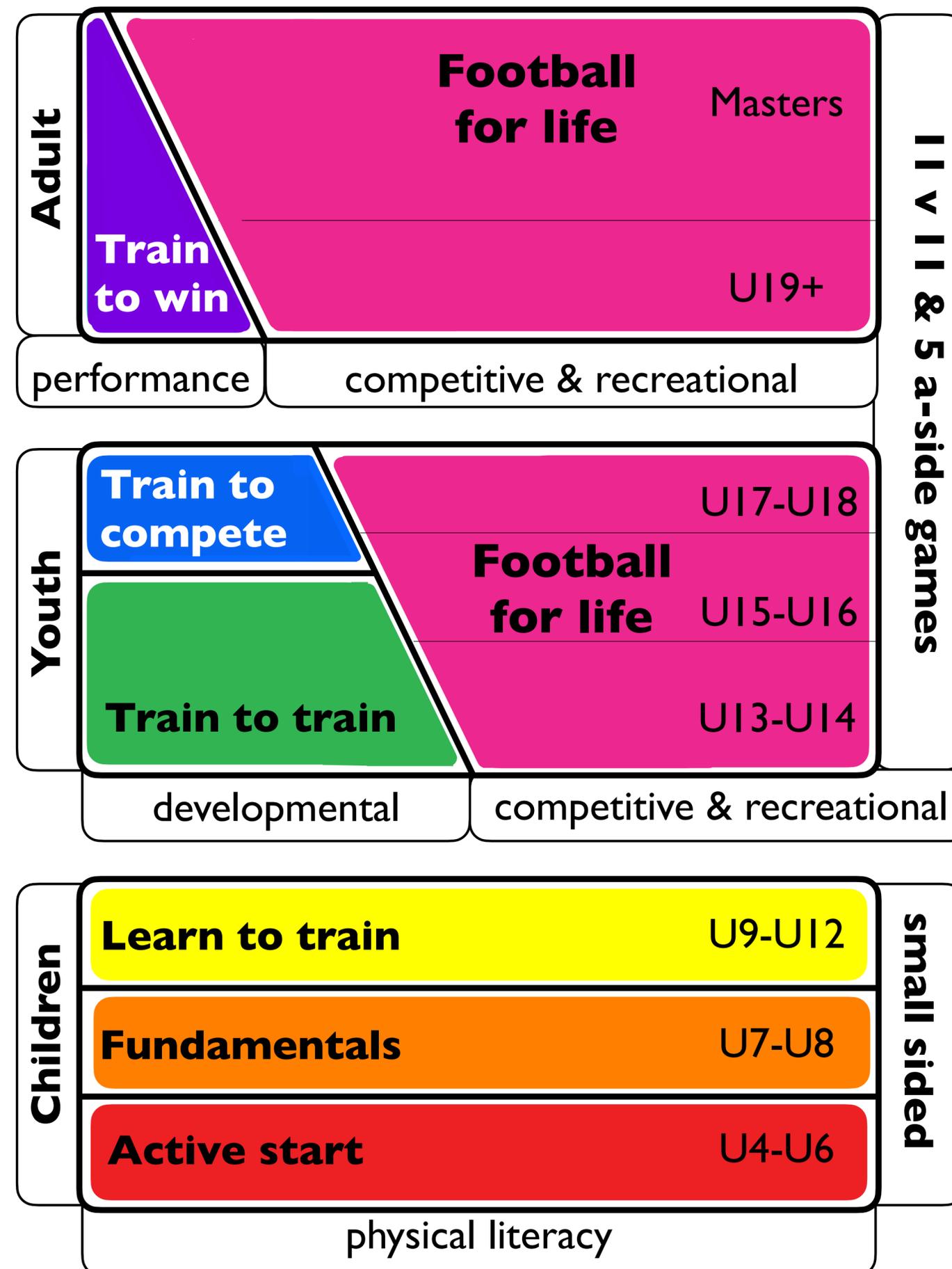
Step 3:1

The Football journey:

L.T.A.D.

Vision:

Long Term Athlete Development is a framework that breaks a player's development into different categories according to age.



L.T.A.D.

The Long Term Athlete Development model is built on the following 10 factors:

1. Physical literacy.
2. Specialisation.
3. Age.
4. Trainability.
5. Intellectual, emotional and moral development.
6. Excellence takes time.
7. Periodisation.
8. Competition.
9. System alignment & integration.
10. Continuous improvement.

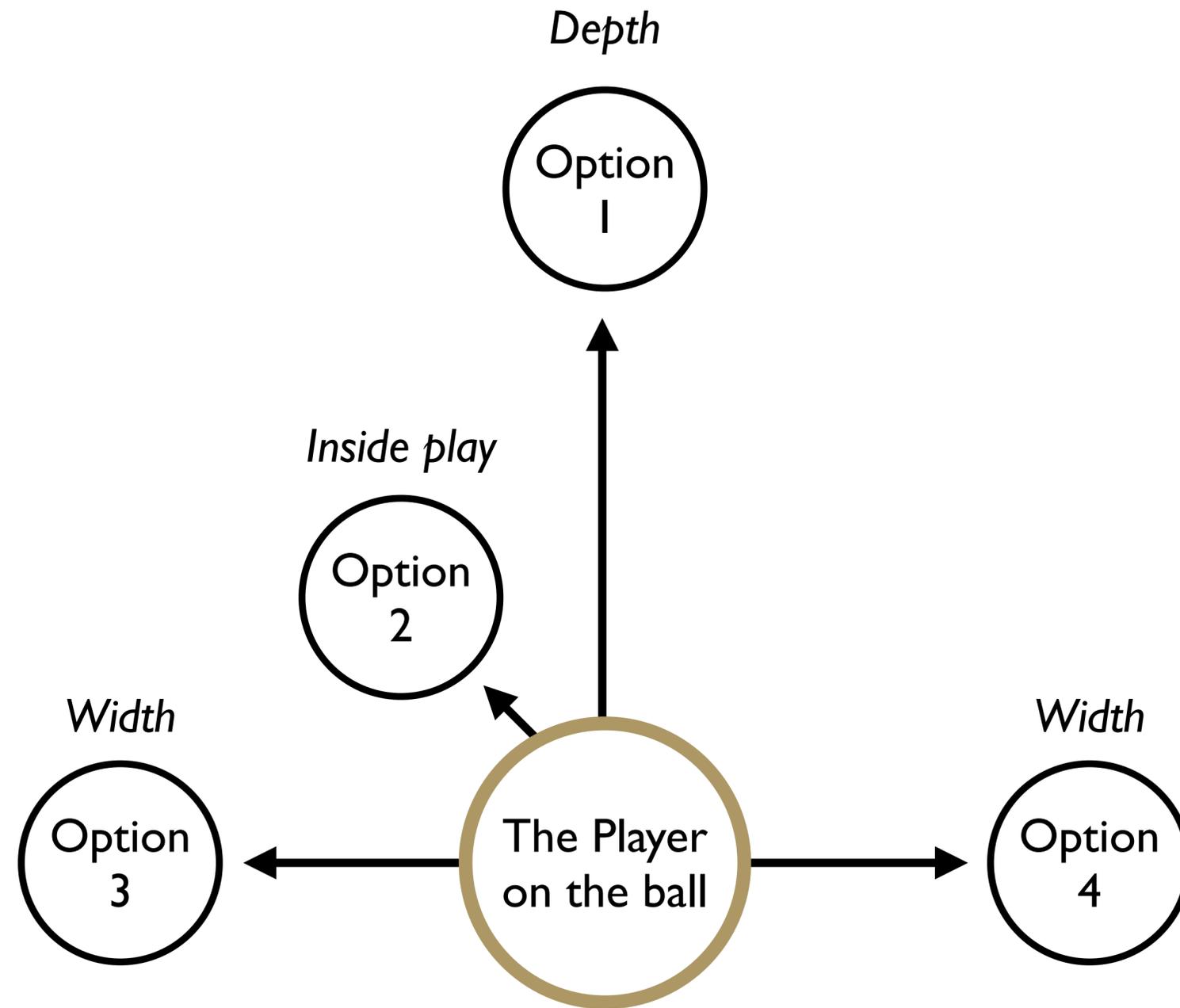
Step 3:2

The Football journey:

Football development.

Vision:

HBUFC seeks to play attractive, possession based football, with a clear methodology that allows the team to play through the thirds of the field.



HBUFC Methodology teaches players off the ball to move into space to always offer the player on the ball 4 passing options: 2 width, 1 depth and an inside pass.

Football development

Football development is covered in full in the coaching curriculums for each age group, which capture the 'HBUFC way'

Our development is reflected in:

- The three **Key factors** (Defending, Attacking and Possession), each of which is broken down into further components. Players are assessed based on these key factors.
- Our **Methodology** (Width, depth, inside play, communication & ball control) each of which is broken down into further components.
- The inclusion of **Deliberate Practice** at all levels.
- **Periodisation** of training according to the time of the season.

Step 4

The Personal journey:

I.P.D.P.

Vision:

We aim to create a safe, positive environment that gives each individual the best chance to become the very best that they can be.

On and **off** the field.



1
Lifestyle & Education goals

- CV
- Employment record.
- School record.
- Work readiness courses.
- Internships.

2
Community work

- Volunteer work history. Individuals offer 2 hours service per week.
- Areas of interest

3
Long Term Athletic Development (L.T.A.D.)

- Fitness records.
- Medical records.
- Psychological records.

4
Football Development - tactical knowledge, mental resilience & technical skills

- Minutes of 1 on 1 sessions
- Happiness levels
- Playing reports
- Playing records

The I.P.D.P. is a structure to plan and monitor the development of the whole player. On and off the field.

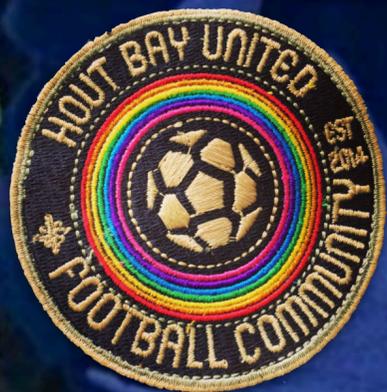
Individual Player Development Pathway

On selection to the U12 squad, a file is opened for players capturing detailed information around 4 main areas, on and off the field: Lifestyle & education, community work, athletic & football development .

We monitor our activities & impact using the powerful **Poverty Stoplight** tool, with each player surveyed for a baseline and then again monitored annually. At all times, we seek to develop players & offer support to allow them to reach their full potential in line with our philosophy. HBUFC employs positive management and seeks to create a positive solution driven culture among our individuals. We serve our people like family members always striving to find solutions and offer chances of rehabilitation & learning.

Steps 5 - 7.

Community.



Emelio having fun with Sarah during the weekly session our Elite team have with HBPWD association

Step 5 Rainbow football

Vision:

All the schools from the various communities come together, the children are mixed up to play football, interact and make friends.



Maurena helping some young learners with their woodworks after Rainbow football

Rainbow football

Every week U8 & U10 teams from all the primary schools across Hout Bay are brought together, mixed up and split into teams to play 1 hour of football with friends from different communities in Hout Bay followed by a 1 hour academic support session. This is grass roots community building.

1 hour of Football3:

Three halves, no refs: A different way to play. There's a focus on fair play, equality and team work. Football3 stands for respect, togetherness and builds confidence in young people.

1 hour of School in a box:

School in a box offers iPad based academic support. It allows the kids to mix up and sit together, but to work at different levels.

Step 6 Employment hub

Vision:

HBUFC has a goal of every individual finding health, fulfilment & full time employment.



Bryn helping Emelio learn the Mica inventory system during his work placement

We offer various educational programmes for our players and coaches:

- Assisting players with getting their matric
- Literacy lessons for illiterate players
- Coaching courses for coaches, run by various organisations
- Child safeguarding training
- Online courses in personal development

Employment hub

We take the principles in the Personal Development Pathway and put them into practice. On average, at any given time, over 90% of our senior players are employed through this programme. After interviews and assessments, all players are taken through a Work Readiness Course, child safeguarding training, and police clearance checks. We then seek to place them into suitable part-time employment to enable them to both gain work experience and earn an income while pursuing their football careers.

HBUFC sources funds to supplement salaries so that our players are earning a living wage, while motivating local businesses to take on good staff who they are able to afford, even in difficult economic times.

Step 7 Ubuntu volunteer programme.

“I fell in love with the holistic approach of HBUFC and how it has an impact on the community. HBUFC changed me and with me, HBUFC changed.”

Nicola Manduzio.
Volunteer 2019



*Nico with some young learners
after Rainbow football*

Ubuntu volunteer programme.

Through our Ubuntu programme, we recruit volunteers from abroad who work in the Club as well as local schools and NGOs. The income generated from this programme allows us to accommodate players and coaches in a safe environment, with mentors on site. We have between 4 and 6 players being accommodated and receiving mentorship at any given time.

The volunteers all stay with players and staff from HBUFC for a minimum of 3 months, offering an amazing life experience for all parties with each learning about a new culture.

We are united.

