

Feminist Sports Champion Toolkit

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Decision 3: Who will participate in the activities designed by your Champions?

This group will be the ones your Champions will look to engage through the activities and projects they design after receiving a seed grant. To make this decision, it is important to consider the future relationship between this group and your Champions. The Champions often become role models for the participants of their projects and it can be helpful if they share a similar background or experiences to this group, as this will allow them to better connect with them.

This is not a vital requirement, it could be that a shared love of football or skateboarding for example, is enough to build trust between your 'Champions' and their target group. This is just something to consider.

The decision around which group your Champions will work with is a great opportunity to collect the opinions and thoughts directly from the Champions themselves. Perhaps the Champions already know which group they would like to support? Maybe they are aware of a lack of projects for a specific age group for example? **ASK THE CHAMPIONS!**

Case study:

The following examples are from young coaches who participated in the Made to Play programme:

Mbali, South Africa

Meet **Mbali Dlamini**, one of the Made to Play fund winners from Soweto, South Africa. She currently coaches 120 girls in an afterschool programme she runs through Altus Sport in the township. With the Made to Play fund, she expanded her programme's offerings to include a variety of sports activities, such as cricket, street soccer & silent ball, alongside life skills training that will help these girls better address issues such as peer pressure, abuse & bullying. Mbali uses sport to build the confidence of girls experiencing low self-esteem and body confidence due to the way they look. Mbali herself had experienced these issues and wanted to share how sport had helped her to improve her own confidence in her body.

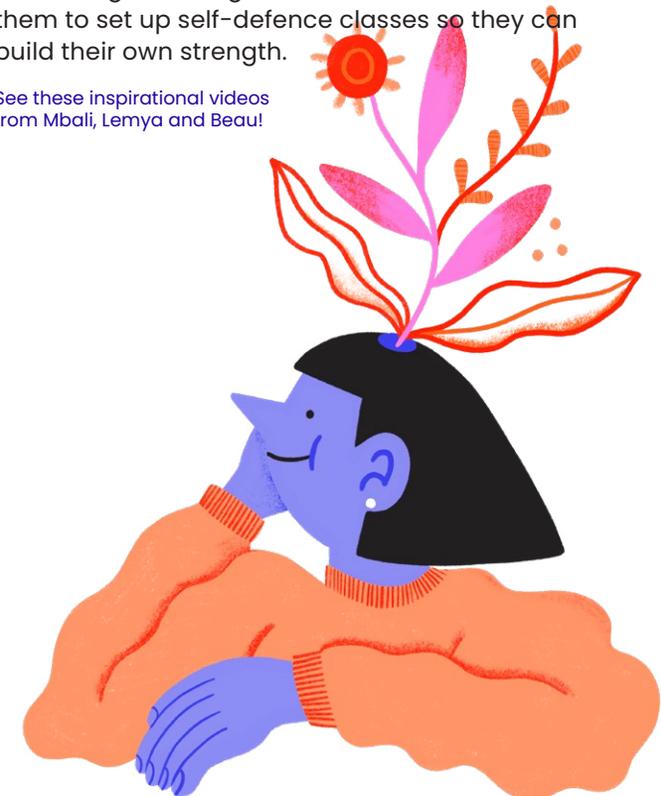
Lemya, France

Meet **Lemya**, a teacher from Paris, whose love of basketball & volunteering with the Big Bang Ballers in Grenoble for five years was the catapult for her applying to the Made to Play Fund. Her vision was to use the funding to continue the work of Big Bang Ballers in Seine Saint Denis, a disadvantaged community in France, to help displaced girls from the Roma community integrate through basketball.

Beau, The Netherlands

Meet **Beau**, a student from the Netherlands, studying to become a Physical Education teacher at a school for children with learning difficulties & disabilities. With the Made to Play funding, Beau developed a project that offers a variety of sports for these girls during school time and has allowed them to set up self-defence classes so they can build their own strength.

See these inspirational videos from Mbali, Lemya and Beau!



Decision 2:

Prompt questions

Below are some questions to guide your organisation in deciding the group that will participate in the Champions activities.

You could ask these questions directly to the Champions themselves:

- Which group(s) of girls or women would benefit from participating in these activities?
- Which group of girls or women do the Champions have access to?
- How can they access this group? *E.g. Through community centres, schools, sports clubs etc.*
- Will this group be able to attend activities/projects hosted by the Champions?
- How many girls or women will they be able to include in their projects?
- Do the Champions have a connection with a specific group?
- If no, how can the Champions establish this relationship?

