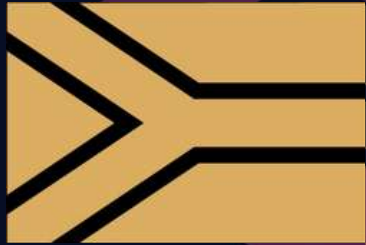


MORE
THAN A
TEAM



MORE
THAN A
GAME

2024

OUR JOURNEY

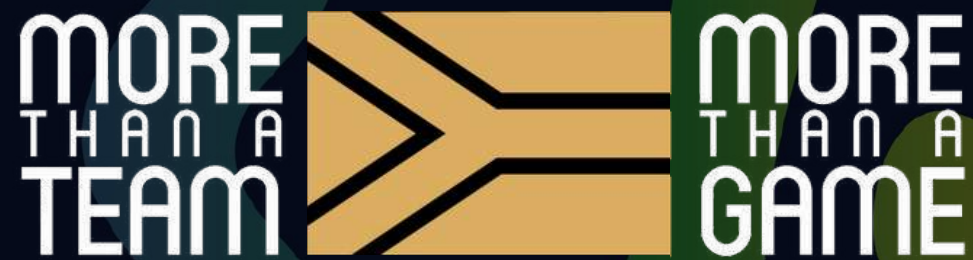
WWW.HBUFC.CO.ZA





#UNITED

**WE USE FOOTBALL AS A CATALYST
TO STIMULATE SOCIAL CHANGE.
TO UNITE, UPLIFT AND BRING PRIDE TO
OUR COMMUNITY IN SOUTH AFRICA.**



THE GOAL IS LOVE

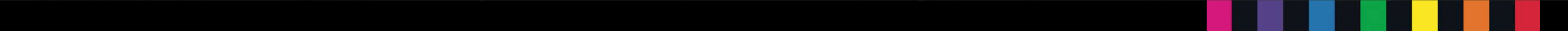




WE BELIEVE IN A BRIGHT RAINBOW FUTURE FOR SOUTH AFRICA

Hout Bay United Football Community (HBUFC) is the biggest NPO in Hout Bay. We use football for our social projects and programmes in such a way that we educate and prepare children, teenagers and young adults for a responsible and independent life.

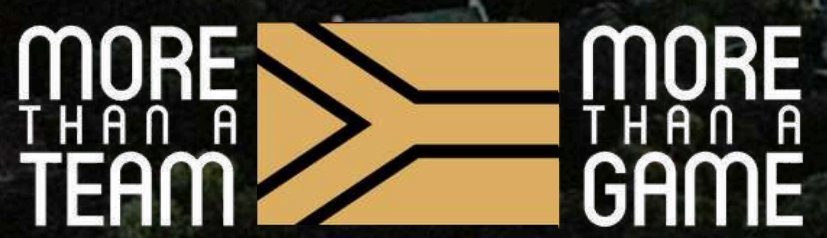
OUR MISSION & VISION IS:

- 1. To encourage and provide opportunities for all communities to come together, regardless of race and social status.***
 - 2. To get kids off the streets and develop them through mentorship and coaching to improve life skills, schoolwork & football ability, while creating jobs for players and the broader community.***
 - 3. To develop a successful top class football culture, and teams which bring pride to the people of Hout Bay. Through this we bring pride and hope to all communities of Hout Bay. Our youth teams play in competitive leagues, our men's team in the national third division and our women's team has just been promoted to the national second division.***
- 



OUR JOURNEY

- 1/ OUR STORY.**
- 2/ OUR APPROACH.**
- 3/ THEORY OF CHANGE.**
- 4/ LIFE JOURNEY.**
- 5/ FOOTBALL JOURNEY.**
- 6/ COMMUNITY.**
- 7/ OUR IMPACT.**
- 8/ 2024 PROJECTS.**
- 9/ DREAM BIG.**





#HBUFC

1

OUR STORY

THE GOAL
IS LOVE

#UNITED



30 years after the end of apartheid, South Africa is according to the World Bank's calculations*, the most unequal country on earth.

Hout Bay

Cape Town. South Africa.

**Photograph Taken by Johnny Miller from TIME magazine article entitled 'The World's most unequal country'*

*Neighbours living
side by side.*

**IMIZAMU
YETHU**



*Separated by more
than geography.*

THE VALLEY



*Connected by the
beautiful game.*

HANGBERG



WE BELIEVE

1. The power of football to unite a diverse community

2. The power of a community to transform by investing in our youth together as a unified team

**THE GOAL
IS LOVE**

A community.

UNITED



**THE STORY IN
OUR BADGE.**

Our community is represented on our badge by the rainbow stripes which surround the golden football. The ball represents the beating heart of our club and the gold represents our success.

Success isn't as easy as just winning on the field.

*We are more than a team.
More than a game.*



**WE USE FOOTBALL AS A CATALYST
FOR SOCIAL CHANGE. TO UNITE,
UPLIFT AND BRING PRIDE TO THE
HOUT BAY COMMUNITY.**



**"Uniting our
community
through the
beautiful
game."**



**"Fantastic coaches
who want to create a
better world for kids
through football.
I was there it was
brilliant"**

Jurgen Klopp (#1 Fan)



Hout Bay

Is a beautiful, scenic and culturally diverse community. A true reflection of South Africa. Hout Bay represents not only the racial and cultural diversity, but also the economic divide with rich living alongside poor. Many members of this community carry the scars, guilt and sadness of the apartheid regime, but they also carry the hope, passion and belief in a better future.

**THE GOAL
IS LOVE**



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“HBUFC is trail blazing a way forward for South Africa with their community building. Having spent time with many of the coaches playing 5’s on the football field myself, the positivity & energy is contagious. Sport holds such opportunity for us to come together, build trust and create friendships.”

**Mmusi Maimane.
One SA**

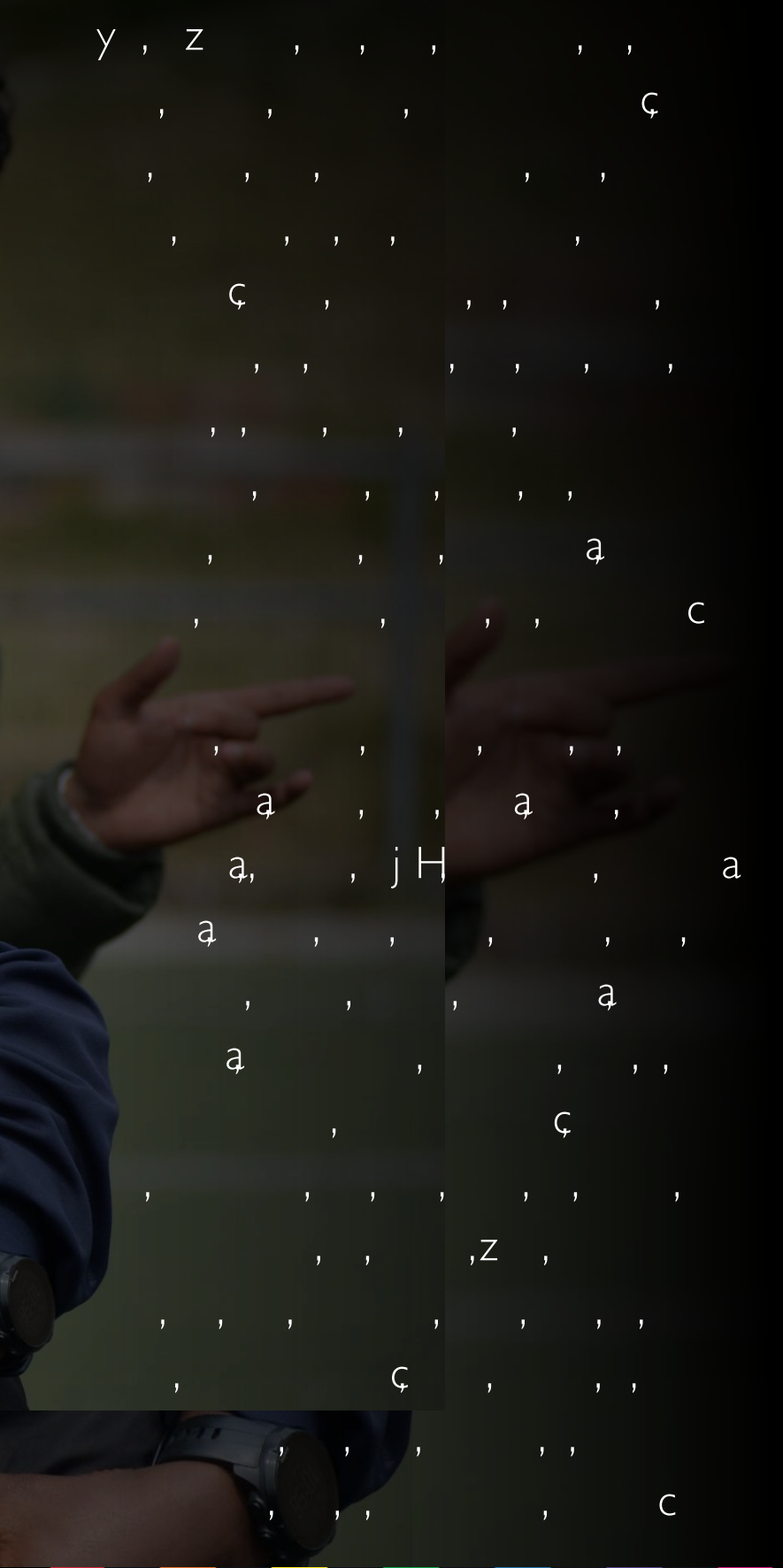


In the HBUFC model, diverse youth from the Hout Bay community undergo holistic support in two main streams:

- 1. We capture them with their 'Football journey'.***
- 2. And then we support and nurture them with their 'Personal development journey'.***



***More than a team.
More than a game.***





#HBUFC

2

OUR APPROACH

THE GOAL
IS LOVE

#UNITED



OUR APPROACH



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“What HBUFC have created is very special. I’m a fan, I watch their games when I can. Because I live in Hout Bay, it means so much to me that the club is for the people. It works so hard for the community. What it stands for, how it operates reminds me of the big clubs in England & Italy”

Eric Tinkler. Cape Town City Head Coach

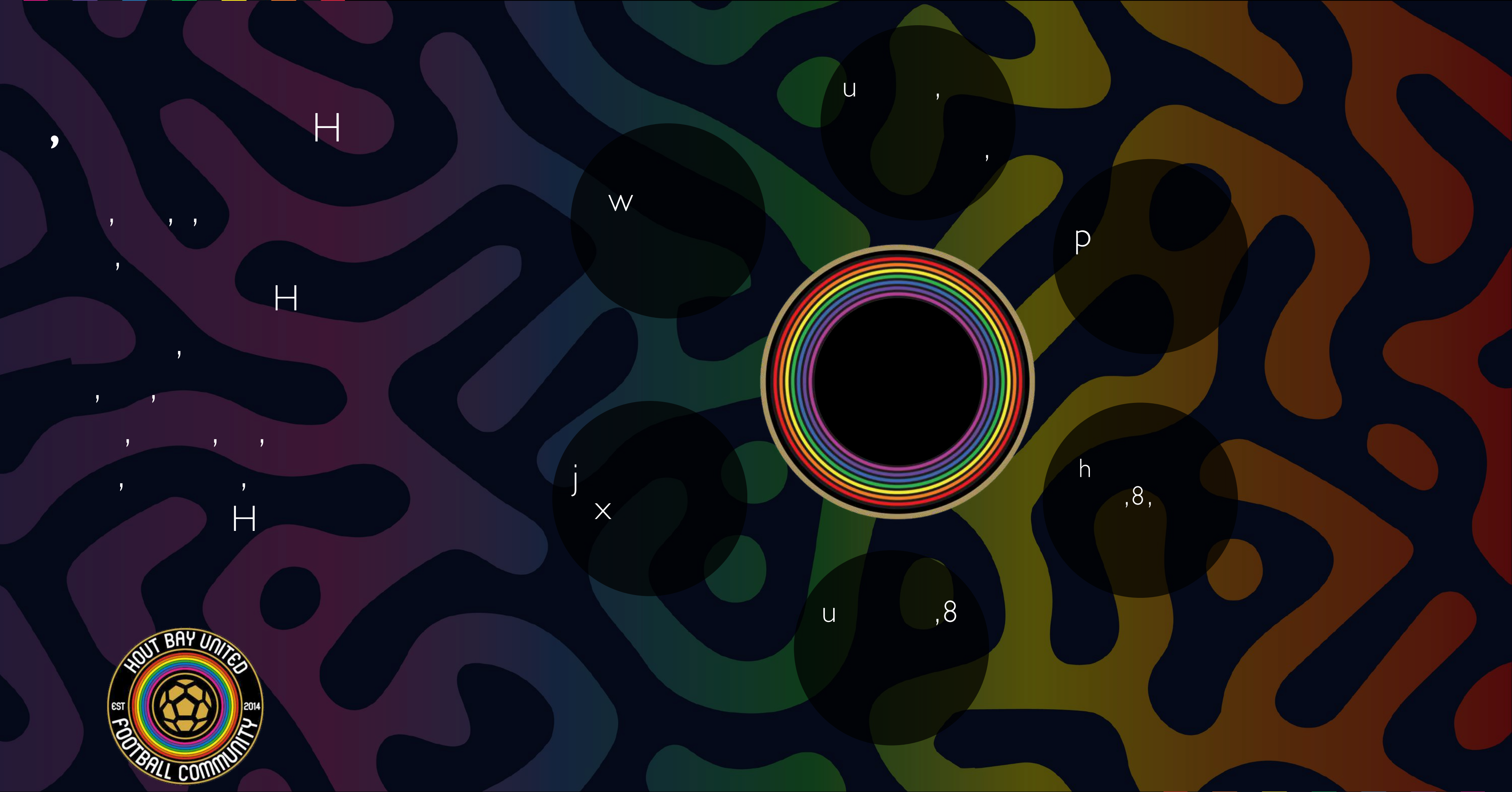


OUR IMPACT.

**More than a team.
More than a game.**



OUR APPROACH



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THE 'C' IS FOR COMMUNITY.

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- We have a **child protection** & a **LGBTQ policy** in place.
- Our coaches, staff and mentors all have **police clearances**.
- We have more than **1700 beneficiaries** of our programsWe are scoring **9 out of the 17 UN Sustainability goals**.
- We are a **NON-Profit** organisation and our **BEE status** is **Level I**



OUR APPROACH

1 NO POVERTY



Many of our community members live in poverty, and by providing job opportunities through our Personal Development Pathway we ensure that no HBUFC adult player lives without an income

2 ZERO HUNGER



An excellent example of our work in this area is the food delivery programme during lockdown. We partnered with various organisations to fund and deliver over 22 000 meals for the impoverished– more than 6 million meals! The HBUFC Bus became a symbol of hope delivering up to 500 food parcels a day.

3 GOOD HEALTH & WELL-BEING



We offer football programmes from age 5 to adult, both competitive and social. Players also receive the opportunity to learn about nutrition and start to feel the benefits of weight loss and increased energy.

4 QUALITY EDUCATION



Various programmes work towards improving the education of our players and members: work readiness training, after-school homework programmes and life skills workshops. We help our adult players without Matric to get their school leaving certificates. We also engage with all local Hout Bay schools to encourage our players to take their studies seriously.

5 GENDER EQUALITY



We have girls and boys playing in teams across all age groups, right the way up to our elite ladies and men's teams. All senior players also undergo training in safeguarding the vulnerable, including education about Gender-Based Violence.

8 DECENT WORK & ECONOMIC GROWTH



We strive to place every single adult footballer, male or female, in employment that matches their skills and interests. HBUFC subsidises salaries to ensure a living wage is received by all players – have a look at our Community Hub Programme to see examples of our work placements within local businesses.

10 REDUCED INEQUALITIES



Our Ubuntu programme provides volunteers and interns from overseas with the opportunity to meet and live with local community members, as well as working together on projects. In addition, HBUFC is a focal point for community-wide interaction across cultures and classes, as can be seen in the diverse and united supporter base at matches, and in all teams.

12 RESPONSIBLE CONSUMPTION & PRODUCTION



HBUFC is in the process of introducing the Zlto Community Currency platform to our structures, through which we can direct responsible spending and an education towards responsible consumption.

15 LIFE ON LAND



Our teams are regularly involved in beach and field cleanups, usually with other NGOs such as the Two Oceans Aquarium Foundation.




**CERTIFICATE OF REGISTRATION OF
NONPROFIT ORGANIZATION**

In terms of the Nonprofit Organisation Act, 1997, I am satisfied that

Hout Bay United Football Community (HBUFC) Trust
(name of the organisation)

meets the requirements for registration.

The organisation's name was entered into the register on **29 January 2016**
(date)

Registration number **165-406 NPO**

Director's signature 


Department of Social
Development


**ActivPro Business Solutions
Beneficiary Recognition Certificate**
Hout Bay United Football
Community Trust


IT000536/2015
NPO Reg No: *165-406*
PBO Reg No: *930051398*
Address: *6 Riverside Terrace,
Hout Bay, 7806, Cape Town.*

100%

Sector: Socio Economic Development – Community Upliftment & Sport
Black beneficiary base: 89.45%
B-BBEE SED Recognition: 100%
Issue Date: 15th May, 2024
Expiry Date: 14th May, 2025

This certificate is based on the information provided to ActivPro Business Solutions and is an independent opinion based on the documentation provided by Hout Bay United Football Club. The certificate is based on the gazetted Codes of Good Practice of BBBEE.


ACTIVPRO
— Business Solutions —


Peter Ross, CA (SA)
SAICA No: 00222031

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#HBUFC

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THEORY OF CHANGE

THE GOAL
IS LOVE

#UNITED





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THEORY OF CHANGE

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#HBUFC

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LIFE JOURNEY

THE GOAL
IS LOVE

#UNITED

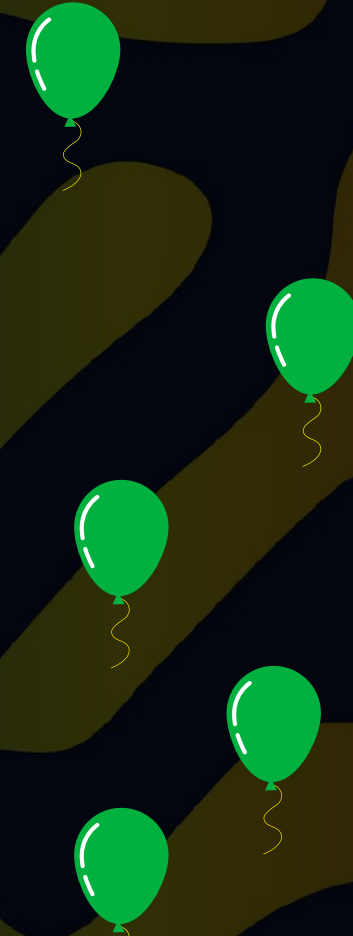




LIFE JOURNEY

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EARN YOUR STRIPES



Grit: Resilience, Commitment, Tenacity, Courage

Respect: Manners, Sportsmanship, Neatness, Cleanliness, Humility

Kindness: Friendly, generous and considerate

Community spirit: Compassion, Care for Nature, Non-Racism

Excellence: In football and all our work

Leadership: Punctual, Healthy lifestyle, Inspiring

Responsibility: Being accountable, having a duty to deal with.



#HBUFC

5

FOOTBALL JOURNEY

THE GOAL
IS LOVE

#UNITED



FOOTBALL JOURNEY

ADULTS 11 V 11 & 5-A-SIDE GAMES

	FOOTBALL FOR LIFE	MASTERS
--	--------------------------	----------------

TRAIN TO COMPETE		U19+
PERFORMANCE	COMPETITIVE & RECREATIONAL	

YOUTH 11 V 11 & 5-A-SIDE GAMES

TRAIN TO COMPETE	FOOTBALL FOR LIFE	U17-U18
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		U15-U16
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TRAIN TO TRAIN		U13-U14
DEVELOPMENT	COMPETITIVE & RECREATIONAL	

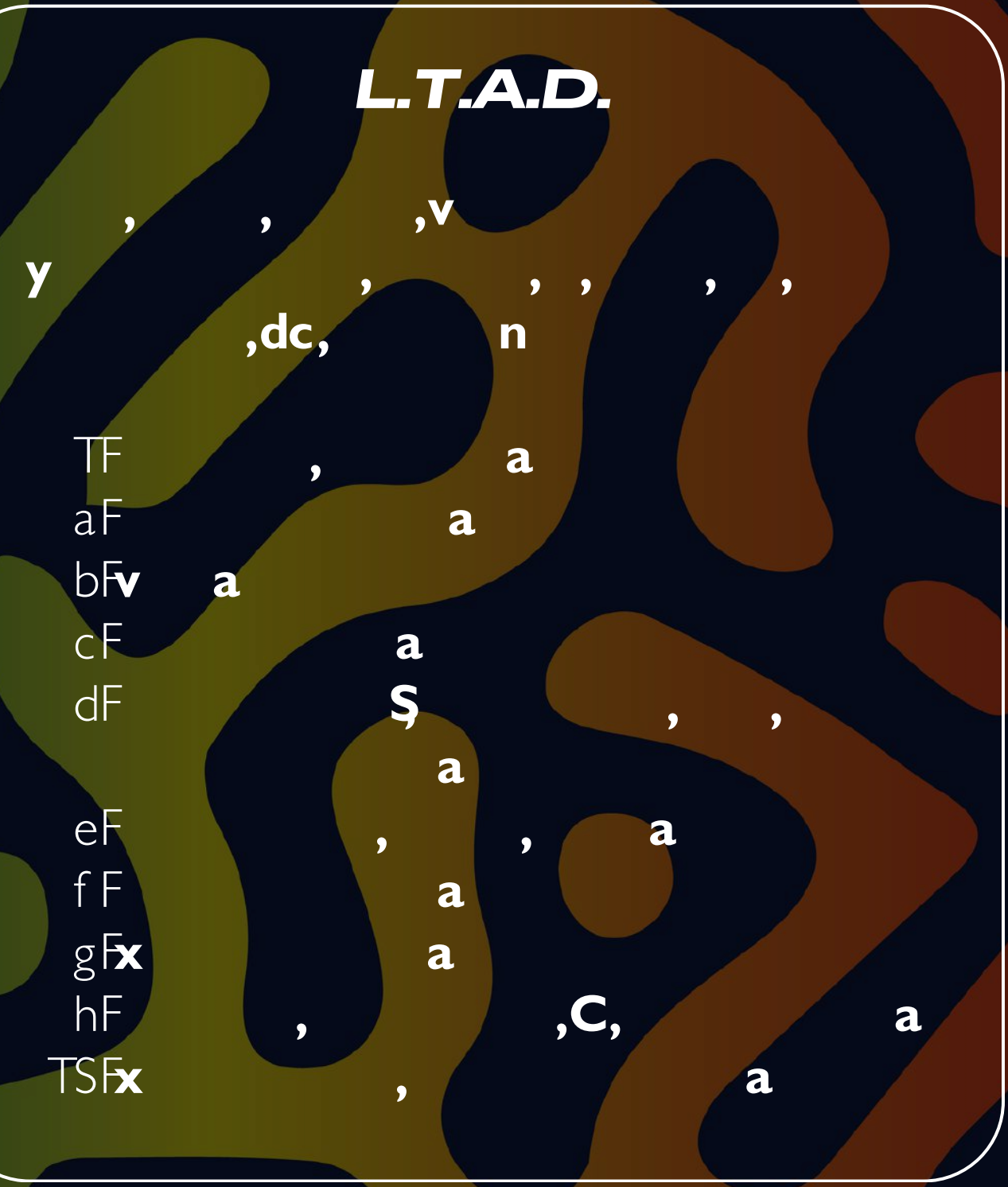
CHILDREN

LEARN TO TRAIN	U9-U12
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FUNDAMENTALS	U7-U8
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ACTIVE START	U4-U6
COMPETITIVE & RECREATIONAL	

L.T.A.D.



STEP 3.2 INDIVIDUAL PLAYER DEVELOPMENT PATHWAY

1 LIFESTYLE & EDUCATION GOALS

- CV
- Employment record
- School record
- Work readiness courses
- Internships

2 COMMUNITY WORK

- Volunteer work history Individuals offer 2 hours service per week
- Areas of interest

3 LONG TERM ATHLETIC DEVELOPMENT (L.T.A.D.)

- Fitness records
- Medical records
- Psychological records

4 FOOTBALL DEVELOPMENT. TACTICAL KNOWLEDGE, MENTAL RESILIENCE & TECHNICAL SKILLS

- Minutes of 1 on 1 sessions
- Happiness levels
- Playing reports
- Playing records

The Football journey:

I.P.D.P

The I.P.D.P. is a structure to plan and monitor the development of the whole player. On and off the field.

Vision: We aim to create a safe, positive environment that gives each individual the best chance to become the very best that they can be. On and off the field.

We aim to create a **safe, positive environment** that gives each individual the best chance to become the very best that they can be. **On and off the field.**

On selection to the U12 squad, a file is opened for players capturing detailed information around 4 main areas, on and off the field: Lifestyle & education, community work, athletic & football development.

We monitor our activities & impact using the powerful Poverty Stoplight tool, with each player surveyed for a baseline and then again monitored annually. At all times, we seek to develop players & offer support to allow them to reach their full potential in line with our philosophy.

HBUFC employs positive management and seeks to create a positive solution driven culture among our individuals. We serve our people like family members always striving to find solutions and offer chances of rehabilitation & learning.

**FOOTBALL
PHILOSOPHY**

**HBUFC X
FLEETWOOD
TOWN FC**

We have partnered with English Division 1 team Fleetwood Town FC. A value driven community orientated professional club with a reputation for developing young talent.

They are the fastest promoted team in the history of English football with 8 promotions in 10 years and although the 2nd smallest town in the English football league they sit only 2 promotions from the EPL. We have much to learn from our new partners and have developed our football philosophy based on their successful model.



PLAYER ID

HBUFC Players will be expected to be:

- A good person
- Disciplined (on and off the pitch)
- Hard working • Bright in possession
- Intelligent/aware (game understanding)
- Creative
- Able & Willing to work for/with the team
- Positive
- Desire to succeed/win

NON-NEGOTIABLES

HIGH ENERGY

- Playing with a purpose, looking to dominate and dictate (with and without the ball)

CHARACTER

- Strong mentality in all situations (whether they are good or bad)
- Help each other through these situations

DESIRE

- Willingness to learn (on and off the pitch)
- Winning mentality, in trainings and games

ENTHUSIASM

- Positive attitude towards own development



ATTACKING

Get into the opposition's final third as efficiently as possible (resulting in scoring attempts):

- **Forward intention: off-the-ball runs!**
- **Eliminate opponents/lines of opponents (leave them behind): pass past them, receive past them, dribble past them.**
- **Width: exploited through switching → 1v1**
- **Individual brilliance: achieved through detailed evaluations + individual training plans**
- **Ruthlessness: scoring!**

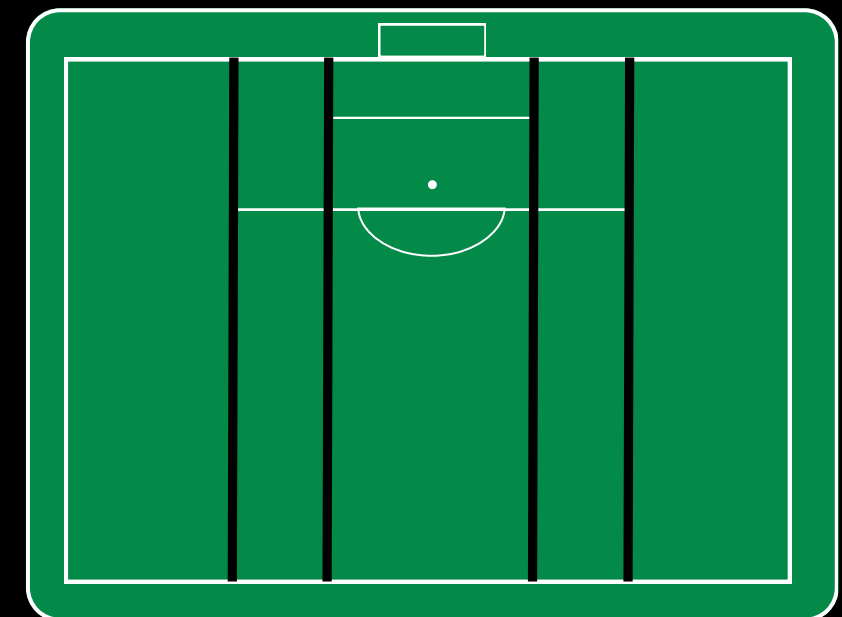


ATTACKING TRANSITION

We become a forward running and passing team:

- **Forward intention + width (5 lanes/channels)**
- **Quick identification: securing possession or exploiting opportunities for progression.**
- **Forwardness – Cover balance: off-the-ball runs, combined with / while guaranteeing defensive stability/organisation.**
- **Individual brilliance: achieved through detailed evaluations + individual training plans**
- **Ruthlessness: scoring!**

ATTACK IN 5 LANES



DEFENDING

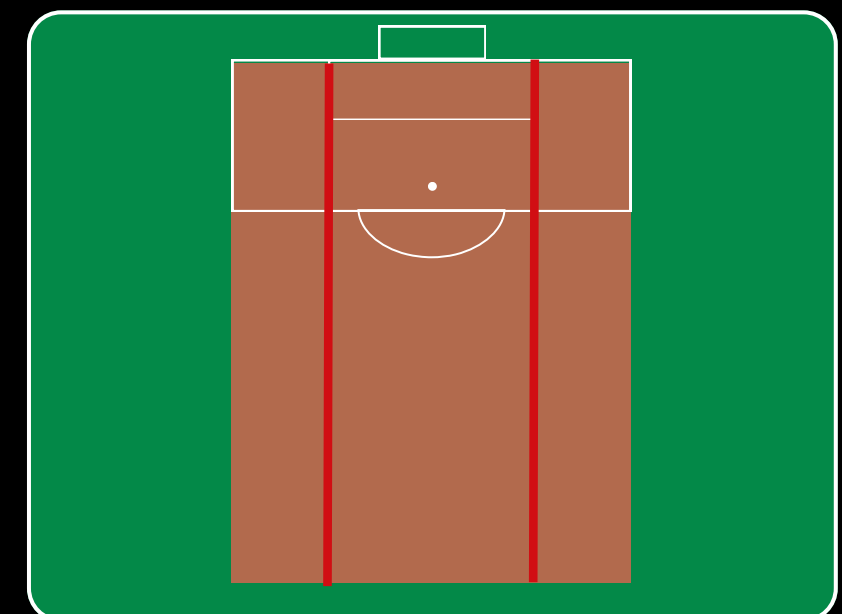
Desire to win the ball immediately, recognizing when it's best to fall back into a connected / organised shape:

- **Instil a pressing identity into the players. Players = pressers**
- **Connected unit, organised to limit space (narrowness, 3 lines) → develop the required fitness/energy levels.**
- **Anticipation: provide players with signs/triggers/clues that help them anticipate opponents' immediate intentions and actions: behind or in-front play? (delimit their focus)**
- **1v1 domination: provide players with skills that allow them not to get beaten.**
- **Patience – Aggressiveness balance: Create agreement on the triggers.**

DEFENSIVE TRANSITION

- **Immediate reaction! Quickly counter-press to win the ball back.**
- **Deny and dictate (or delay): keep the opponent from playing through/over. Force them to play around our defensive unit.**
- **Aggressiveness: desire to quickly regain possession.**
- **Recover centrally: quickly become compact (deny space inside) and force them to play around our defensive block.**
- **Connected unit, horizontally compact (3 lanes)**

DEFEND IN 3 LANES



BLOCK 1 DEFENDING

HIGH PRESS

- **When to press: recognition of triggers**
- **Setting traps**
- **Pressing angles**
- **Speed of approach**
- **Providing cover**
- **Distances between players**
- **3 lanes (horizontal compactness)**

MID PRESS

- **Define roles and responsibilities**
- **Define distances between players and units**
- **Recognise when to press and when to drop (protect space and wait/shift)**
- **Anticipation: provide players with signs/triggers/clues that help them anticipate opponents' actions (play behind or in front)**

DEFENDING

- **1v1 domination: prevent forward play (force backwards) and accurate crosses into box**
- **2v2, 3v3, 4v4 domination: defend like a connected unit, with defined roles**
- **Develop heading and aerial duel skills**
- **Develop clearing skills (1st contact)**
- **Develop emergency defending skills: blocks, tackles...**
- **Recognising when to press or when to keep position and wait**

COACHING TOPICS



BLOCK 2 ATTACKING TRANSITION

POSSESSION OR COUNTER

- Quickly counterattacking (exploiting available space) or securing possession (keep the ball away from the opponent's press)
- Passing or dribbling after winning the ball
- Develop ability to keep the ball away from opponents
- Develop players' quick identification of the situations (so they can quickly come up with the solution)
- Supporting angles
- Develop on-the-ball skills in tight areas
- Forward intention: off-the-ball runs!

RUN BEYOND / SUPPORT BEHIND

- Define off-the-ball movements: quickly identify when to run beyond or support behind (the ball)
- Develop dribbling skills
- Develop forward passing: timing + passing to feet or into space
- Develop off-the-ball runs, from different starting positions (timing and trajectories)
- Maintaining defensive structure, staying organised (while having forward intention)

FINISHING THE ATTACK

- Develop intelligent movement → get into scoring positions
- Develop crossing and finishing skills: variety! (ball and players' trajectories, available time-space...)
- Define and develop potential combinations
- Develop creativity and disguise: give them skills to beat defenders and goalkeepers

**COACHING
TOPICS**



BLOCK 3 ATTACKING

BUILDING

- Define starting positions
- Define specific roles and responsibilities (example: providing depth)
- Develop off-the-ball actions: supporting and receiving angles
- Develop on-the-ball skills: passing, receiving and dribbling (variety!)
- Identify when to play through, over or around (or when to keep the ball / dribble)
- Define potential passing and dribbling options for each position

CREATING

- Recognising space and overloads (and exploiting/accessing them)
- Creating space and overloads (through players' movement) → combine movements towards and away from the ball
- Identify when to play through, over or around
- Forward intention: look forward and run forward → off-the-ball runs!

FINISHING

- Creating space
- Coordinating and timing the runs (to create and exploit space)
- Develop crossing and finishing skills: variety! (ball and players' trajectories, available time-space...)
- Develop receiving skills → Ruthlessness: receiving to score!
- Develop creativity and disguise: give them skills to beat defenders and goalkeepers.



**COACHING
TOPICS**



BLOCK 4 COUNTER PRESS

COUNTER-PRESS

- **Immediate reaction!**
- **Aggressiveness: desire to quickly regain possession**
- **Winning the ball back within 4-5 passes**
- **Nearest man presses the ball (give him cover → pack hunter mentality: every player takes a position from where they can contribute/influence)**

PRESSING AS UNITS

- **Spacing and distances between players**
- **Aggressiveness: desire to quickly regain possession**
- **Recognise when to press and when to protect space and wait**
- **Dictate the opponents play: force them to play wide (towards the spaces we want them to play)**

RECOVER

- **Delay: keep opponents from playing forwards (through and over)**
- **Organisation away from the ball**
- **Desire to recover: protect valuable spaces**
- **Recover centrally: quickly become compact (deny space inside) and force them to play around our defensive block.**
- **Dictate the opponents play: force them to play wide**



COACHING TOPICS







#HBUFC

6

COMMUNITY

THE GOAL
IS LOVE

#UNITED





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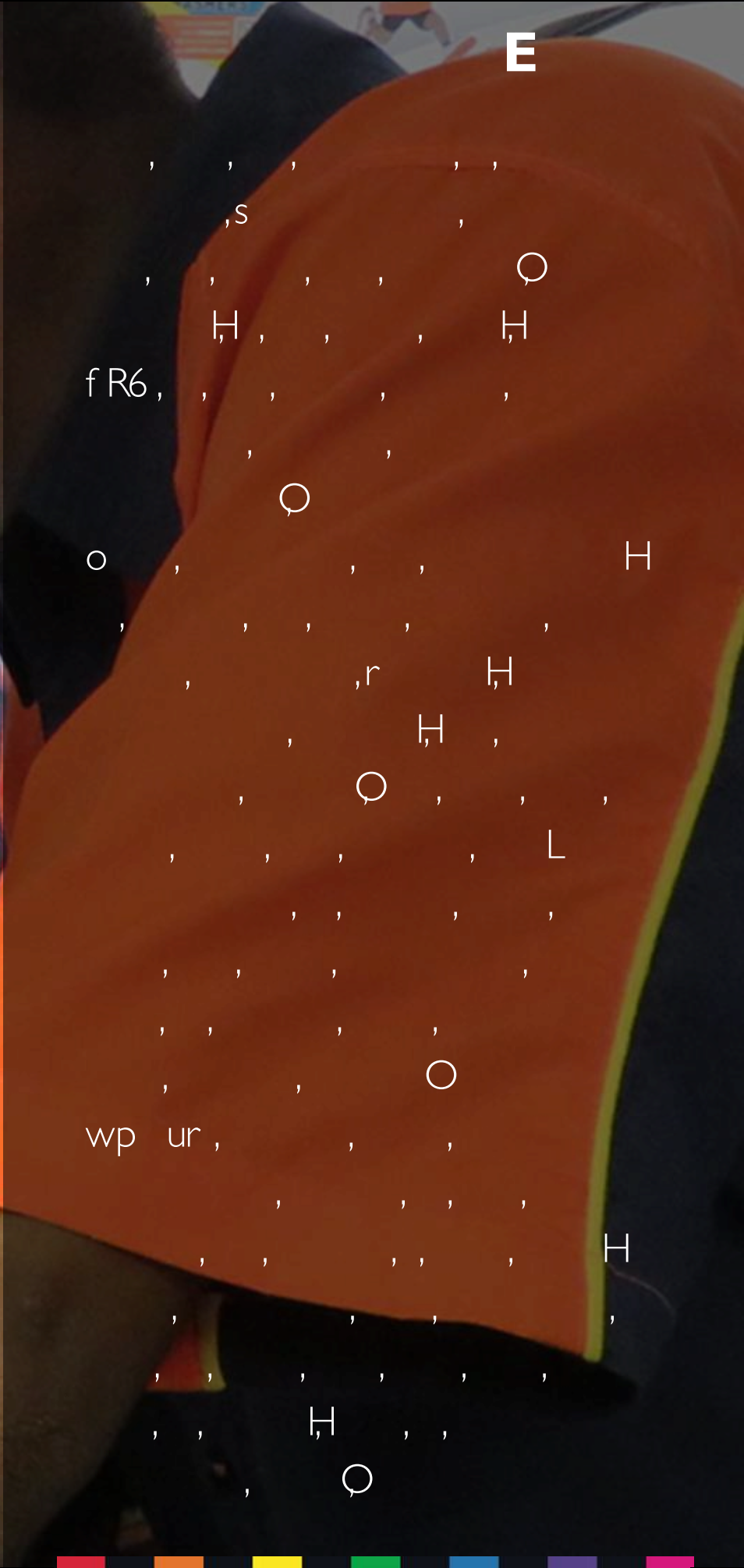
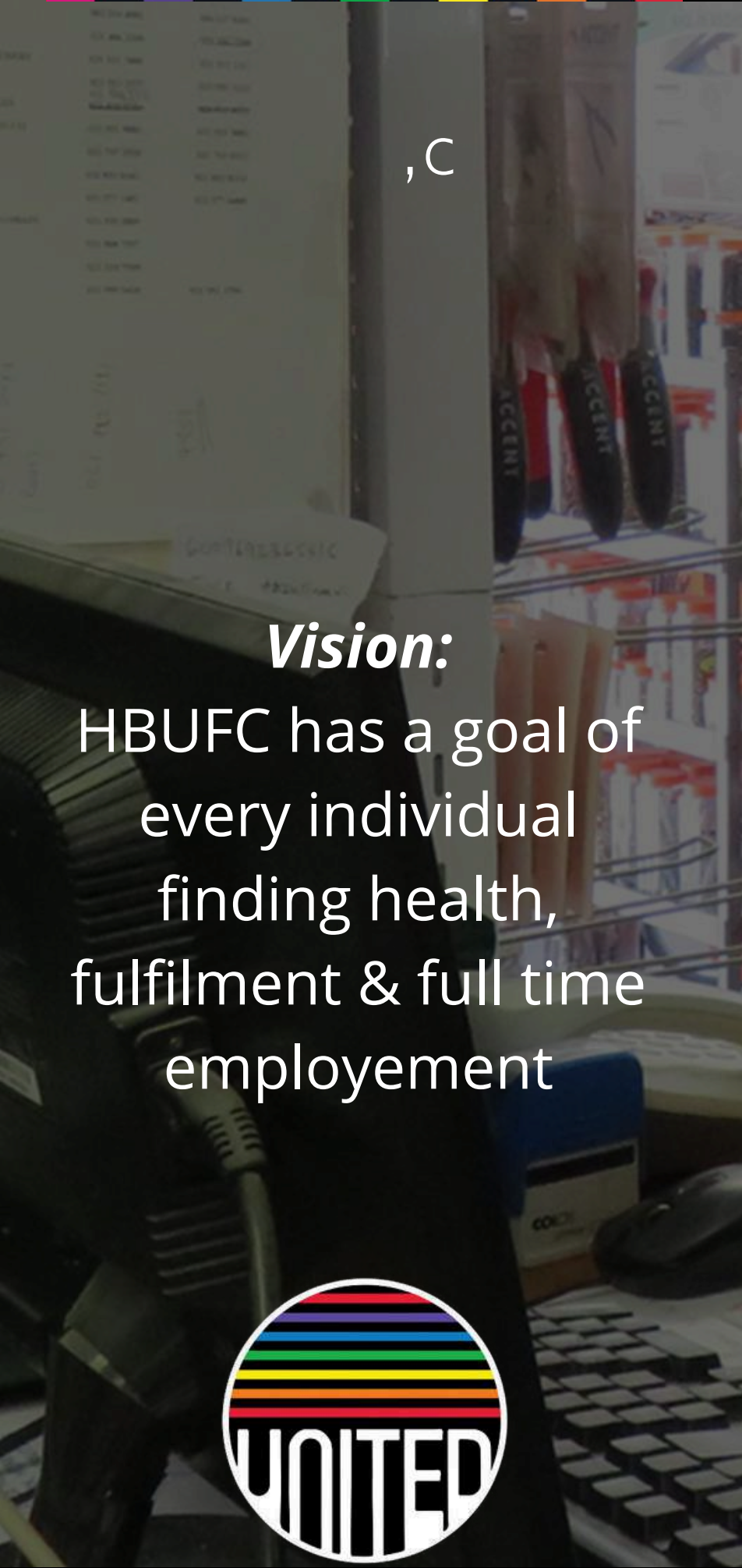
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Vision:

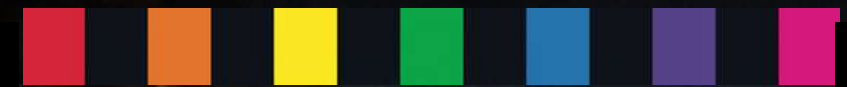
All the schools from the various communities come together, the children are mixed up to play football, interact and make friends.





Vision:

HBUFC has a goal of every individual finding health, fulfilment & full time employment



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"I fell in love with the holistic approach of HBUFC and how it has an impact on the community. HBUFC changed me and with me, HBUFC changed."

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Ubuntu volunteer programme.

Through our Ubuntu programme, we recruit volunteers from abroad who work in the Club as well as local schools and NGOs. The income generated from this programme allows us to accommodate players and coaches in a safe environment, with mentors on site. We have between 4 and 6 players being accommodated and receiving mentorship at any given time.

The volunteers all stay with players and staff from HBUFC for a minimum of 3 months, offering an amazing life experience for all parties with each learning about a new culture.

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#HBUFC

7

OUR IMPACT

THE GOAL
IS LOVE

#UNITED



OUR IMPACT

Our social impact across our Community

Our impact occurs through 4 main focus areas

Education support

Employment hub

Community programmes

Football programmes



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EDUCATION

6 U18's on 1 week walking safari

280 hours of 1 on 1 homework

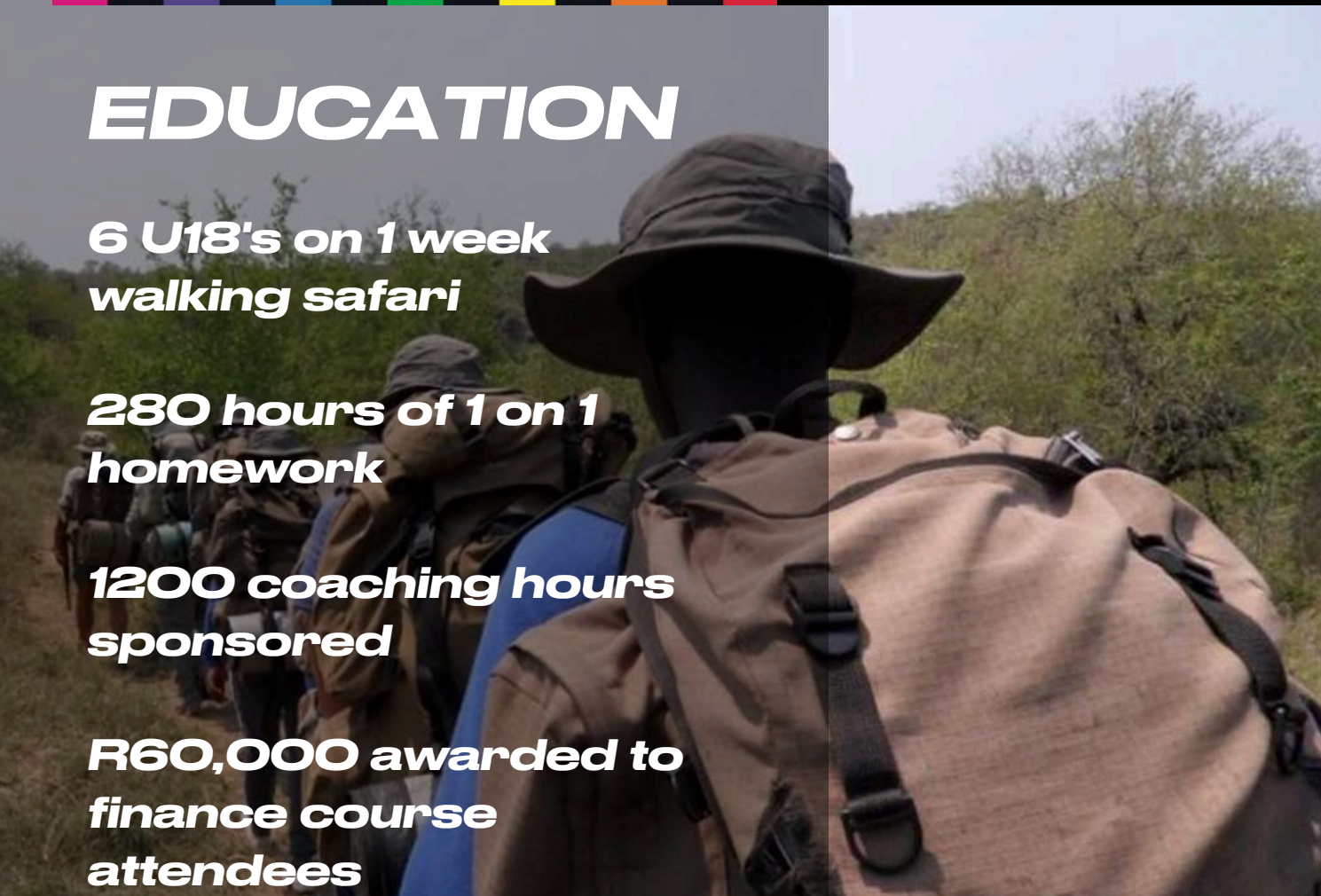
1200 coaching hours sponsored

R60,000 awarded to finance course attendees

20 Coaches completed training courses

25 beneficiaries completed level 1 first aid

3 U16 female players attended Gothia cup in Sweden



EMPLOYMENT

150 Individuals on employment hub programmes

30 1 year oppoertunities created through the YES programme

50 participants on the 1 year AVA work readiness programme

20 jobs created at Enlabeler

120 Employment opportunities created through Sport for social change network



COMMUNITY

800 Free trips to and from the field

1000 bags of waste collected from around our fields

3000 nutritious shakes sponsored to our juniors

6000 volunteer hours donated

200 social football games played

Undisclosed number of behavioural, health and counselling sessions and treatments



OUR IMPACT

FOOTBALL

500 Kits and tracksuits sponsored

175 Pairs of football boots sponsored

150 Acedemy places sponsored

3000 Pre match meals

22 Coaches employed

2000 fans enjoying

287 matches played

5 Trophies won



FOOD

**LOCKDOWN
HIT. HBUFC
DELIVERED
3,000,000
MEALS**

HBUFC Partnered with local charity Courage to fundraise, purchase and to use players to securely deliver food relief parcels from neighbour to neighbour into every corner of Hout Bay. This process ensured food security and respected the dignity of all those involved. It illustrates the reach the football club has across the community of Hout Bay.



**3,000,000
MEALS IN
LOCKDOWN**

TRANSPORT

Every day we run free transport between our communities so that our beneficiaries have access to all of our employment, community and football programmes.

This amounts to 50,000km every year of sponsored transport which fund through our wheels for wheels Cape Cycle tour campaign



HOUT BAY'S OUR STADIUM

**100,000
SEASON
TICKET
HOLDERS**

We play our home games in the center of Hout Bay. The mountains around us are our stadium, home to all our fans. Our field is one of the few places where all 3 communities come together around a shared passion. 100,000 people behind HBUFC because we're more than a team and bigger than the game.

**50,000 people
Imizamo Yethu**

**20,000 people
The valley**

**30,000
people
Hangberg**





#HBUFC

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2024/25
PROJECTS

THE GOAL
IS LOVE

#UNITED



BUILDING OUR PARTNERSHIP WITH FLEETWOOD TOWN FC

We have partnered with English Division 1 team Fleetwood Town FC. A value driven community orientated professional club with a reputation for developing young talent.

They are the fastest promoted team in the history of English football with 8 promotions in 10 years and although the 2nd smallest town in the English football league they sit only 2 promotions from the EPL. We have much to learn from our new partners and have made the following mutually beneficial partnerships that will primarily allow us to save budget on our football operations to increase the capacity of our community programmes:

50% HBUFC Elite team Management support

50% Partnership in FTIFA Cape Town Academy business

Creation of a Marketing hub as part of the HBUFC employment hub to support FTFC global operations

Mentorship & training in FTFC coaching IP.

Player / coaching pathways into FTFC Worldwide group



DEVELOPING THE DREAM FACTORY

We have purchased the old Hout Bay International school on Riverside terrace in Hout Bay. The building will be multi-functional offering a home to HBUFC Trust operations & housing the FTIFA Cape Town Academy business partnership with FTFC who will assist with the refurbishment costs and the financial underwriting of the initial business model.

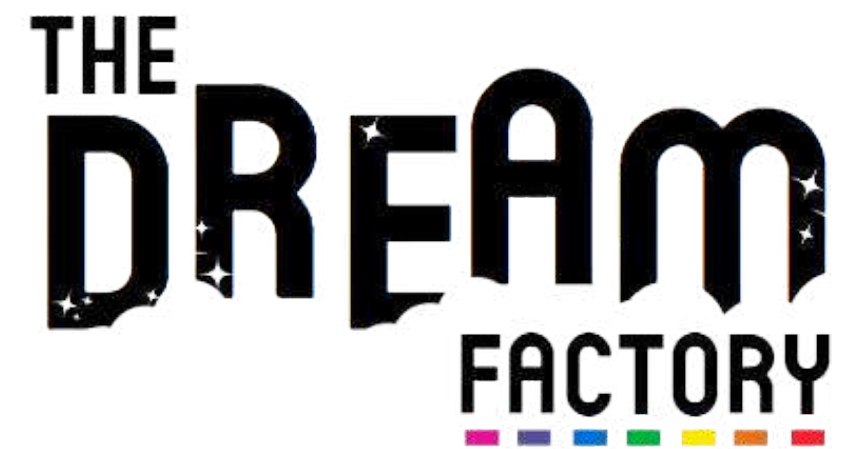
There will be the following direct benefits to the HBUFC community from the purchase of the Old school house:

18 U23 players from HBUFC will live on site with full board, nutrition and holistic support in a World class environment.

Homework support for HBUFC players will run from 2 classrooms 4 days a week.

There will be a 5 aside field, Football specific gym, audio visual centre, multi purpose hall, canteen and 5 classrooms all available for beneficiaries of HBUFC.

The building will house up to 48 young players of between 13-18 attending the school as part of the FTIFA Cape Town business with the specific goal to help make HBUFC financially sustainable.



RAINBOW BUS CLASSROOM

Most of the 200+ children in our programmes attend local government schools and need significant additional academic support. We collect all school reports from our players and work closely with the schools. Currently, we operate weekly extra lesson classes for high school players, facilitated by students from UCT, but we are looking to expand this to school children of all ages.

To do so, we HAVE FUNDING APPROVED to operate a "homework bus" as a movable venue, where our facilitators and volunteers from both South Africa and abroad assist dozens of children each day with extra lessons and academic support.

The bus will spend 5 afternoons a week from 14h00 - 17h30 at the two community football fields in Hout Bay, within walking distance of the schools.

We will offer:

- Homework support
- Community cohesion social workers
- Safe Internet & workspace



**HBUFC
EDUCATION
HUB**

**HBUFC
EDUCATION
HUB**

HBUFC Education Programme 2024

Programmes:

U18 Scholars Residential Programme:

Under 18s selected for the first Team Men's Squad will have the chance to enrol at an online school and move into the Dream Factory, where they will be accommodated, provided with three cooked meals a day, and supported with their schooling. Their costs will be covered by HBUFC and sponsors.

Persons Responsible: Mike and Noel

FTIFA Sponsorships:

HBUFC will attempt to source sponsors for the most promising U14-U17 players to join the FTIFA programme and undertake online schooling.

Persons Responsible: Iris and Mike

Daily:

The Dream Factory will be open from Monday to Thursday during term time from 17h30-19h00 for the players to complete their homework.

HBUFC to provide volunteers/interns to assist with questions, keep discipline, and track attendance.

Persons responsible: Iris and Wabs/Zanele

After video analysis:

Following video analysis sessions (Tuesday and Wednesday), there will be tutors (provided by HBUFC as above) to help the players with their school work. They should be encouraged to use this time to ask any questions they may have.

Persons responsible: Iris and Wabs/Zanele?

Focus:

Maximising the Dream Factory facilities and accommodation, and our volunteer network, to ensure that the players coming through the HPL have a "dual dream" and are able to get a matric.



**HBUFC
EDUCATION
HUB**

Wednesdays:

Weekly during term time from 17h30 - 19h00, SCS (St Cyprians School) will provide tutors to come to the Dream Factory to give students individual attention for upcoming tests or assist with areas of work they may struggle with.

This is not a chance for the students to just do their homework. Students should be encouraged to ask as many questions as possible and attempt to grapple with work they don't understand.

The major focus here is U16 and U18 although any age can attend.

**Person responsible:
Tom and Byron**

Fridays:

Weekly during term time, except for the last Friday of Term, from 16h00-17h30 (leaving Hout Bay at 14h45 Hangberg and 15h00 IY), U12 and U14 students will be bussed to SCS where maths, English, and computer literacy will be the main focus. There would also be students and staff members on hand, and food is hoped to be provided (unconfirmed).

After the class, they will have a 60 minute football session on the St Cyprians fields (unconfirmed).

**Persons responsible:
Byron and Tom**





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DREAM BIG

THE GOAL
IS LOVE

#UNITED



ON THE FIELD

Our goal is to be the leading football academy on the continent for both boys & girls.

Developing players holistically, in a world class environment, providing excellent education and with a strong focus on local talent from Hout Bay.

PRO LADIES TEAM

A Pro ladies football team & the best female football academy in South Africa. Competing at the highest level and producing International players.

BBBEE FUNDING STRATEGY

A BBBEE Funding strategy to allow us to use Corporate funding to recruit & sponsor players through our FTIFA Cape Town academy at the Dream Factory. If successful this can be scaled into other geographical regions, eg Dream Factory Durban & Dream Factory Joburg

PSL 2030

PSL Football by 2030. Using local players that have been developed through our academy. Supported by a large crowd of fans who are invested in us as we stand for more than just a game. We have started & administer the HPL league with the local PSL & best regional Academy teams from u12-u18. This season our U12's won the league, our U14's runners up.

OFF THE FIELD

To really achieve our vision of using football as a catalyst to unite & uplift our community we need to invest in considerable infrastructure & form successful local & International partnerships.

IMPROVED FIELDS AT HOUT BAY SPORTS COMPLEX

Partnership with Vanderbilt University, USA to fund the development & refurbishment of the football fields at Hout Bay sports complex. Providing 2 excellent 3G Astro football fields for the +30 teams of the GHLFA & classrooms to deliver our programmes.

TRAINING FIELDS FOR HBUFC

Partnership with Nowers Academy school in Hout Bay to develop 2 x World class grass training fields and deliver a brilliant football programme into the school. Our goal is to deliver football programmes into all of the local schools

HOUT BAY STADIUM

Partnership with Kronendal school in Hout Bay to develop a sporting centre of excellence including a small stadium complex, with offices and accomodation to help with economic viability, multi purpose football pitch as well as Indoor swimming pool & Padel courts.

**IN OUR
COMMUNITY**

We can expand our philosophy to connect our whole community through various shared activities in beautiful and safe shared public spaces.

**RAINBOW
SPORTS
COMMUNITY**

Rainbow sports community. Continue to develop our existing relationships with other sports codes so that we can further assist by connecting them with training, safe guarding advice and funding opportunities, while providing transparent governance and shared programming.

**POVERTY
STOPLIGHT**

Social impact assessments provide an excellent guage of our success on the ground in Hout Bay. We want to further develop our partnership with the Poverty stoplight tool in order for us to both track our own social impact but also realise a commercial opportunity to track the social impact of other NGO's in Hout Bay.

**FRIENDS OF
HOUT BAY
SPORTS
COMPLEX**

The Friends of Hout Bay Sport Complex will develop a legal structure, based on an existing blue print, with all stakeholders of the park that will allow external funding to come into the park, allow advertising in the park and allow the parks COCT budget to be better Managed. The vision is a World class shared space for the whole community to enjoy similar to Greenpoint park.

EDUCATION

We develop brilliant young football coaches who have a holistic approach. We have also created a range of unique football for good programmes that we would love to share with other organisations

LOCAL SCHOOLS

We run full football programmes in Moravian, Hout Bay primary & high schools and HBIS. We have been invited to run the HBIS Real Madrid programme in 2024 along with opening programmes with Kronendal, Nowers academy & Silikamva. Another goal is to develop a local schools league and a representative Hout Bay schools team for the best players.

COACH EDUCATION

There is an excellent opportunity to provide high level coaching education in Hout Bay, partnering with the Irish or Scottish FA's to deliver UEFA C coaches badges here in SA. Our vision is to become the premier coach and referee education centre in SA

RAINBOW FOOTBALL

Rainbow football can be used to bring people together anywhere and we have all the tools that can help to do it. These need to be written up into programme guides and provided as a shared resource online. We can help consult and train partner organisations who want to use our tools to help use football for good.

FINANCIAL SUSTAINABILITY

Key to the success of our vision is an ecosystem that can create commercial opportunity. We can continue to develop our commercial projects to both provide further employment opportunities & continued revenue for the growth of our programmes.

EMPLOYMENT HUB

We have a successful model that we plan to expand partnering with several Employment programmes to offer private & government funded internships and work experience placements for unemployed young adults into full time employment. This provides subsidised labour options for our partners and we provide the expertise to help manage the relationships.

MARKETING HUB

HBUFC is marketed by telling our stories and building human connection using digital tools. We have begun to offer our services to friends and business partners focussing on digital marketing & providing ROI's for campaigns that are supported through CRM tools & Whatsapp as well as Social media. We aim to continue to expand the service offerings and business concern.

VOLUNTEER HUB

Our volunteer business is thriving and we plan to develop the model into new regions and expand to offer more variety than just our football programmes. Volunteers from Europe pay to come and stay in Hout Bay and partake in an organised volunteer programme.

BRAND HUBUFC

HBUFC is a powerful brand. Our vision connects people through football and we build engaging stories everyday. We will start to tell these stories on a larger scale, increasingly using more video and leveraging partnerships with global brands to help get our message in front of a broader audience.

THE WORLDS COOLEST FOOTBALL KIT

We absolutely love designing football kits. The crazier the better. This season we have collaborated with FILA to create a custom range. Our vision is to always represent our community and our message clearly through our bright colourful vibrant rainbow kit on the field.

JOY IS ROUND

Joy is round was developed just before COVID. Currently it's a series of beautiful handmade footballs. We have trained a local team to produce and have sourced free and donated materials to manufacture. It will become a range of locally handmade South African gifts for the tourist market. Bracelets, T shirts etc. as well as a craft activity making them at the Dream Factory.

FOOTBALL FOR GOOD

A series of Artworks, newsletters and content that highlight inspiring stories where football has been used for the greater good. We will continue to highlight these stories and use our creativity to build collaborations with famous footballers to leverage their digital influence using our SEO and their large following to piggy back the growth of brand HBUFC



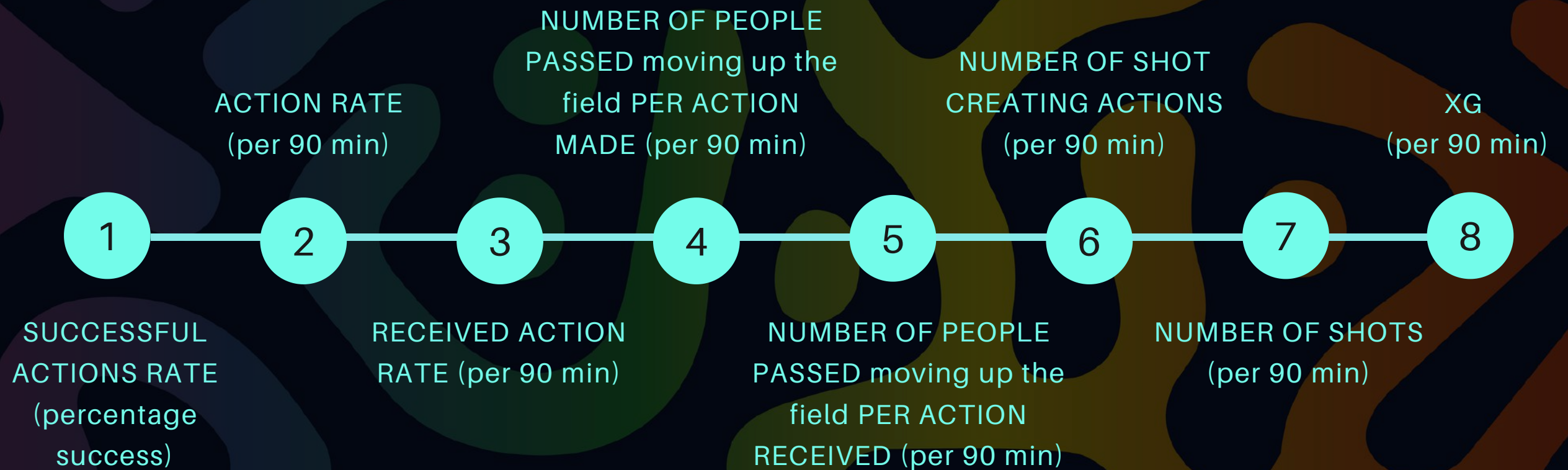
Our BRAINBALL approach transforms decision making from Subjective decisions made using subjective factors into EXPERT DECISIONS made using OBJECTIVE FACTORS. We use BRAINBALL to power decision making in HBUFC and we will market it as a product into the local and International markets.

EXPERT DECISIONS

Our definition of an expert decision is a decision that uses the objective factors that are known predictors / measurements of output performance for a particular role. When looking at a player, BRAINBALL have currently researched these factors according to the following process:

OBJECTIVE FACTORS

The key objective factors that we have defined that are known predictors / measurement of player performance are:





#HBUFC

**HELP US TO BUILD A BRIGHT
RAINBOW FUTURE TOGETHER**



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