



Message from the Chair

2014 was an impressive year of growth for Alive & Kicking.

Total staff numbers grew to 146, 143 of whom are based in our Kenya, Zambia and Ghana operations. Despite an increasingly competitive UK charity sector, the organisation as a whole has continued to pursue its social aims with great dedication and creativity.

Alive & Kicking Kenya implemented an innovative, environmentally friendly recycling partnership with Southwest Airlines - 'upcycling' the leather from old plane seats to make 1,800 new footballs. 1,000 of the balls were donated to SOS Children's Villages and fourteen young adults were trained in leatherwork and sports ball stitching.

Alive & Kicking Zambia had its most successful year ever. Another 78 sport-based health educators were trained, reaching thousands of young people on a weekly basis, and a solid operating surplus was recorded. Financial sustainability allows us to do more health promotion work, create more ethical jobs and donate more balls to disadvantaged young people.

Alive & Kicking Ghana has created 37 ethical jobs in just two years and in 2014 partnered with UK Sport and Comic Relief to train and support 123 budding entrepreneurs. With other partners including UNICEF and Stephen Appiah Foundation, the future looks bright.

We were shortlisted at the Social Enterprise UK Awards and selected as a beneficiary of the prestigious ICAP Charity Day, the largest annual charity fundraiser in the City of London.

We thank all our donors and supporters and hope we continue to earn their loyalty in years to come. Building on the success of 2014, I'm convinced that 2015 will see us continue to grow, prosper and have an even greater social impact.

Tristram Jones-Parry
Tristram Jones-Parry, Chair



About Alive & Kicking

Founded in 2004 by former Westminster School teacher Jim Cogan OBE, Alive & Kicking makes durable, affordable sports balls and runs sports-based health awareness programmes in Kenya, Zambia and Ghana. Our unique model and innovative approach address real problems of poverty, unemployment and preventable disease in Africa.

Our mission is to create ethical employment throughout sub-Saharan Africa, help improve the health and quality of life of disadvantaged young people and help children exercise their right to play.

Our African operations are run as social enterprises, using creative, sustainable business practices to fulfil our charitable objectives. Each stitching centre becomes financially self-sustainable within five years and all income generated locally from ball sales stays in country, contributing to ball donations and social outreach programmes.

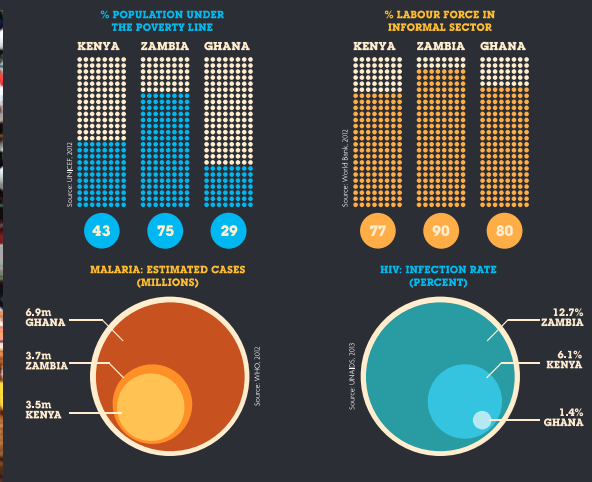
We directly employ over 140 people, 98% of whom are Kenyan, Zambian or Ghanaian. Our production staff support an average of 6 people with their wage.

Our sports-based health awareness programmes have reached over 70,000 young people to date.

We are the only formal manufacturer of sports balls in Africa

Over 650,000 balls made, 130,000 donated

The Need



Kenya & Ghana: re-cycling & re-selling

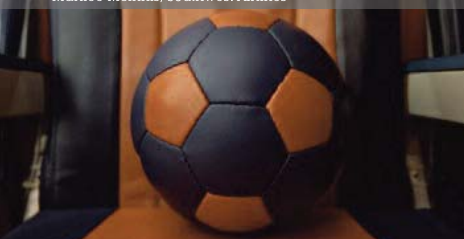
In Kenya, we launched an innovative partnership with Southwest Airlines, making 1,800 footballs from leather re-cycled from their old plane seats.

Named after the Swahili word for 'catch', 1,000 of the Shika balls were donated to SOS Children's Villages, a charity that gives orphaned children a loving home. Manufacturing the balls also allowed us to train 10 young adults from SOS's projects as ball-stitchers, giving them valuable skills and work experience.

Having been highly praised by recycling experts, the Shika ball has been nominated in the prestigious Best Recycled Product category at the 2015 UK National Recycling Awards.

Another Kenyan recycling scheme saw former street children from Tassia use our leather offcuts for a

We looked for over a year for partner organizations. We learned how difficult it is to upcycle corporate waste. Upcycling is a whole new ball game.
Marilee McInnis, Southwest Airlines



Alive & Kicking launched an exciting entrepreneurship scheme in Ghana, in partnership with UK Sport and Comic Relief.

A group of 136 emerging business people were trained in business and selling techniques and received 1,000 footballs as seed capital for their future businesses.

The entrepreneurs aim to sell the A&K balls to schools and clubs in their local towns, before reinvesting the proceeds into the purchase of more balls, or another micro-enterprise.

A further 150 potential entrepreneurs will be trained in 2015.



Zambia: football for health



The Alive & Kicking Zambia HIV Awareness Roadshow brought sports-based health education to four locations across Lusaka Province - Kafue, Chipata, Munali and Chongwe.

78 local teachers and coaches were trained in HIV education techniques, which build facts about HIV into football and netball drills.

535 young people received HIV educational training sessions during the Roadshow, and 5,800 are part of teams that will benefit throughout the year.

Community tournaments were held in each location, with 57 teams and nearly 1,000 players taking part.

The tournaments gave people in each community the chance to learn about HIV and receive Voluntary Counselling and Testing (VCT). 425 people discovered their HIV status during the Roadshow.

This year also saw follow-up visits to the locations of the 2013 Roadshow in Central Province. The evaluation showed a high level of knowledge retention among the coaches, who continue to deliver high-quality training sessions.

Over the last three years, we have trained a total of 252 coaches to deliver sports-based HIV education.

There are still many people who don't understand about HIV. Delivering these sessions will be an eye opener to the community. It will remove ignorance. There are still a lot of false ideas moving around. Delivering sessions in the community can help to bring more truth.
Mwape Lillian Chibuye, a newly trained coach from Chipata

The balls to make a difference

Alive & Kicking was selected as a beneficiary of the ICAP Charity Day, the biggest single annual fundraising event in the City of London.

The day saw a host of celebrities show that they have the balls to make a difference, as Jim and Tom Rosenthal, Max Rushden, Dan Magness, Mile Jedinak, Natalie Pinkham, Sarah Jane Mee and Fabrice Muamba came along to support A&K.

ICAP raised over £1m worldwide, and Alive & Kicking's slice will allow us to improve and expand our health awareness programmes in Kenya, Zambia and Ghana in 2015.

Alive & Kicking was also nominated in the 'Best Consumer Facing Social Enterprise' category at the Social Enterprise UK Awards. The recognition was a great tribute to all our staff's hard work throughout the year.



Alive & Kicking Ghana made huge strides towards becoming a sustainable social enterprise this year, thanks in large part to major partnerships with UNICEF and Stephen Appiah.

The Tornado was launched in stores across Ghana in December. Named after former Ghana captain Appiah, the Tornado not only helps keep 37 Alive & Kicking staff employed, but also contributes to the health and wellbeing of underprivileged children.

Five Ghanaian cedis (approx. £1) from each ball sale go directly to the Stephen Appiah Foundation's own charitable projects. UNICEF made an order of 3,395 Alive & Kicking balls for use in their charitable projects across Ghana.

Our biggest single order so far in Ghana, the deal has really helped establish Alive & Kicking's reputation in the West African sport-for-development sector.



Staff profiles



Patricia, Ghana

Patricia Sintim Gyekyewaa is one of 37 people enjoying a new job thanks to Alive & Kicking Ghana. She prefers working at Alive & Kicking in part because her old job involved an expensive commute every day.

When Alive & Kicking opened just a moment's walk from her house, she spotted an opportunity and she took it. The money that she saves on travel means that she has more to look after her 12-year-old sister.

"I like working at Alive & Kicking. I am able to walk to work and the managers treat the staff very well."
Patricia Sintim Gyekyewaa

40% of our staff in Zambia are disabled. They would face real difficulty in finding formal employment elsewhere.

93% of our staff in Kenya have used their salary to pay school fees they otherwise wouldn't have been able to afford.

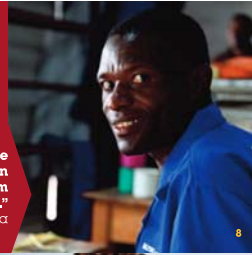
Christopher, Zambia

Former bus driver Christopher Kangwa has been with Alive & Kicking Zambia for five years. Since losing his leg in a traffic accident he admits that it is difficult to find employment.

He is one of a number of amputees who have found work at Alive & Kicking Zambia since 2007. "I wouldn't have been doing anything because of my disability," he said. "My disability hinders me to find employment easily."

His prosthetic leg would hold him back in some jobs, but it certainly doesn't hinder his ability as a stitcher. Alive & Kicking has a proud record of providing jobs for those who find it most difficult to find work and Christopher is one of 13 disabled stitchers in Zambia.

"Alive & Kicking is a dependable company that I can rely on whenever I have a problem because they always help me."
Christopher Kangwa



Special thanks

2014 was a year of real success for Alive & Kicking and it would not have been possible without the support of all of our donors, trustees, ambassadors, staff and volunteers.

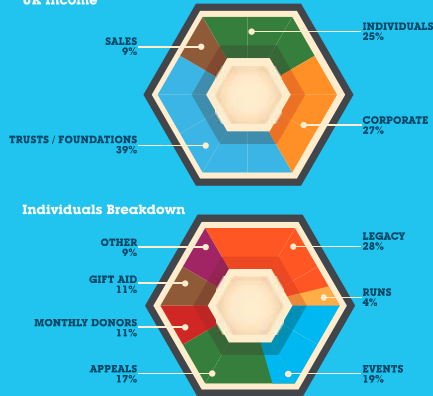
We would like to give special acknowledgements to The Alexander Mosley Charitable Trust, The Century Club, Chic Collection, The Garfield Weston Foundation, The Great Football Giveaway, ICAP, The PFA, Symtec, Telecom, The Trafiqura Foundation, TPP Recruitment and The Zambia Society.

Our individual supporters also made a magnificent contribution to our success this year, through fun runs, donations-in-kind or generally being great people. Special thanks go to Sara Barclay, Geoff Boyz, Paul Brammall, Lucinda Burman, Campbell Butler, Sarah Jane Cass, James Clarke, Sue Claydon, Jody Craddock, Katy Davison, Omid Djajli, Philippa Dyson, Brad Friedel, James Hancock, Edward Johnson, Benedict Loring, Honor Mercer, Horman Michael, Patrick Miller, Lindsay Mitchell, Odile Morcrette, Sophie and Yeshe Muir, Luisa Omelan, Wendy Osorio, Tom Probert, Wasim Rehman, Michi Richards, Duncan Ross, Mel Tarrant, Jackie Trusty, Geoff Whiting, Michele Whybrow, Anthony Williams, Robert Winder and Will Wood.



Our financial year

UK Income



The financial information represents a breakdown of Alive & Kicking's UK income. This comes from our full financial statements which can be viewed on our website: www.aliveandkicking.org

