

Cricket youth development, feeding scheme and homeless aid project



Content

The project offers members of marginalised communities the opportunity to flourish and develop in their quest to live a better life. Sport development for youth and aid to homeless people are the central areas the project work in as we believe they are the most neglected and most in need of sustainable upliftment. The project has numerous volunteers from the community who participate in offering assistance. Sport coaches are well trained and are aware of the sporting needs and the mental health issues which some participants deal with. The same goes for homeless people where there exists a vast array of tasks which need to be carried out in order for personal development of beneficiaries to take place. The project envisions a sustainable service offering expertise in these fields. Service-users thrive in caring environments where ongoing support is rendered.

**Trade to Aid Sport Ltd/Sport
Care Access Ltd**

**Matrix Business Centre,
Highview House, 167 Station
Road, Edgware, London,
United Kingdom, HA8 7JU**

Freephone: 03304401080

Mobile: +44 7725752984

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TRADE TO AID SPORT

SPONSOR OF PROJECT: Diamond Trading FX

PROJECT REPORT/SOUTH AFRICA

South African Development Cricket Project consists of the following:

- Cricket development for youth
- Homeless Project (Food Aid/Advice, Cricket exercises for better mental health)
- Feeding scheme for children (Cricket games for better mental health)

Project Location: East London, Eastern Cape, South Africa



CRICKET DEVELOPMENT FOR YOUTH

EXECUTIVE SUMMARY

Community Revive addresses the vast needs of youth in schools and on the streets of the Eastern Cape, South Africa. Offering skills training, games and game-based coaching we aim to develop the skills of boys and girls who would normally not ever receive this opportunity.

Many children possess underlying mental health problems which are caused through a number of reasons ie. Poor domestic home circumstance, abuse and drug abuse to name a few. Playing cricket in a trusting and friendly environment where youth feel safe is essential and this is precisely what we provide. Children in the programme build their self-esteem and confidence, advance their cricket ability and have a chance to express themselves in this safe environment. Opportunities exist for youth in the programme as those who show talent are given specialized coaching and training. We aim to identify schools in the poorest areas where the need is greatest. We plan to engage teachers in the programme and encourage parents to become involved. Building a solid support system for youth in the programme is of utmost importance and is key to their development as sportmen/women.

We are currently establishing working partners and volunteers to join the programme.

Participating Schools

- AW Barnes Peimary School	30 children	23 boys/7 girls	
- East London Primary School	40 children	40 boys	
- St Johns Rd Primary School	40 children	35 boys/5 girls	
- Parkside Primary School	40 children	35 boys /5 girls	

Great opportunities for youth cricketers

The manner in which South African cricketers have conducted themselves on the field of play against all-comers over the past few years has revitalised interest in the game at grass-roots level and more and more primary schools throughout the length and breadth of the land are now beginning to lay down nets, acquiring bats, balls and wickets for coaching purposes and hiring coaches to teach the rudimentary elements of the game to children as young as seven years of age. Of course, it is mainly the more affluent schools which can afford the expense of providing the necessary equipment and suitable coaches for this, while the poorer

education establishments are dependent on the government and private donations for cricket kit. In this regard it is great to see people in departments such as Sport and Recreation doing what they can for these kids.

It is also encouraging to note that private individuals, notably retired cricketers, are donating cricket kit and lending a hand where they can on the coaching side of things. As a result, one sees mini cricket matches taking place all over the townships and school backyards as thousands of children of both sexes and various race groups come out at weekends to enjoy a bit of fresh air and to learn to handle a cricket bat and ball.

The recent victory by South Africa over Australia in the recent ICC World Test final at Lords, London, United Kingdom also gave the game a welcome boost. From all accounts abundant natural talent abounds among youngsters who have never lifted a cricket bat or bowled a ball in their lives and special talent is identified and given special treatment.

So if the development projects now under way continue as they are at present, it should not be too long before competition for places in age-group and provincial teams becomes more and more intense.

Good for the game but not too good hopefully for the country's international opposition in the years to come.

Project location and conditions

East London's, Eastern Cape, South Africa townships face significant challenges including high unemployment, inadequate housing, and limited access to basic services. These conditions are often exacerbated by factors like poverty, crime, and a lack of educational opportunities.

Here's a more detailed look at the issues:

1. Socioeconomic Challenges:

High Unemployment:

Unemployment rates are notably higher in townships compared to more affluent areas of East London. This contributes to a cycle of poverty and dependence on social grants.

Poverty:

Many township residents live below the poverty line, struggling to afford basic necessities like food, clothing, and healthcare.

Limited Economic Opportunities:

Access to education, job training, and entrepreneurial support is often restricted, hindering residents' ability to improve their socioeconomic status.

2. Infrastructure and Service Delivery Deficiencies:

Inadequate Housing:

Many township residents live in informal settlements with overcrowded and dilapidated housing, lacking basic amenities like proper sanitation and waste management.

Poor Access to Basic Services:

Access to clean water, sanitation, electricity, and healthcare can be limited or unreliable in some townships.

Under-Resourced Schools:

Schools in townships often face challenges such as a lack of resources, large class sizes, and poorly trained teachers, impacting the quality of education.

3. Social Issues:

Crime and Violence:

Townships often experience higher rates of crime and violence, creating a sense of insecurity and fear among residents.

Substance Abuse:

Substance abuse, including alcohol and drug addiction, is a significant social problem in many townships, contributing to various social and economic problems.

Health Issues:

Townships face a higher burden of diseases such as HIV/AIDS, tuberculosis, and other infectious diseases, often linked to poverty, poor living conditions, and limited access to healthcare.

Lack of Social Support:

Social support systems may be inadequate, leaving vulnerable individuals and families with limited access to assistance during times of hardship.

4. Environmental Concerns:

Poor Sanitation:

Inadequate sanitation infrastructure in townships can lead to environmental pollution and health risks.

Waste Management Issues:

Lack of proper waste management systems can result in unsanitary living conditions and environmental degradation.

Water Scarcity:

In some townships, water scarcity is a serious issue, particularly during dry seasons, affecting both human consumption and agricultural activities.

The schools are located in poor and impoverished areas with many of the childrens parents without jobs. Children are given food at school and their welfare needs accommodated. The project are in the process of recruiting teachers to become trained as coaches and to become involved in the project. There has been a great interest so far



Our Mission

Our mission is :

- To transform lives by providing a structured cricket development programme which helps youth reach their full potential as sportsman/woman and build their character and personality in such ways to assist them later in life.
- To offer a pathway programme for youth in order to develop the skills of the individual to the highest standard.
- To allow this sport opportunity for youth to impact their academic performance at school.
- To assist youth in communicating with family in the home environment.
- To impact participants mental health positively, to build self-esteem and confidence with peers and around them in broader society.
- To offer youth a vision of a prospective career in sport once schooling is complete. ie. as a coach or sport administrator
- To include youth with disabilities and ensure special attention and care is placed on their development and future opportunities.
- To develop a volunteer base serving the projects
- To ensure all participants are safeguarded in a safe, friendly and comfortable environment.
- To involve parents as coaches and support their children in the programme.
- Increase qualified coaches within schools offering incentives for service.



Programme progress and results

The project activity programme incorporated a vast set of skill routines, game-based coaching, talks on leadership, captaincy and game strategy. We also used a question/answer session to address youth needs which are carried out by the qualified coaches. Players carried out practice drills and worked with each other in small groups to practice skill sets.

Following is the programme and set skill routine the players will follow:

- Introduction to session by coach
- Health and safety brief
- Register

Batting drills

Selected shots or ways to hit the ball in different directions was used in cricket. We focussed on the many different shots to be played to score runs/points and ensure that the children develop through repetition and discussion. We set them in groups and pairs in order to practice. This was also used as a team-building exercise where children had the opportunity to work with all in the group. The coaches chose to work and help specific children who seem to struggle grasping the shot. This was repeated at each practice. We also introduced batting games which made the exercise fun for the group.

Bowling drills

Bowling is when the individual deliver the ball to the batsman across a pitch of 22 yards. There are different bowling styles and we assisted players develop there own style and help them with developing their technique. We used bowling exercises and aiming at certain areas of the wickets which the bowler had to hit in order to get the batsman dismissed.

Fielding drills

Fielders were set out standing in the outfield waiting for the ball that is struck by the batsmen. There are certain styles of fielding which are efficient and quick. We used fielding drills and games to improve fielding skills

Catching drills

We assisted players in developing short catch and high catch skills through working techniques and using repetitive drills in fun ways.

Wicket-keeping drills

The wicket keeper stands behind the wickets of the batsman hitting. He is a fielder. This is a very important specialist position. We teach the art of wicket keeping with skills training and routines to help the player in this position develop.

Analysis of tasks and skills training –talent count

<u>Bowling tasks</u>	<u>Potential youth for development</u>	<u>No of pathway talent youth</u>	<u>Batting tasks</u>	<u>No of pathway talent</u>	<u>Fielding and catching tasks</u>	<u>No of pathway talent</u>
<u>AW Barnes Primary</u>	<u>7</u>	4	<u>Development good 55%</u>	6	<u>Skill score 70%</u>	7
<u>East London PS</u>	<u>13</u>	9	<u>Development excellent 70%</u>	11	<u>Skill score 85%</u>	12
<u>St Johns Rd PS</u>	<u>2</u>	3	<u>Development Poor 35%</u>	2	<u>Skill score 40%</u>	6
<u>Parkside PS</u>	<u>6</u>	7	<u>Development good 40%</u>	4	<u>Skill score 65%</u>	8





HOMELESS PROJECT



Homelessness in the Eastern Cape, South Africa is a significant issue, with economic factors being the primary driver. Recent floods have exacerbated the problem, leaving thousands homeless and causing widespread damage. The province is experiencing a crisis in its disaster management system, with inadequate preparation and funding leading to a delayed and insufficient response.

Key Factors Contributing to Homelessness:

Economic hardship:

A large majority (85.2%) of homeless individuals in the Eastern Cape cite economic reasons as the main cause of their homelessness. This includes job loss, poverty, and lack of access to affordable housing.

Flooding and natural disasters:

Devastating floods in February 2023, for example, left over 1,500 families homeless and caused significant damage to infrastructure. Recent reports indicate nearly 10,000 people were left homeless and 57 dead after flooding, according to a Facebook post.

Lack of disaster preparedness:

The Eastern Cape government has been criticized for its inadequate disaster management system, with insufficient funding and leadership. This includes a failure to adequately prepare for escalating climate risks and a lack of resources allocated to disaster readiness.

Current Situation:

Thousands displaced:

Following recent floods, thousands of people have been displaced and are seeking refuge in temporary shelters.

Infrastructure damage:

Flooding has caused severe damage to homes, schools, and infrastructure, including water and electricity supplies.

Humanitarian response:

Various organizations, including the UN and Gift of the Givers, are providing support to flood victims, including food, clothing, and shelter.

Calls for action:

There are growing calls for the government to improve disaster management, prioritize affordable housing, and provide support services for the homeless.

Moving Forward:

Comprehensive policies:

Advocating for comprehensive policies that address the root causes of homelessness, including affordable housing, social welfare programs, and mental health services, is crucial.

Support services:

Providing vocational training, job placement assistance, and mental health support can help individuals break the cycle of homelessness.

Community involvement:

Fostering compassion and understanding through destigmatizing homelessness and encouraging community involvement is essential.

EXECUTIVE SUMMARY

Community Revive Project is dedicated to addressing homelessness in East London, Eastern Cape, South Africa, through comprehensive community outreach programs. Our core purpose is to empower vulnerable individuals by providing essential resources and support to foster sustainable change. We targeted local residents, businesses, and organizations committed to social responsibility and community development. Our unique value lies in our deep-rooted connections within the community and our ability to create tailored solutions that address the specific needs of East London's homeless population. By leveraging local partnerships, we strive to drive meaningful impact and enhance the quality of life for those in need.

Mission

Our mission is to transform lives by providing holistic support that empowers the homeless population of East London to achieve self-sufficiency and dignity.

Homeless service

- Food Aid/ Referral to hospital A&E
- Advice on the street
- Referral service to projects in local area



Food aid/referral

Food aid was distributed in different areas of the city of East London. Places where homeless people frequently gather are near shops, car lots, buildings and enclosed places such as hallways in blocks of flats etc. The project on a daily basis sought out these individuals and reached out with food parcels and physically taking them to supermarkets and shops to buy

food. We also continued making enquiries into their health needs and assisted with funds to reach a hospital if need be for treatment.

The response was excellent and immediately impacted service-users attitude. Most were surprised at the assistance and indicated that the project would be welcomed by the community. The project also received positive feedback from owners of shops and people such as police officers, security guards and members of the public

Problem

East London faces a significant homelessness challenge, with many individuals lacking access to basic necessities, social services, and opportunities for self-improvement. This issue is compounded by limited resources and social support systems.



Solution

Community Revive approached this problem with outreach that offered food-aid, healthcare referral, and advice to education and employment opportunities. We focussed on creating personalized action plans for each individual, fostering sustainable change through empowerment.

Homeless woman aid

The project assisted homeless woman in different areas of the city. The following areas of the city received the project service:

- Vincent
- Southernwood
- Berea
- Nahoon



Clients served with food aid and assistance: 280 (persons with and without disabilities)

Male: 150 Female: 75 Children: 55

Referrals to hospital: 115

Accommodation funds: 125



Homeless Youth

The project assisted many homeless youth in the city and it was evident that they travel by foot into the CBD area to look for food. Each day the project met with youth and counselled them discussing important issues such as schooling, health and wellness, wellness of their family members and mental health issue such as anxiety and depression.

On a daily basis the project would meet the same youth and it was evident that the support we were offering helped them feel better and they responded well. Children are often left to fend for themselves on the streets. The project looked into ways of setting up a long-term support facility to give youth a place of safety during the day with organised activities. The project is planning to implement this in the future with the sponsor.

The time spent in East London was productive and feedback from community was extremely encouraging. The project have received offers of individuals offering services as volunteers and although the project time was short it was enough to understand what is needed for the future for youth homelessness and how we can contribute.

The following are key areas the project will contribute in the second phase:

- Daily meals
- Mental health support
- Education
- Health and welfare referrals

It is important the project network with other organisations and it will do so in the future. Initial contact was made with staff of schools and discussions were held on how best to assist this group of homeless youth.

Conclusion

There is a great need to offer a sustainable service to the community in the city. Community members, although experiencing hard times, are resilient and look for opportunities. This is positive and bodes well for homeless people finding assistance and building their lives again.

Unfortunately local government funding is not available and support from existing organisations suffer because of this. The project are extremely grateful to Diamond Trading FX for the incredible sponsor it has received, which will make a profound impact on this community in the future.

The project understands that it will take time to gain traction and make a lasting impact in peoples lives as there is such a great need in the city. The results we achieved were excellent but the important thing to not is it has to be a sustained approach to the work we do for the long-term



WE THANK THE BOARD OF DIRECTORS AND STAFF AT DIAMOND TRADING FX FOR GIVING THE PROJECT A TRULY INCREDIBLE SPONSORSHIP.AND OPPORTUNITY TO CHANGE LIVES PROFOUNDLY WHEREVER WE WORK.
