



PRESERVING HUMAN DIGNITY INC

Community
Empowerment Project
phdmini.org

Goal:

Use of Sports and Recreation for Youth Empowerment in Siaya County

Project:

Construction of Basketball Court in Karapul Division of Siaya County

Table of Contents

Executive Summary	3
Problem Statement	4
Proposed Solution and Approach	5
Implementing Organization	5
Deliverables / Project Outcomes	6
Success Criteria	6
Timelines	6
Activity Plan	6
Project Costs / Budget (USD)	7
References	8

Executive Summary

On the morning of May 26, 2019, Rachel Odima, a budding college basketball star, died in a road accident two miles north of Wenatchee, Washington State. Rachel was a sophomore on the Wenatchee Valley College women's basketball team and was on track for a stellar career. She was also passionate about helping girls realize their dreams and had plans to start empowerment projects for teens back in her homeland Kenya.

The value of sports is well researched, well documented, and particularly more pronounced in the youth. While playing a sport does require a lot of energy and time and is often erroneously been characterized as a distraction from schoolwork and other "more important" pursuits for the young members of society.



Sport is indeed crucial to the development of teens. But the positive impacts go beyond the benefits of physical well-being and an active life. Teen sports provide many psychological and social benefits, including the benefits of being in a team environment, the highs and lows, cooperation, patience, resilience, perseverance, and other valuable life skills.

Sports also provide more opportunities, such as scholarships and career paths for the youth. As part of its community empowerment mandate, **Preserving Human Dignity Ministry Inc.** (PHD Ministry Inc.) proposes the construction of a basketball court in Karapul Division, Siaya County in partnership with PHD Africa through its flagship program, Life on Life (LOL). PHD Ministry Inc. will provide funds to construct, maintain, and avail the facility to the community as an avenue for empowerment for the vulnerable teenagers in the area.

The project will target teens in the 13-18 age group across the Karapul Division and host an annual tournament in honor of Rachel Odima, a celebrated budding Basketball star forever treasured in the hearts of her community members.

Siaya County is home to just under a million residents. **PHD Ministry Inc.** believes that the project will help to address the acute shortage of social amenities and its ill effects. A study conducted by the office of the Siaya governor's wife, Rosella Rasanga, found that there had been 12,503 teenage pregnancies between July 2017 and June 2018. In 2021, reports indicated that Siaya was among the handful of counties with a 35% teenage pregnancy rate, twice the national average

of 17% at the time. The police commander Justus Kucha indicated in a press conference that there would be "no future for children in the region if parents, teachers, and security officers do not fight the vice."

The county has also recorded low transition rates from one level of education to the other, early marriages and their ill effects, drug and substance abuse, and high school dropout rates. In a county where more than 60% of the population cannot afford three meals a day, the most vulnerable teens have little to no chance of advancing their lives, effectively crushing any hope of attaining their dreams or living up to their full potential.

PHD Ministry Inc. will use the intervention to create a platform through which they can build valuable life skills and access more career opportunities in the sporting world. The project will run basketball clinics in partnership with local and international partners, create talent-based scholarship opportunities both in Kenya and overseas, and host an annual basketball tournament as a catalyst for advancing opportunities for the boys and girls in the area.

The project is slated to run for an initial five years, beginning with a 5-month fundraising campaign and official construction commencing in the last quarter of 2022. **PHD Ministry Inc.** has already acquired the required land as well as pledges from partners and stakeholders. The project will also seek to establish networks with donors, relevant government agencies, the local Church, Christian religious institutions, and other stakeholders already working in the area.



Problem Statement

To honor one of Rachel's dreams, PHD Ministry Inc. proposes a community empowerment project in Siaya County, Kenya.

Siaya County is based in Western Kenya and shares the shores of Lake Victoria with other neighboring counties. It's home to more than 900 000 residents, with a large youth population. Like many other counties across the country, Siaya County faces an acute shortage of social amenities to cater to a growing youth population.

The ill effects of the lack of social amenities and rising poverty levels have become more pronounced in recent years, and the county has made the headlines over the past few years. A study conducted by the office of the Siaya governor's wife, Rosella Rasanga, found that there had been 12,503 teenage pregnancies between July 2017 and June 2018. In 2021, reports indicated that Siaya was among a handful of counties that had recorded a 35% teenage pregnancy rate, twice the national average of 17% at the time.

Siaya County has also been named in several reports as one of the counties with the lowest transition rates from one level of education to the other due, in part, to early marriages and their ill effects, drug and substance abuse, and high school dropout rates. In August 2019, the police commander Justus Kucha indicated in a press conference that there would be "no future for children in the region if parents, teachers, and security officers do not fight the vice."

In a county where more than 60% of the population cannot afford three meals a day, the most vulnerable teens have little to no chance of advancing their lives, effectively crushing any hope of attaining their dreams or living up to their full potential.



Proposed Solution and Approach

PHD Africa proposes an intervention that will empower teenagers of ages 13-18 in Siaya through sports and mentorship. The intervention will provide mentorship, hope, and opportunities for the youth using sports as a medium. Together with partners and stakeholders, PHD Ministry Inc. will construct a professional basketball court in Karapul Division in the heart of Siaya County as a platform through which youths aged 13-15 can build valuable life skills and access more career opportunities in the sporting world.

The project will run basketball clinics in partnership with local and international partners, create talent-based scholarship opportunities both in Kenya and overseas, and host an annual basketball tournament as a catalyst for advancing opportunities for the boys and girls in the area.

The annual tournament will be named in honor of the late Rachel Odima, a celebrated budding Basketball star whose career was cut short by a fatal road accident.

Implementing Organization

Preserving Human Dignity (simply known as PHD) Africa is a faith-based organization whose primary focus is generational transformation through relevant, culturally sensitive life-impacting programs targeting the family institution with a special focus on the youth.

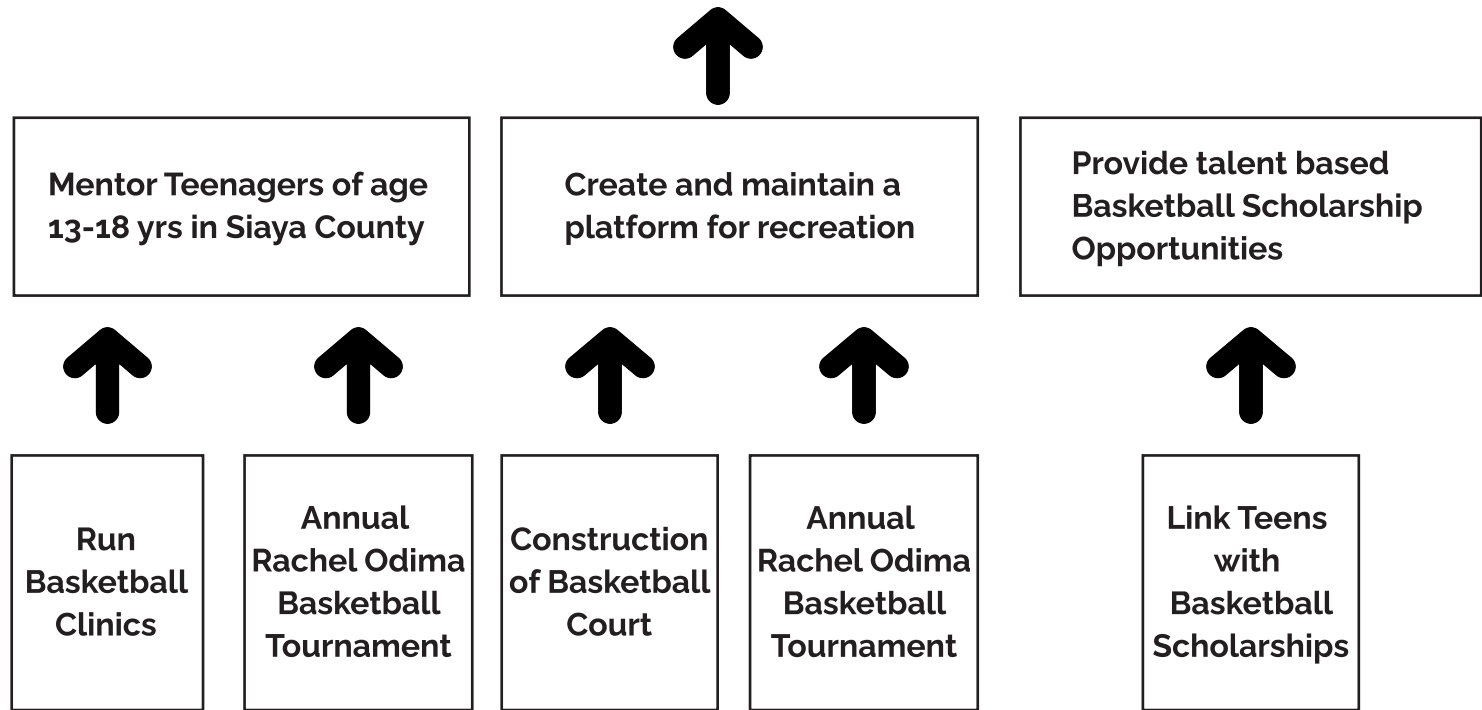
Using an all-encompassing approach, PHD runs programs that are geared towards the physical, emotional, psychological, and spiritual transformation of the family institution through strategic engagement in age-appropriate empowerment programs in Africa.

Deliverables / Project Outcomes

The project will work with local stakeholders, including relevant government authorities, religious organizations, parents, and others. It will have three key objectives:

- > To mentor teenagers of age 13-18 years in Siaya County
- > To create and maintain a platform for recreation
- > To provide talent-based basketball scholarship opportunities

Use of Sports and Recreation for Youth Empowerment



Key Performance Indicators?

Construction of a modern and professional basketball court
Mentor 1000 teenagers in the 13-18 age range
Run 3-5 basketball clinics
Run the annual Rachel Odima Basketball tournament
Link 50 teenagers with basketball scholarships

Timelines

PHD Africa proposes a one-year timeline, September 1, 2023, to August 31, 2024, for the first phase of the project, which will also serve as the pilot phase, and a further four years based on project outcomes and availability of funding.

Activity Plan

- > The project will comprise the following key activities:
- > Construction of the basketball court
- > Setting up a satellite office
- > Running basketball clinics
- > Launch and run the Rachel Odima Basketball Tournament

PHD Africa will perform the monitoring and evaluation of the project as well as quarterly reporting to PHD Ministry Inc. partners, and other key stakeholders.

Project Costs / Budget (USD)

PHD Ministry Inc. proposes the implementation of the project according to the following resource plan:

Acquisition of land	35,000
*Construction of court	104,883 *(See appendix)
Setting up satellite office	15,000
Admin and operations	5000
Kitting and basketball equipment	3000
Transport and mobilization logistics	6000
Total	152,520

*PHD will contract **Durasurf Ltd** (see appendix) for the construction of the basketball court. **Durasurf** is a premier and leading contractor and installer of multi-use game areas and outdoor, recreational, and modular venues and facilities

Appendix:

References:

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