



BEYOND THE GAME: MENTORING YOUTH FOR LIFE AND LEADERSHIP

DATES: JULY 25TH & 26TH, 2025

LOCATION: SIAYA, KENYA

ORGANIZED BY: PHD AFRICA

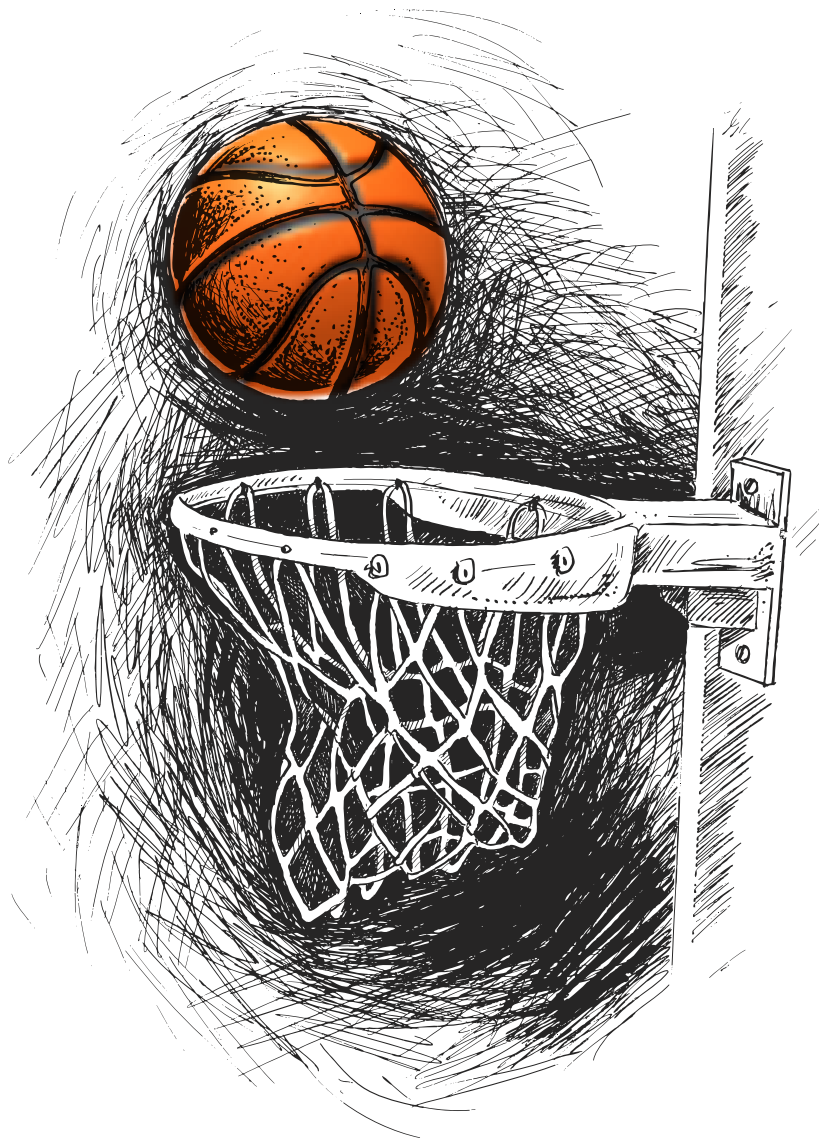
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Program Description

Beyond the Game is a flagship youth mentorship and sports empowerment program by **PHD Africa**, targeting youth aged 13–17. The program offers a powerful blend of mentorship sessions and basketball competition over two transformative days—designed to develop emotional, spiritual, and physical resilience, along with practical life and career skills.

There is no denying that **Sports and Recreation** are powerful vehicles for youth mobilization and life transformation. It's for this reason that PHD Africa runs this program, inspired by the **late Rachel Odima**—a true hero and Ambassador of Siaya County. Rachel left a lasting legacy not only on the basketball court but in the hearts of those she mentored and inspired. Though she only lived for two decades, her journey from Kenya to **Wenatchee Valley College in Washington, USA**, continues to uplift millions across the globe. Her story fuels the spirit behind *Beyond the Game*—calling young people to live boldly, lead with purpose, and dream beyond borders.



Our Objectives

1. Build physical endurance through sports
2. Promote emotional and psychological wellness
3. Foster spiritual grounding and moral values
4. Provide career guidance and global mentorship
5. Inculcate life skills and leadership development
6. Connect youth to scholarships, apprenticeships, and opportunities

Target Audience

1. **Age Group:** 13–17 years
2. **Participants:** 500–600 youth from various counties (with a focus on underserved communities)
3. **Demographics:** Mixed gender, inclusive and diverse



Sponsorship Packages



Package	Contribution	Benefits
Platinum Sponsor	KES 500,000+	Main partner, exclusive branding, keynote slot, press coverage, booth, logo on all materials
Gold Sponsor	KES 250,000 – 499,999	Branding on banners, digital features, recognition during event, branded merchandise
Silver Sponsor	KES 100,000 – 249,999	Logo on select materials, social media shoutout, mention at closing
In-Kind Sponsor	Varies	Recognition based on contribution (e.g., meals, T-shirts, sports gear, transport)

Budget Overview

No.	Item	Estimates (USD)
1.	Venue & Logistics	\$ 500.00
2.	Meals & Refreshments	\$ 400.00
3.	Sports Gear & Awards	\$ 250.00
4.	Mentor Facilitator Support	\$ 200.00
5.	Transport & Coordination	\$ 250.00
6.	Branding & Printing	\$ 100.00
7.	Scholarship Seed Fund	\$ 500.00
8.	Feminine Products	\$ 400.00
9.	Bata Bullet shoes and socks	\$3,300.00
10.	Pre-Visit logistics	\$ 200.00
11.	Participation Certificates	\$ 100.00
12.	First Aid Kits / Ambulance Hire	\$ 400.00
13.	Reach4Life Bibles (600pcs @ \$4.00)	\$ 2,400.00
TOTAL		\$ 9,000.00

Program Structure



Day 1 – Mentorship & Skills Development

1. Workshops on identity, purpose, and emotional health
2. Life skills training
3. Career panel and scholarship guidance
4. Group reflection and spiritual development



Day 2 – Basketball Tournament & Celebration

1. Friendly and competitive team matches
2. Empowerment talks from athletes and professionals
3. Awards and scholarships
4. Closing reflection and community celebration



Why Partner With Us?

1. **Corporate Social Impact:** Youth development, education, mental health, and sports
2. **Brand Visibility:** Digital media, banners, shirts, press, and community recognition
3. **Lasting Impact:** Create sustainable pathways for youth empowerment
4. **Legacy Building:** Align your brand with a tribute to youth excellence and legacy



Expected Impact

1. Direct impact on 500–600 youth
2. Sustainable mentorship networks
3. Scholarships and apprenticeship pathways opened
4. Strengthened community collaboration
5. Regional and international visibility through youth testimonials and media

Contribution Channels

For Cheques:

PRESERVING HUMAN DIGNITY (PHD) AFRIC
Absa Bank Kenya Plc
Nakumatt–Westgate Branch
Account #: 2022223030

For Online Donations

PHD Mini Website

<https://donorbox.org/life-on-life-lol-mentorship-experience>





PRESERVING HUMAN DIGNITY MINISTRIES

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