



Pathways Out Of Poverty For Gifted Children In South East Africa



Education



Character Development



Football

#changethegame

Why Chigoli Exists:

In 2015, the World Bank declared Malawi the poorest country in the world per capita. Landlocked and without major natural resources, Malawi is largely a nation of subsistence farmers and vulnerable to the impact of climate change. These factors lead to people being firmly trapped in cycles of poverty. Living conditions, health care, education and football are chronically under resourced, denying children opportunities to fulfil their potential.



Key Statistics



Malawi

- Estimated population – 17m
- 47% of the population under 14 years of age (CIA, 2014)
- Poorest Country in world per capita (World Bank, 2015)
- Landlocked, subsistence farming nation



Education

- Government schools class size often over 100
- 12% of children finish secondary school
- Deeply under-resourced
- Many classes held outside due to lack of class rooms
- 1 in 5 girls and 1 in 7 boys face sexual abuse by the time they reach 18 years of age (UNICEF)



Health

- Over 10% of the population live with HIV (UN)
- 2.8m people face hunger (WFP, 2016)
- Chronic lack of drugs in hospitals
- Lack of nutrition in diet creates stunting in 1 in 2 children (World Bank)



Football

- Lack of youth leagues
- Lack of well trained coaches
- Poorly resourced even at professional level
- Age cheating if rife, continually denying development opportunities to correct aged players

Talent from Malawi and many other parts of South East Africa doesn't stand a chance. Lacking role models to inspire them and avenues to improvement, generation after generation fails to achieve it's potential, continuing the cycle of poor performance and poverty.

Enter Chigoli.



About Chigoli

Chigoli means 'Goal' in the main tribal dialect in Malawi, Chichewa. Chigoli is currently a non-residential football academy based in Lilongwe, Malawi. Chigoli exists to identify talented boys and girls from impoverished backgrounds then nurture them into successful, educated, global citizens and role models for future generations of children. Chigoli currently has three male squads and one female team.



What We Do



Football

The most innovative coaching programme in Malawi's history, Qualified coaches from Africa and Europe, scouting nationwide, training base at a International School, resourced to European levels, 8 hours training per week, community tournaments and feeder team network



Education

Private school scholarships for players, educational support in key subjects from international school teachers, additional support for players as required



Character Development

Proven curriculum delivered in partnership with Right to Dream. Seven unit curriculum to create adaptable, passionate, capable and responsible individuals



Nutrition

Programme designed to meet the gaps in players' diets, created by poverty. Delivered in partnership with Seba Foods.



Pastoral Care

Pastoral support team, code of conduct, child protection policy, disciplinary systems



Medical

Consultant doctor retained by Chigoli, medical assistance for players, physio, regular medical 'care packs' provided

Recruitment

Players identified through scouting, feeder teams and large scale community tournaments



Age: 8/9/10



Academy / Scholarships

Further Education

Athlete scholarships into international schools / colleges – USA, UK, South Africa

15



Academy / Scholarships



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Employment

In country, international and internal

Professional Football

With a view to Europe, USA and emerging leagues.



Player Pathway

Who We Are



Alex Scott
Co-Founder

- BA (Hons) Business and Economics
- Scouted for 'The Scouting Network' in UK
- Postgraduate Certificate in Social Development
- Postgraduate Diploma in Football Business from Johann Cruyff Institute, Barcelona
- Former Newcastle United F.C. Academy Player



George Maguire
Co-Founder

- BA (Hons) Sports Studies with Business
- Founder of African Football Tours (Now Chigoli Tours)
- Postgraduate Certificate in Education
- Former M.D. of Play Football Malawi (NGO)
- Former Southampton F.C. Academy Player



Thom Mkolongo
Head Coach

- CAF A Licenced Coach
- Qualified teacher
- Super League of Malawi winning coach
- Former Malawi National Team Assistant Coach
- Former Malawi National Women's Team Head Coach

Our Story

In 2008, George Maguire moved to Malawi to manage the largest school sports sponsorship in the country'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 proved so impressive 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, in late 2014 Maguire then left Play Football Malawi to form Chigoli with Alex Scott, with a view to identifying and developing talented footballers in South East Africa.

Motivated by the chronic lack of opportunities for talented children in Malawi, the waste of potential occurring year on year and the continual cycles of poverty gifted children are unable to escape, both Maguire and Scott are deeply passionate and committed to creating meaningful change across this vast yet often ignored region. With a collective 15 years operational experience working in Malawi, the founders offer a unique working partnership in the region to facilitate and develop pathways out of poverty for talented children.



Current Position

- Non-residential academy
- Based at International School in Lilongwe
 - Male - U12/14/16 Squads
 - Female - U14 Squad
- Players in local private schools, football training three times a week
- Character development programme
- Scouting two regions of Malawi

Financials:

- Annual OPEX - \$70,000 USD

2018 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
 - Male - U12/14/16 Squads
 - Female - U15 Squad
- Players in local private schools, football training four times a week
- Character development programme
 - Scouting nationally in Malawi
- Selected players residential in Chigoli House

Financials:

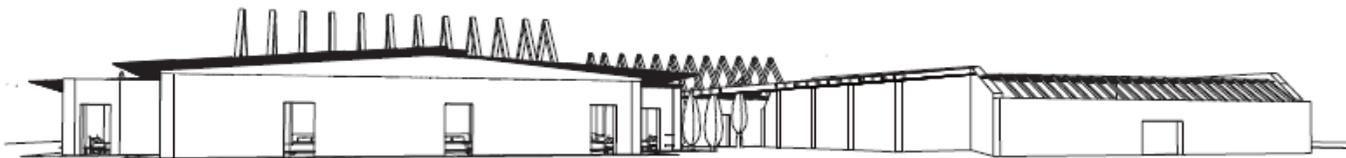
- CAPEX - \$20,000 USD
- Annual OPEX - \$100,000 USD

2021 Onwards

- Eco-built, bespoke rural Academy facility, with dormitories, staff and volunteer/guest accommodation as well as school and football amenities
- Running on renewable/green energy
 - Male - U11 to U18 squads
 - Female - U13 / 15 / 18
- Players receive full residential scholarships
 - International School onsite
- Full time implementation of football, education and character development programme
- Permaculture project providing food for Academy
- Scouting across Malawi, Zambia, Mozambique, Tanzania

Financials:

- CAPEX - \$725,000 USD
- Annual OPEX - \$500,000 USD



Artist's impression of Chigoli Academy in 2021



A Growing Vision



Right to Dream - A working, successful and sustainable African model for Chigoli to emulate in South East Africa

Right To Dream Academy (Ghana) have established themselves as *the* dominant youth football development force In Africa, creating a hugely successful working model, one in which talent is nurtured, developed and protected. Based in Ghana, Right To Dream scout across West Africa and have a world-class international school and football programme. 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). In addition they have championed creating pathways for athlete scholars into private schools and colleges in both the USA and UK. Right To Dream strategically advise and support Chigoli. Founded in 1999, Right To Dream’s achievements speak for themselves:



Tom Vernon – Right to Dream
Founder / Chairman FC
Njordeslland

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Professional Players

\$30m+

Player Value Created

42

Student Athletes

\$10.3m

Scholarship Value Generated

Summer 2015: Tournament Success

TopC-RKMSV



Winners

RTD 1 - 0 Fulham FC
U15

Marveld
Tournament



Winners

RTD 4 - 0 Arsenal FC
U15

Manchester United
Premier Cup



Winners

RTD 4 - 3 Genoa FC (PKs)
U15

Milk Cup



Winners

RTD 7 - 0 Southampton FC
U15

Gothia Cup



Winners

RTD 2 - 1 Kalmar FF
U17

‘Chigoli is run by two men who have Africa in their hearts and are determined to make a substantial difference through football. They have the passion, knowledge and drive to make their vision a reality. To progress as a continent we must support concepts like Chigoli, they empower the next generation of role models through the continent’s one unifying language, football. Right To Dream are proud to be supporting this project.’

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. Development of players is clearly failing in South East Africa. Consider that South East Africa is home to 120,000,000 people and 44% of them are aged 14 and under, some 53,000,000 children.

Under-resourced and largely ignored by the world of football, the region centred around Malawi presents one of the greatest opportunities for talent development in football anywhere on the planet. Chigoli are centrally located within the region and with partners input and investment are ideally positioned to create a special environment where talented children can fulfil their potential.

The raw talent in South East Africa is plentiful. Athletic, strong and quick it displays many of the physical attributes modern football requires for success.

Creating an environment in which to facilitate player development would unlock reams of talent from this region, create inspirational role models for future generations of children and put players from this region on the global map – touching millions of people across thousands of communities.



Corin Haines – UEFA A Licence with advanced youth award.
Colchester United Football Club



'Following visiting Chigoli and Malawi in 2016, the raw talent in the country is as good as anywhere. Many of the players are athletic and naturally gifted. Chigoli Academy has a number of players that would be on the radar of professional club Academies in Europe if they were based there.'

Country	Population			Total U14	% of Population	FIFA Rank
	Total	U14 Male	U14 Female			
Malawi	17,300,000	4,056,000	4,100,000	8,156,000	47.1	102
Mozambique	24,692,000	5,627,000	5,556,000	11,183,000	45.3	106
Tanzania	49,693,000	11,173,000	10,962,000	22,135,000	44.5	156
Zambia	14,638,000	3,393,000	3,362,000	6,755,000	46.1	88
Zimbabwe	13,771,000	2,670,000	2,615,000	5,285,000	38.4	103
Total	120,094,000	26,919,000	26,595,000	53,514,000		

Why Partner With Chigoli? Reasons and Opportunities

Chigoli represents a unique and outstanding partnership opportunity. Chigoli is passionate about creating meaningful, longstanding partnerships to drive genuine value to both parties.



Corporate Social Responsibility (CSR)

- Support talented Children in the world's poorest country
- Top elite youth-development academy in Malawi
- Huge potential to expand throughout the whole South East Africa Region
- Tangible, highly marketable CSR material
- Employee visits to create global awareness



Digital Opportunities

- Website
- Social media
- Newsletter
- Digital content
 - Feature videos
 - Player stories



Brand Association

- Drive brand awareness and enhance your brand image
- Branding on uniforms & training kit
- Community programme
- Feeder team network



Football

- First refusal on Chigoli players
- Scouting services
 - Player / coach exchange
- Youth team tours - fantastic, grounding experience to aspiring professional players

www.chigoli.org

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Partners

Nutrition Partner



Character Development Partner



Transport Partner

