



YOSSO SPORTS FOUNDATION

Annual Report, 2024 *Activity Report*



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ABBREVIATIONS

NaCoNGO	-National Council of NGOs
NGOs	-Non-Governmental Organizations
PO-MoROLGA	-President Office Ministry of Regional Offices and Local Government Authorities
SMAGAYOCO	-SADC Main Gate Youth Competition
TZS	- Tanzania Shillings
U11	-Under Eleven Children Football Team
U13	-Under Thirteen Children Football Team
U15	-Under Fifteen Children Football Team
U17	-Under Seventeen Children Football Team
U20	-Under Twenty Youth Football Team
YSF	-Yosso Sports Foundation
SOREFA	- Local Schools, Regional Sports Associations

MESSAGE FROM THE BOARD OF TRUSTEES

On behalf of the Board of Trustees of Yosso Sports Foundation, we extend our sincere appreciation for your continued support and collaboration throughout the year 2024. We are pleased to share an overview of our activities during the past year and to outline our expectations for the year ahead.

We remain committed to empowering youth through sports, education, community engagement and entrepreneurship. The progress achieved so far would not have been possible without your invaluable support and partnership.

Despite challenges, our goals and commitment remain the same hence for the 2025 financial year our expectations are as follows; -

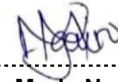
- (1.) Enhancing partnerships with corporate sponsors, development partners, and community stakeholders to sustain and grow our initiatives for greater impact
- (2.) Introducing entrepreneurship and life skills training programs for our young athletes to empower them both on and off the field.
- (3.) Expanding the reach of our youth football tournaments to include other districts in Songwe Region, broadening partnership and collaboration with regional organizations.
- (4.) Commencing the construction of our own training grounds and administrative facilities to create a dedicated home for Yosso Sports Foundation and its activities.
- (5.) Pursuing additional scholarship opportunities for talented players to further their education and sports careers locally and internationally.

Please do not hesitate to reach out to us for further discussions, suggestions, or collaboration opportunities.

With sincere gratitude,



Daddy Kunyanja
Executive Secretary



Maria Ngairo
Chairperson

INTRODUCTION

About the report

This Annual Report highlights the activities and impact of Yosso Sports Foundation from January 1 to December 31, 2024. Over the course of the year, we remained steadfast in our mission to empower children and youth from all backgrounds through sports, education, and entrepreneurship. Our programs have grown in reach and effectiveness, addressing barriers to opportunities in rural Tanzania and creating inclusive spaces for talent development, academic progress, life skills empowerment, and social engagement.

The management firmly believes that strong corporate governance plays a pivotal role in sustaining stakeholder confidence and achieving long-term impact. Guided by the principles of integrity, transparency, and accountability, we have ensured that every decision and action reflect our commitment to ethical leadership and community trust. This report reflects our commitment to the community and the nation as a whole and our efforts to empower the society through sports-based development.

About Yosso Sports Foundation

Yosso Sports Foundation began in 2022 as a youth football club. It was created in response to the many barriers preventing children and youth in rural Tanzania from accessing quality sports programs—especially football. These challenges included limited investment in sports and training facilities, low household incomes, and a lack of community support. To address these issues, the foundation was officially registered as a non-profit organization under the Non-Governmental Organizations Act of 2002.

The sole purpose of the foundation is to empower children and youth from all backgrounds through sports, education, and entrepreneurship. Through various initiatives, we promote talent development, academic performance, life skills, and social awareness. These programs provide children and youth with opportunities to participate meaningfully. We believe sports are a powerful force for empowerment and positive social transformation, helping to build stronger, more connected communities.

The Board of Trustees

The board of Trustees of the Yosso Sport Foundation is responsible for the direction of the foundation and the management of its assets. In 2024 the Board was composed of the following members:

- ~ Maria Ngairo, Chairperson
- ~ Daddy Kunyanja, Executive Secretary
- ~ Joseph Kayombo, Treasurer
- ~ Jofrey Ibrahim, Member at large (from February, 22 2023)
- ~ Hance Ngailo, Member at large (from January, 11 2025)

In 2024 the Board of Trustees held five meetings, on the following dates:

- ~ Board Meetings #10: 01 January, 2024; Action Plan Approval Meeting
- ~ Board Meetings #11: 31 January, 2024; Budgetary Meeting
- ~ Board Meetings #12: 28 June, 2024; Progress Assessment Meeting
- ~ Board Meetings #12: 13 September, 2024; Called Meeting
- ~ Board Meetings #13: 28 December, 2024; Board of Trustees Annual Meeting for 2024

Until December, 2024 Yosso Sports foundation office was hosted at Manzese street, Vwawa village in Songwe region, Tanzania.

GENERAL AND ADMIRATIVE ACTIVITIES

In 2024, Yosso Sports Foundation successfully planned and implemented weekday training programs for children and youth around Vwawa village in the Songwe Region. These sessions, delivered through our local branches, focused on promoting physical activity, life skills, and community engagement through football and other structured sports. Despite interruptions caused by the rainy season from January to March, the programs continued to make a meaningful impact.

Currently, we are proud to be training more than 200 children and youth—each with unique talents, aspirations, and potential. Our commitment to consistency, inclusion, and development has helped us build a growing community of young individuals who are not only improving athletically but also gaining valuable skills for life.

Highlights of 2024 Activities

- (1.) We successfully organized youth football tournaments across Songwe Region known as SADC MAIN GATE YOUTH COMPETITION (SMAGAYOCO), providing a platform for over 300 young players to showcase and develop their talents.
- (2.) A total of 30 new young players were enrolled into the Yosso FC Academy, receiving regular training, mentorship, and personal development support.
- (3.) Notably, three of our academy players earned scholarships for education and advanced football training opportunities in Kenya, marking significant progress in talent development.
- (4.) During SMAGAYOCO tournament and the ongoing training activities (in partnerships with BRAC-MAENDELEO organization) we conducted impactful community engagement activities, including workshops on health, hygiene, and drug abuse prevention, as well as environmental clean-up campaigns in Ilemba and Masoko villages.
- (5.) Our operational capacity improved with the opening of a new office in Vwawa town and the acquisition of essential sports equipment to enhance training quality.
- (6.) We established strategic collaborations with local schools, regional sports associations (SOREFA), and initiated dialogues with prospective sponsors to strengthen our programs.
- (7.) The organization organized other sporting events and program for its academy, and training sessions for coaches and staffs. As part of organization marketing and social awareness strategy, the foundation also participated in the local sports events include village level leagues and friendly matches with children and youth football academies around the region

Summary of key managerial events carried by the organization in 2024

Date	Events
25-Mar-2024	Yosso Sports Foundation staff Kyela tour
05-Apr-2024	Yosso Sports Academy whole team trip to Mbeya
01-Jun-2024	Yosso Sports Academy Songwe sunrise friendly match tour
19-Jul-2024	Yosso Sport Foundation coaches training program
21-Aug-2024	Yosso Sports Academy trip to Mpemba for a league match
07-Dec-2024	Yosso Sport Foundation executive secretary Dar es Salaam study tour (1 month)

Girls' participation in sports remains notably low, especially in rural Tanzania. To address this, the organization is developing training programs focused on netball—an engaging and accessible sport for girls. In addition, efforts are underway to support girls in schools through the periodic supply of sanitary pads, recognizing that the lack of menstrual products remains a significant barrier to education and wellbeing in these communities.

Yosso Sports Foundation fulfill its goal of empowering children and youth especially those from difficult environment through sports, education and entrepreneurship through; -

- (1.) Comprehensive football training—Providing structured daily sessions for boys and girls across age categories (U11, U13, U15, U17, and U20), ensuring skill development, teamwork, and discipline. Currently, we support over 100 children in Songwe.
- (2.) Academic support and empowerment—Promoting education through awareness sessions, tutoring, and direct assistance, including accommodation for children struggling to attend school,
- (3.) Entrepreneurial skill development—Equipping youth with essential skills in financial literacy, business management, and vocational training, helping them build sustainable futures beyond sports.
- (4.) Talent promotion and exposure—Hosting events like our two-day annual SMAGAYOCO sports event, which brings together academies from Mbeya and Songwe, along with national and international stakeholders, offering young athletes' platforms to showcase their abilities.
- (5.) Leadership and character building—Empowering youth through mentorship programs that instill confidence, discipline, communication, and teamwork, preparing them to become future leaders in sports and beyond

Lastly, the organization was able to hold the SADC Main Gate Youth Competition (SMAGAYOCO) event, which bring together more than six children and youth academies from Mbeya and Songwe region, summary of the event is provided in the next section.

In the photograph below are children from Vwawa village engage in evening training sessions led by dedicated coaches, building skills, confidence, and community through football.



SADC MAIN GATE YOUTH COMPETITION (SMAGAYOCO)

SADC MAIN GATE YOUTH COMPETITION (SMAGAYOCO) is a three-day youth football tournament held from July, 26-28, 2025 in Songwe region, Tanzania. This dynamic event offers a powerful platform for individual or corporate sponsors to showcase their commitment to youth development, talent promotion and community engagement, reaching over 300 participants from six football academies from Songwe and Mbeya region and over 1,000 attendees including parent and community members.

SADC MAIN GATE YOUTH COMPETITION (SMAGAYOCO) was entering its second annual edition, having been launched in 2023, last year's event was held at SUNRISE SECONDARY SCHOOL, located just 2 Km from Songwe industrial area. More than just a tournament, it's a festival of talent, empowerment and transformation. The event featured.

- (1.) Professional workshops-evening life skills and technical sessions led by premier league coaches and media professionals over the three days.
- (2.) Extensive media coverage- Live coverage via radio, photography, and social media content will give sponsors high visibility.
- (3.) Community engagement- Free entry fans, youth leaders and guests, with opportunities for local vendors to benefit economically.
- (4.) Talent scouting opportunities- Scouts and agents from major football clubs in Mbeya and Songwe region

The budget for the event was 8,000,000 TZS which was obtained from organization funds, partners donations, and participants contribution. The organization was unable to find sponsors for the event but there are plan to work closely with the Songwe Regional Office to find sponsors for the 2025 SMAGAYOCO event which its preparations are ongoing, the organization is also in contact with CRDB Bank, Mbozi Branch as part of efforts to find more sponsors.



The photo below shows our U11 boys' team under Yosso Sports Academy, representing the foundation in the 2024 SADC Main Gate Youth Competition. This moment captures our ongoing commitment to empowering children and youth through sports, education, and entrepreneurship."

The photo below shows girls from Songwe Region participate in (SADC Main Gate Youth Competition (SMAGAYOCO), a regional youth competition championing sports inclusion and educational empowerment across Mbeya and Songwe region, the competition is organized by Yosso Sports Foundation and other partners annually.



ORGANIZATION FUNDING AND FINANCIAL REPORTS

The organization budget for the 2024 financial year was mainly funded from donations and contributions from partners. Other main funding sources was YOSSO Group from USA, providing more than 70% of our operating budget, this reliable partnership reflects our global reach and shared values in community empowerment. It should be noted that all contributions and donations are prioritized to finance organization projects, most of management staffs are working as volunteers.

The financial report the 2024 will be released in March, 2025 reflecting on all organization activities, donations and expenses. We make sure our financial records are clear and accessible. Every transaction is tracked, and regular reports are shared with our partners to build trust and show how funds directly support community goals.



STRATEGIC ACTIVITIES

Stakeholder's Analysis.

S/N	Action Plan	Timeline	Responsibility	KPI/Measure
1	Identifying and assess key stakeholders, such as athletes, coaches, parents, schools, local communities, government bodies, and potential sponsors.	29/12/2023	Executive secretary	Football icons, individuals, companies, proudly parents, government institutes.
2	Analyzing their needs, expectations, and potential areas of collaboration or support	29/12/2023	Executive secretary	Increased numbers of individuals and organizations joining the mission

Program Development.

S/N	Action Plan	Timeline	Responsibility	KPI/Measure
1	Designing a variety of sports programs catering to different age groups, genders, and skill levels. (starting with football)	07/12/2024	Head coach	Well-structured training program which puts into considerations the Long-Term Players Development Program (LTPDP)
3	Focusing on providing comprehensive training, education, and guidance to ensure holistic youth development (e.g. entrepreneurship and vocational training)	Continuous	- Staff - Partnering organizations	-Life lesson classes -Team talk and meetings -1 on 1 services -Entrepreneurship skills

Facilities and Infrastructures.

S/N	Action Plan	Timeline	Responsibility	KPI/Measure
1	Collaborating with local authorities, sponsors, and community members to build or upgrade sporting facilities	Continuous	Executive secretary	Prepared supporting documents for collaborations and partnerships
2	Ensuring accessibility to sports facilities for all sections of society, including marginalized communities	Long-term	- Executive secretary - Board members	Prepared supporting documents for collaborations and partnerships

Partnerships and Collaboration.

S/N	Action Plan	Timeline	Responsibility	KPI/Measure
1	Establishing partnerships with local schools, universities, and existing sports organizations to leverage resources, expertise, and network	Long-term	Members meeting	Report
2	Collaborating with sports federations, coaches, and trainers to provide specialized training and mentorship opportunities	Long-term	Members meeting	Report
3	Connecting with corporate sponsors, foundations, and NGOs interested in supporting sports development initiatives	Long-term	Members meeting	Report

Marketing and Communication

S/N	Action Plan	Timeline	Responsibility	KPI/Measure
1	Utilizing various channels like social media, websites, local newspapers, and radio to promote programs, events, and achievements	Continuous	Staff	-Active channels -Events

Monitoring and Evaluation

S/N	Action Plan	Timeline	Responsibility	KPI/Measure
1	Implementing a system for regular monitoring and evaluation of programs, measuring progress towards objectives, and identifying areas for improvement	Quarters and annually	Executive Secretary	Reports
2	Collecting relevant data, such as participation rates, skill development, educational outcomes, and community engagement, to assess program effectiveness	Annually Quarterly	Executive Secretary	Report

Sustainability and Fundraising

S/N	Action Plan	Timeline	Responsibility	KPI/Measure
1	Strategizing sustainable fundraising methods, such as seeking grants, corporate sponsorships, individual donations, and organizing fundraising events	Continuous	Treasurer Board Members	Report
2	Exploring revenue-generating avenues like organizing sports tournaments, merchandise sales, or offering sports-related services.	Continuous	Treasurer Board Members Executive Secretary	Report
3	Ensure transparent financial management, maintaining proper records, and reporting to donors and stakeholders	Continuous	Treasurer Executive Secretary	Report

Staffing and Capacity Building

	Action Plan	Timeline	Responsibility	KPI/Measure
	Recruiting and training a dedicated team to manage different functional areas, including program coordination, coaching, administration, and marketing	30/12/2025	Staff	-Trained personnel -Expects
	Offering continuous training and professional development opportunities to enhance skills, knowledge, and expertise of the staff members	30/12/2020	Staff	Trained personnel's and expects