



KENYAN AMERICAN SOCCER EXCHANGE

What is KASE?

CARE is working with Nike Inc. and Mathare Youth Sports Association (MYSA) to demonstrate the powerful benefit sport can have for empowering girls and developing youth leaders. KASE, the Kenyan American Soccer Exchange, helps young Kenyan women and girls build self-esteem, develop leadership skills and strengthen relationships and, through sport, be the agents of their own development. CARE, Nike and MYSA are working together in Kenya because it has one of the highest rates of orphan and vulnerable children and a distinct need for positive role models and coaches.

Key Components of KASE:

- A team of 16 players and two coaches from the MYSA girls soccer program will play exhibition games in Atlanta, Long Beach, San Diego, Los Angeles, and Portland in April 2008. Opponents will be Nike-supported girls club teams of the same age and skill level.
- The KASE Girls USA Tour will focus on cultural exchange to enable networking and partnerships to develop between the Kenyan and American girls' teams. The exchange will also provide Kenyan coaches with exposure to American soccer professionals and universities.
- CARE and MYSA will host a four-day workshop in Kenya where U.S.-based soccer trainers from Nike-supported teams will lead an all-girl player clinic. The clinic will provide the girls an opportunity to increase their skills and develop strategies to implement healthy active lifestyles that focus on leadership and educational success.
- CARE and MYSA will host a three-day workshop in Kenya with U.S.-based sports management professionals from Nike-supported university programs. The workshop will highlight the economic potential that can be achieved through sport.



Mildred steals the ball and goes for the goal.

A Fresh Look at Relief & Development

CARE's Sport for Social Change Initiative (SSCI) is a pioneering program that uses the convening power of sports to minimize the effects of poverty on marginalized youth. Sports bring individuals from all backgrounds together. As social and cultural barriers shrink, participants can explore serious and sensitive issues such as conflict resolution and gender equality.

Sports and play activities allow children affected by conflict a chance to be children again. They help instill a "can do" outlook that is vital to a child's successful education and development. The Sports for Social Change Initiative strongly believes that the inclusion of sports in development and education programs creates lasting, positive change for individuals and communities. To this end, SSCI looks to incorporate sports-based programming in existing and new development projects.

SSCI Programs Address:

- Empowerment of Women and Girls
- Education Attainment and Equality
- HIV/AIDS Education and Prevention
- Conflict Resolution and Peace Building
- Life-Skills Development for At-Risk Youth

CARE can use the convening power of sport as either the primary implementation method for a program or a supplemental component to an existing program.

The Sport for Social Change Initiative aids in the physical, social and mental development of youth and peer educators, while creating the systematic documentation necessary to better advocate the benefits of sports in relief and development projects to governments and donors. CARE is assisting country offices, units and partner organizations to develop project ideas and leverage the funding necessary for implementation.

For More Information:

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