



TALENT DESERVES A CHANCE TO SHINE



Nurturing role models: Pathways out of poverty for some of Africa's poorest children.

- Football - Education - Character Development -

#changethegame

TALENT HITS A BRICK WALL

Opportunities for children in Malawi to develop their talents – whether on the pitch or in the classroom – are sorely lacking.

Malawi is the poorest country in the world per capita, where the vast majority of the population is trapped in cycles of poverty and less than 12% of children finish secondary school. More than 10% of Malawi's population live with HIV. There is a chronic lack of good youth football development structures across the country and the country has no recognisable youth leagues below u15 or at u17 at present.

Chigoli's vision is to generate pathways for talented children to access life-changing educational and footballing opportunities through which role models for future generations across South East Africa can be created.

'Chigoli' means 'goal' or 'vision' in Chichewa, the main tribal dialect of Malawi. A non-profit organisation, Chigoli was founded in late 2014 to create opportunities for gifted young footballers across the South East Africa region through advanced football coaching, education and character development.

Over 5,000 children have been scouted to form the best U12/14/15 teams in Malawi. 96% of Chigoli Academy players come from backgrounds of intense poverty with many of them living below the poverty line of living on less than \$1.25 per day.

Chigoli is currently operational in the Central Region of Malawi, based in Lilongwe. Plans are being developed to expand across the country and throughout South East Africa.

ACADEMY

- 3 Squad Academy - U12/14/15 (45 Players)
- Private School Scholarships for Players
- Character Development Programme
- Nutritional Support
- Advanced Football Coaching
- Male and Female Players

WORK AND IMPACT



COMMUNITY

- Satellite Feeder Clubs at Grass Roots Level
- Equipment Provision
- Tournaments for Disadvantaged Groups
- Engaging over 3,000 Children A Year
- Coach Education for 'Grass Roots' Coaches
- Support of Girls Football / Coaches / Referees

"Change will not come if we wait for some other person or some other time. We are the one's we've been waiting for.

We are the change that we seek." Barack Obama

SOUTH EAST AFRICA - AN INCREDIBLE OPPORTUNITY

How many players from this vast and beautiful region are playing in top European leagues? One, maybe two; certainly no household names. Compare this to West Africa. The names roll off the tongue. Toure, Ayew, Aubameyang. Go back a generation. Weah, Essien, Drogba. Consider that South East Africa is home to 120,000,000 people and 44% of them are aged of 14 and under, some 53 million children.

Right to Dream Academy (Ghana) is currently the dominant youth football development force on the continent, providing a successful working model in Africa, one in which talent is nurtured, developed and protected. Their players have been bought by top European clubs (such as Manchester City F.C.) and have represented Ghana in the FIFA World Cup Finals (Brazil, 2014). Chigoli's aim is to emulate this for South East Africa.

Under resourced and generally ignored by the world of football, the region centred around Malawi presents one of the greatest opportunities for talent development in football today.

Country	Population		U14 Male	U14 Female	Total U14	% of Population	FIFA Rank
	Total						
Malawi (MA)	17,300,000		4,056,000	4,100,000	8,156,000	47.1	99
Mozambique (MO)	24,692,000		5,627,000	5,556,000	11,183,000	45.3	89
Tanzania (TZ)	49,693,000		11,173,000	10,962,000	22,135,000	44.5	132
Zambia (ZA)	14,638,000		3,393,000	3,362,000	6,755,000	46.1	92
Zimbabwe (ZI)	13,771,000		2,670,000	2,615,000	5,285,000	38.4	113
Total	120,094,000		26,919,000	26,595,000	53,514,000		

Source: CIA World Factbook, 2014 / FIFA Rank as of September 2016.

Map of South East Africa



“All that is valuable in human society depends upon the opportunity for development accorded the individual.” Albert Einstein

CHIGOLI ACADEMY

1. Education - Academic development is key to a player's future. Chigoli Academy players are given scholarships at private schools. In addition, targeted academic assistance is provided by qualified international school teachers in core subjects at the Academy. For players not entering professional football, sport scholarships into South African and US colleges will be sought.

2. Football Coaching - Chigoli will develop players to world class standards. This means nurturing talent in a player-centred environment, with developmental needs being met. From coaching to nutrition, sport science and psychology, all aspects are covered within Chigoli's complete player philosophy.

3. Character Development - Chigoli is committed to developing rounded and principled people to help represent their countries to the world. Chigoli has implemented a proven Character Development curriculum. In addition, Chigoli seeks out and works with a broad range of thematic NGO's to deliver Malawi-specific content to the squad, including HIV education.

4. Holistic Support - Chigoli believes in supporting the development of the player holistically. Dietary assistance is provided to players, targeting nutritional gaps in the Malawian average diet (protein, calcium, vitamins). Health problems or concerns are addressed on a case by case basis and pastoral services are available to Academy players..



"Education is the most powerful weapon we can use to change the world." Nelson Mandela

CHIGOLI COMMUNITY PROGRAMME

Football For All

Tournaments:

Chigoli runs a programme of mass participation football tournaments each year. These provide disadvantaged community groups access to competitive football. The programme features tournaments involving thousands of children each year and includes events for girls, boys and homeless children as well as supporting football for the blind in Malawi.

Chigoli tournaments are used as a vehicle to deliver information to children about education, child rights, health, and other key social issues. Rather than cash, training equipment is offered as prizes in order to assist players, and coaches, development post-event. Every tournament involves hundreds of children, providing Chigoli with additional opportunities to scout for and spot talent.

Feeder Teams:

Chigoli also supports a network of local feeder clubs across Lilongwe and the Central Region of Malawi at U8 and U10 level. These teams feature both boys and girls and provide hundreds of children weekly training. Further to this, feeder team coaches receive coach education, coaching resources and training equipment. Talented players from these teams receive trials with Chigoli Academy.



"Sport can change children's lives by helping break down barriers, promote participation, alter attitudes and include the excluded."

UNICEF *(see back cover)

TWO KEY PHASES OF DEVELOPMENT

1. Chigoli Academy: 2017 Onwards

- Chigoli HQ established in Lilongwe, Malawi's capital city. A private football facility this forms Chigoli Academy's base for training and revenue generating activities
- U12/14/15 including male/female players
- Players in local private schools, football training four times a week and character development programme
- Scouting nationally in Malawi

Financials:

Cap Ex - \$8,000 USD, Annual Op Ex - \$35,000 USD

2. Chigoli Academy: 2019 Onwards

- Eco-built, bespoke rural Academy facility, with dormitories, staff and volunteer/guest accommodation as well as school and football amenities
- U11 to U17 squads plus girls programme
- Players receive residential scholarships
- Full time implementation of football programme, education and character development
- Scouting across South Eastern Africa

Financials:

Cap Ex - \$725,000 USD, Annual Op Ex - \$375,000 USD

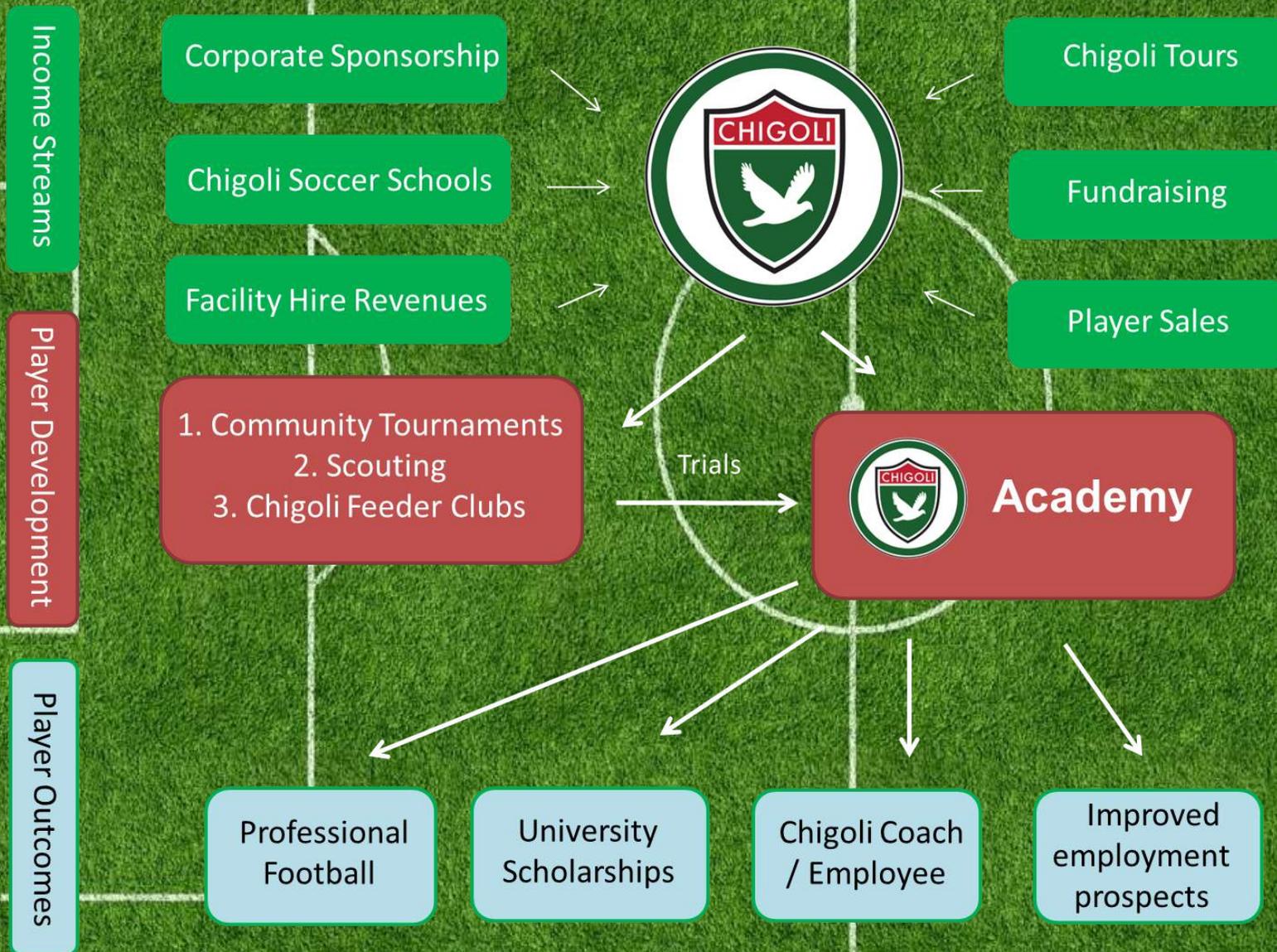


Martin Scales - Chigoli Ambassador / British Deputy High Commissioner to Malawi

"I am delighted to support Chigoli as their ambassador. I've seen first hand the huge impact they have made at both a community and academy level. Chigoli led by George and Alex has a first class team which has laid the foundations to expand the project further in the long term. The Academy Squad is full of talented and enthusiastic children eager to learn and develop, they have been given the chance to shine and it really shows on and off the field. "

"Some people believe football is a matter of life and death, I am very disappointed with that attitude. I can assure you it is much, much more important than that." Bill Shankly

BUSINESS MODEL



Funding:

Chigoli is to be funded by a variety of income streams. These include corporate / NGO sponsorships, fundraising, Chigoli Soccer Schools, rental incomes from Chigoli facilities and Chigoli Tours.

Chigoli's is forging relationships with a number of international schools and private clubs with a view to their participation in Chigoli Tours to Malawi.

Taking a medium term view, other income streams will come online including sizeable revenues from player sales.

We are developing links with professional clubs, providing them with services necessary to their own growth, including scouting for talented, new players.

Background

In 2008, George Maguire managed the largest school sports sponsorship in Malawi's history. The Africa Invest National Football and Netball Primary School Competition involved 5,300 schools and over 80,000 children. The volume and quality of raw talent identified across the tournament that the idea for a player-centred academy was born.



Maguire then established African Football Tours and led many trips to the 'Warm Heart of Africa', promoting football and tourism in the country. In recognition of this work he was invited to speak at AFEX (African Football Executive Conference) in Johannesburg on 'Football in the Rural Communities of Malawi' in April 2013.

Shortly before this he joined forces with the Swiss organization, Play Football Malawi and managed the development of two community based academies in Lilongwe. Wanting to focus on talent development, Maguire then left Play Football Malawi to form Chigoli with Alex Scott, with a view to focus on identifying and developing talented footballers in South East Africa.



- BA (Hons) Sports Studies with Business
- Spoke at African Football Executive conference in Johannesburg, 2013 on 'Football in Rural Malawian Communities'
- Founder of African Football Tours, travel business (now Chigoli Tours)

- Former Managing Director of Football NGO, Play Football Malawi
- Qualified International School Teacher
- Former Southampton F.C. Academy Player

George Maguire

Co-Founder



- BA (Hons) Business and Economics
- Scouted for 'The Scouting Network' in UK supporting Premier League clubs scouting operations
- Postgraduate Certificate in Social Development

- Postgraduate Diploma in Football Business from Johann Cruyff Institute, Barcelona
- Former Newcastle United F.C. Academy Player

Alex Scott

Co-Founder

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* Quote from www.unicef.org, correct as of 13/12/2015 (<http://www2.unicef.org:60090/sports/23619.html>) Published by Chigoli, October 2016. All rights and images reserved.