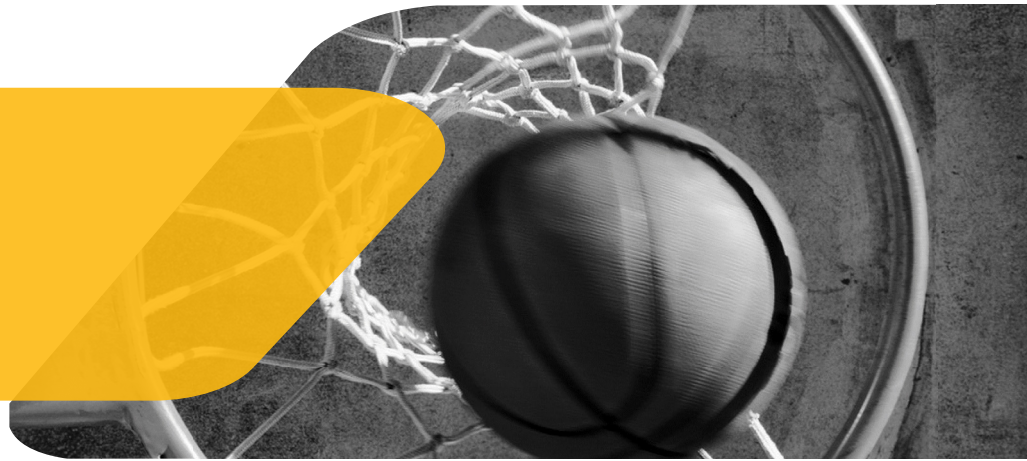


# AFRICAN YOUTH LEADERS



## INTRODUCTION

The FIBA Foundation African Youth Leadership Program was designed to enhance the skills of youth leaders in the domain of community basketball academies across Africa. The program focused on four critical areas: Recruitment & Growth, Formalisation & Operationalising, Financial Planning & Fundraising, and Marketing & Branding. It brought together 13 participants from several African countries, utilizing both online group sessions and 1:1 mentorship to provide comprehensive support and guidance.

## PROJECT MODEL

The program was structured in two parts: the initial in person 3 day boot camp followed by a three month mentorship series consisting of mentorship sessions. Group sessions, conducted on Zoom, introduced key topics and facilitated peer interaction, while the 1:1 mentorship sessions offered personalized follow-up and support. These mentorship sessions were conducted through flexible mediums like WhatsApp, accommodating participants' schedules and fostering a comfortable environment for discussing individual needs and challenges.

The group sessions covered essential aspects of formalizing and operationalizing basketball academies, as well as financial planning and fundraising strategies. WhatsApp groups facilitated communication and improved attendance rates. Recorded sessions were shared with mentees to ensure continuity despite scheduling conflicts.

## TARGET IMPACTS

The program aimed to achieve several key impact targets:

- ✓ **Formalisation & Operationalising:**  
-Ensuring community basketball academies follow legal processes and implement sustainable operational practices to maximize longevity and effectiveness.
- ✓ **Finances & Fundraising:**  
-Equipping academy leaders with the skills to map current financial performance, project future finances, and explore sustainable revenue streams. This included training on fundraising techniques and developing compelling pitches for potential funders.
- ✓ **Recruitment & Growth:**  
Enhancing understanding of the recruitment and selection process to foster sustainable growth and stability within the academies. This involved strategies for increasing staff capacity and acquiring new members.
- ✓ **Marketing & Branding:**  
Assisting leaders in creating and communicating content effectively to enhance exposure to target audiences, funders, and support organizations. Emphasis was placed on distribution strategies and best practices for UI/UX in sport-based institutions.

Through these comprehensive sessions, the program aimed to empower youth leaders with the knowledge and tools necessary to ensure the success and sustainability of their community basketball academies.

## ABOUT IMPACT TANK



- We are Namibia's first social impact venture builder, founded in 2020.
- Our projects focus on 3 thematic areas: Emerging Technology, Blue & Green economy and Indigenous knowledge.
- We aim to impact the lives of thousands of Namibians and inspire further action by the market.
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