

HOMELESS WORLD CUP

FIFA FOUNDATION FUNDED PROJECT

'Football to Protect Vulnerable Women from Exploitation'.
Implemented in Kenya, Tanzania, Zambia and Zimbabwe

2-Year Project; January 2024 to December 2025

Interim Evaluation Report – Year 1

Prepared by the Regional Hub, Kenya.





Acknowledgement

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A special stretch of thanks goes to the leadership of Vijana Amani Pamoja for playing the role of the project's 'Africa Regional Hub' led by its Executive Director whose vision and inspiration has shaped the hub into a beacon of hope and impact for many young people and the general community.

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Thank you to our outstanding community-based coaches whose passion and dedication ignited an inspiring path of empowerment, resilience, and hope. To the participants who courageously shared their experiences, we express our deep appreciation for enabling us to highlight meaningful change.

Submitted by: Nancy Waweru, Homeless World Cup Foundation Africa Regional Hub Manager, and the Vijana Amani Pamoja (VAP) team, Kenya.



Team building session for BUSA coaches in 2024

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List of Abbreviations and Acronyms

BUSA	Bauleni United Sports Academy
CAF	Confederation of African Football
FAZ	Football Association of Zambia
FGD's	Focus Group Discussions
FKF	Football Kenya Federation
FSA	Future Stars Academy
GBV	Gender-Based Violence
HWC	Homeless World Cup
IPV	Intimate Partner Violence
IT	Information Technology
KII	Key Informant Interview
M&E	Monitoring and Evaluation
NGO	Non-Governmental Organization
PSS	Psycho-Social Support
SADC	Southern African Development Community
SDG's	Sustainable Development Goals
TOT	Training of Trainers
UNICEF	United Nations International Children's Emergency Fund
VAP	Vijana Amani Pamoja
WHO	World Health Organization
YASD	Young Achievement Sports Development

0.1 Operational Definition of Terms

Gender-Based Violence:	The term gender-based violence (GBV) is used to describe any harmful act perpetrated against a person based on socially ascribed/gender differences between males and females. It includes acts of causing physical, sexual or mental harm or suffering, or threats of such acts, and other deprivations of liberty.
Scorecard:	This is an Excel spreadsheet M&E tool that the project designed and uses to monitor, analyse, and summarize HWC intervention data through dashboards. The tool also analyses pre and post surveys to track participants' behaviour change and information acquired through tracking changes in communication, knowledge, perception, and attitudes.
Pre and Post Analysis:	Systematic tracking of change in responses of questionnaire administered to participants before and after an intervention or event to measure changes in knowledge, attitudes, behaviours and communication.
Psycho-Social Support:	A set of services designed to improve individuals' mental health, emotional well-being, and resilience.
Economic Empowerment:	Programs that equip individuals, particularly women and GBV survivors, with financial literacy, vocational skills, and business development opportunities.
Positive Masculinity:	A concept that encourages men to engage in gender equality by redefining traditional male roles in a way that promotes non-violence, emotional intelligence, and respect.
Partners:	Organizations collaborating in the implementation of the GBV curriculum through football-based interventions.
Triangulation:	A research and evaluation approach that combines multiple methods, data sources, or perspectives to enhance the reliability and validity of findings. It helps reduce bias by cross-verifying information from different angles, such as qualitative interviews, focus group discussions, and quantitative scorecard.

0.2 Context; Prevalence of GBV in Partner Countries:

Some key statistics for perspective: 1 in 3 women experience physical or sexual violence by an intimate partner or sexual violence from a non-partner in their lifetime (World Health Organization, 2021). An estimated 85,000 women and girls were intentionally killed worldwide in 2023. Of these, approximately 51,100 deaths—averaging 140 per day or one every 10 minutes—were perpetrated by intimate partners or family members (UN Women 2024). Africa recorded the highest number equal to a rate of 2.9 per 100,000 female population with an estimated 21700 intimate partner or family related femicide.

Crises such as pandemics, political instability, and war consistently lead to alarming increases in gender-based violence particularly affecting women and girls.

During the COVID-19 pandemic, reported GBV cases surged, highlighting the issue as a “shadow pandemic” due to increased stress, economic strain, and confinement with perpetrators (UN Women, 2021).

In regions such as Sub-Saharan Africa, nearly 37% of women have experienced intimate partner violence (UN Women, 2020). In Tanzania in 2018, 24.3% of women aged 15-49 reported experiencing physical and/or sexual violence by a current or former intimate partner in the previous 12 months (UN, women data hub). 45% of women aged 15–49 in Kenya have experienced either physical or sexual violence, according to the Kenya Demographic and Health Survey (KDHS 2021).

Recent reports in Kenya have highlighted a surge in GBV cases, with 7,107 incidents reported since September 2023. Alarming, 100 women were killed within a four-month span, primarily by individuals known to them, including intimate partners. In Zambia data indicates that 27% of ever-married women have reported experiencing sexual violence, reflecting the need for targeted interventions (knowledge commons, 2024). In Zimbabwe, the prevalence of child marriage remains concerning, with 34% of women aged 20–24 having been married or in a union before the age of 18, highlighting underlying gender-based violence vulnerabilities (PMC, 2023). HWC project partners operate in some of the most vulnerable communities across East and Southern Africa, where poverty, inadequate infrastructure, and limited access to health services create significant challenges for young people, particularly women and girls. Mathare and Kiambiu are among Nairobi’s informal settlements, which are often characterized by poor infrastructure, inadequate housing, and high

unemployment rates. Many young people live in single room structures or on the streets due to family instability domestic violence, or economic challenges. The recent heavy rains and floods in Huruma and Mathare worsened the living conditions, displacing hundreds of families and increasing the number of homeless individuals, including young women and girls. Kamulu, while more peri-urban, still faces economic hurdles with limited access to essential services.

Mbare, in Zimbabwe, is one of the oldest high-density suburbs, has high levels of informal employment, children living in the streets, and makeshift housing. Many young people in Mbare live in unstable conditions, often engaging in risky survival strategies that expose them to violence and exploitation. Hatcliffe, on the other hand, is a fast-growing informal settlement with inadequate social amenities, forcing families to live in poor conditions with limited access to education and health.

Bauleni, located in Lusaka, Zambia, is a peri-urban community with significant poverty levels and informal housing. Many residents live in overcrowded conditions, struggling with unemployment, limited social services, and high crime rates. Homelessness in Bauleni is often linked to family conflicts, economic hardships, and lack of access to education.

In Arusha, Tanzania, including areas around Kimaseki, Olmotonyi, and other parts of the region, are the Maasai and Chagga Community. The Maasai are one of the most well-known indigenous groups in East Africa, traditionally semi-nomadic pastoralists. Many still maintain their traditional lifestyle, but some have integrated into urban settings, seeking education and alternative livelihoods. Gender-based violence (GBV), including early marriage and female genital mutilation (FGM), has historically been a challenge.

The Chagga community, although primarily agriculturalists, also struggles with GBV issues, which often stem from dysfunctional family, inheritance disputes, and scarce livelihood opportunities.

Women and girls residing in informal settlements across Africa experience predominantly high rates of gender-based violence, as the majority lack adequate resources and support systems that can safeguard them against violence. As a result, they remain at a high risk of cycles of abuse. With these alarming statistics there is a need to invest in sustainable structured GBV awareness and response programs across the African region.

1.0 Executive Summary

The FIFA foundation supported project, “Football to Protect Vulnerable Women from Exploitation” aims to use the power of football to identify vulnerable women and engage them in safe football activities. The project leverages football as a conduit for addressing gender inequalities while creating spaces that are safe for learning, healing and building resilience. Moreover, it actively seeks to engage young men as allies in the fight against GBV by promoting the principles of positive masculinity. In addition, vocational training elements of the project aim to provide economic pathways for young women and survivors of GBV.

As part of the Kenya’s Regional Hub’s continuous improvement efforts, it conducted Year 1 Monitoring & Evaluation visits in Tanzania (FSA), Zambia (BUSA), and Zimbabwe (YASD) during the first week of February 2025. Each visit involved comprehensive engagement with project teams, Executive Directors, counselors and community coaches. The visits aimed to elicit general feedback of year 1 activities, facilitating a space with reflective dialogue outlining key achievements and challenges faced thus far.

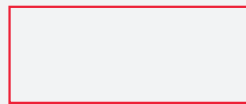
Detailed data capture methods are described in the Methodology section. In brief, the M&E scorecards were completed directly by the partners, ensuring their perspectives and experiences were fully captured. The FGD’s and in-depth interviews also provided a platform for participants to openly share their thoughts on program impact and areas that required improvement.

The HWC Logical framework and Indicator Plan 2024 define key Outcomes and correlating outputs to measure improvements in women’s access to safe spaces, psycho-social support, promoting positive masculinity among young men, and economic empowerment through livelihoods training and sports-related career training, including coaching and referee courses.

In terms of quantitative outputs connected to each project outcome, the following data was collected per country programme (qualitative outcomes are discussed further in the Principal Findings section) Note the targets in the boxes below are for the whole project (Year 1 and Year 2), many of which have been exceeded in Year 1 already. A more detailed data per output can be seen in the Indicator Plan Year 1 Data – Annex 1.

Outcome 1:	
<p>Women access safe spaces and feel more protected</p> <p>Targets: 400 girls/women reached 80 for psycho-social support</p>	<p>BUSA (Zambia) trained 20 peer educators, coaches, and staff, enhancing their capacity to deliver gender-based violence interventions. They facilitated safe spaces for 253 women, of whom 80 also accessed psycho-social support.</p> <p>FSA (Tanzania) enhanced the GBV knowledge of 15 coaches, staff, and peer educators through targeted training. They reached 220 women with on and off-pitch safe spaces and 4 for psycho-social help.</p> <p>YASD (Zimbabwe) through its training of 15 peer educators, coaches, and staff, strengthened its internal capacity to address GBV-related issues. 200 women were educated within safe spaces, of whom 2 were supported for psycho-social help.</p> <p>VAP (Kenya) equipped 15 of its coaches, peer educators, and staff with enhanced skills in GBV response and mental health support. 180 women in safe spaces were coached and 83 of these were supported with psycho-social sessions.</p> <p>A total of 853 girls and women trained within safe on and off pitch spaces. This exceeds the target of 200 for Year 1, by over four times.</p> <p>A total of 169 women received psycho-social support. This exceeds the target of 40 in Year 1 by over four times.</p>

Outcome 1:
Women access safe spaces
and feel more protected



Year 1 Target:
200 girls/women reached with GBV awareness

Achieved:
853 girls/women reached

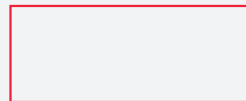


Year 1 Target:
40 receive psycho-social support



Achieved:
169 girls/women received psycho-social support

Outcome 2:
Young men understand
and demonstrate positive
masculinities



Year 1 Target:
200 boys/men trained in positive masculinities



Achieved:
496 boys/men trained

Outcome 2:

**Young men understand and
demonstrate positive masculinities**

Target: 400 boys/men

BUSA 265 young men were trained and guided on attitudes of positive masculinities.

YASD engaged 60 men across different communities.

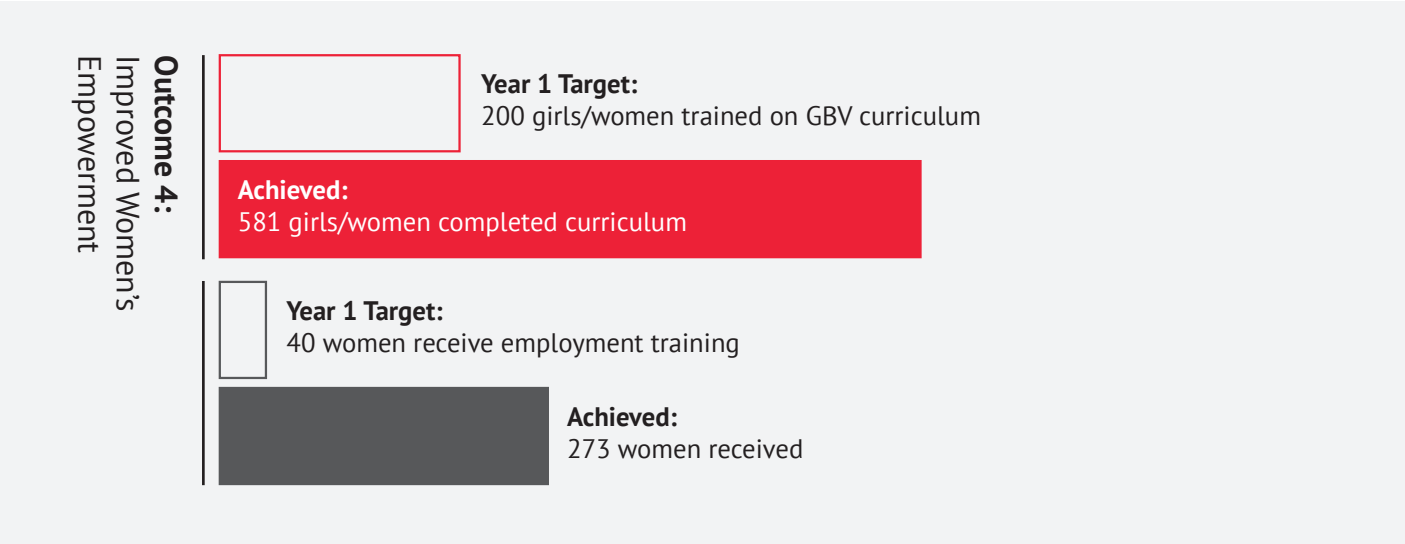
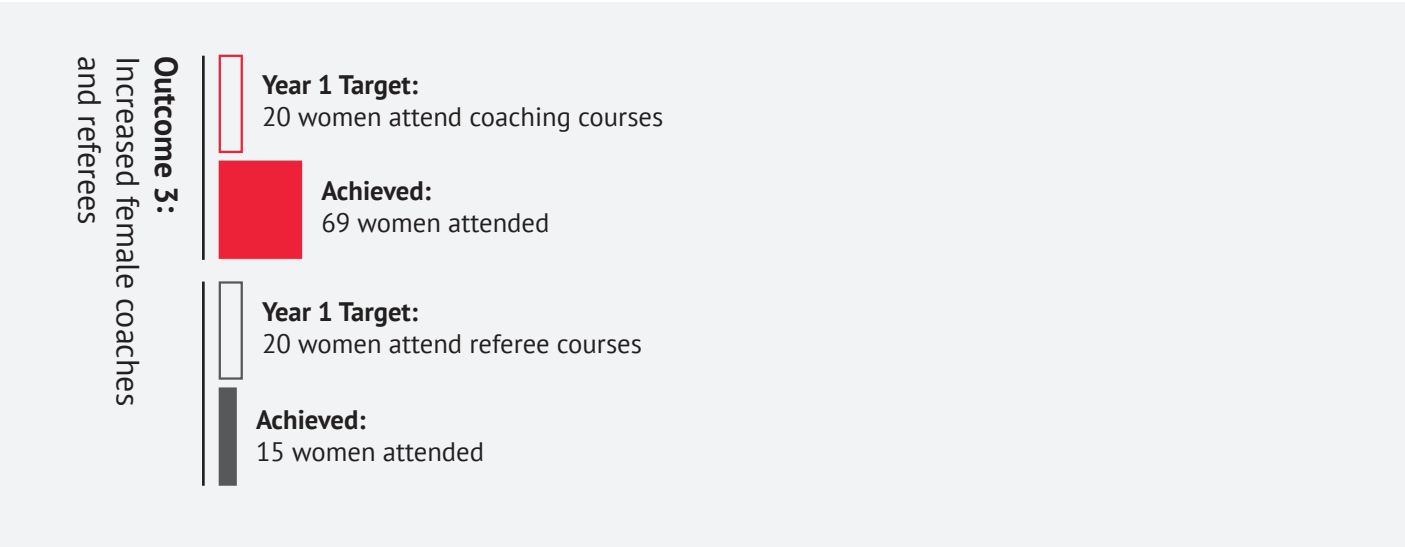
FSA reached 102 young men across different communities.

VAP had several groups in different urban and peri-urban areas, totalling 69 men.

In total, this is 496 boys and men reached with strong positive masculinity messages, exceeding the Year 1 target of 200, by nearly 2.5 times.

1.0 Executive Summary (continued)

Outcome 3:	
<p>Increased female coaches and referees</p> <p>Target: 40 each</p>	<p>In each country, this number of women attended externally run coaching courses: BUSA = 30 / YASD = 10 / FSA = 8 / VAP = 21.</p> <p>This makes a total of 69 women, exceeding the target of 20 for Year 1, by over 3 times.</p> <p>In the referee side, 15 women were trained. This achieves the target for Year 1 by 75%.</p>



Outcome 4:

Improved Women's Empowerment

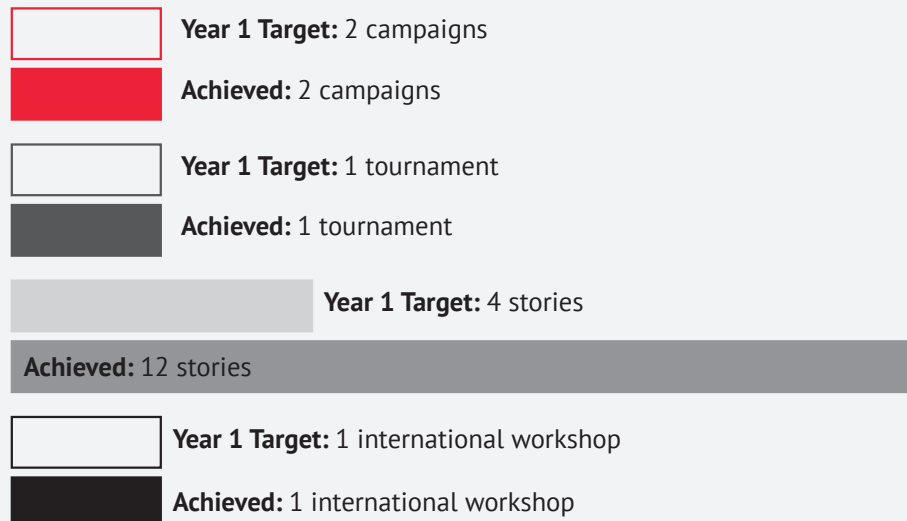
Targets:
400 on GBV awareness
80 on employment

BUSA	253 women completed the curriculum on GBV awareness and prevention. 100 women received training in financial literacy, out of which 60 were engaged in micro-savings scheme to enhance their economic resilience.
YASD	106 young women engaged in the curriculum across 3 secondary schools, 1 vocational training centre and one football club. Of these, four young women advanced to receive hands on vocational training, equipping them with practical skills for improved livelihood opportunities.
FSA	100 women completed the curriculum and 107 women attended vocational training workshops on financial literacy, business development, and digital skills
VAP	122 women completed the curriculum. 62 participated in tailored employability and entrepreneurship programs, including digital marketing, basic computer training, and apprenticeships - of which 16 received business grants for their small enterprises.

A total of 581 women completed GBV awareness sessions through the play-based curriculum. This exceeds the Year 1 target of 200, by 381 or 95%.

A total of 273 young women benefited from work-related training. This exceeds the target of 40 for Year 1 by 234.

Outcome 5: Raising public awareness on GBV



Outcome 5:

Raising public awareness on GBV

Targets:

4 campaigns

2 tournaments

8 stories

2 workshops

Year 1 achieved 2 campaigns – in Kenya and Zambia as part of the 16-Days of Activism. The target for Year 1 was therefore achieved.

1 Regional tournament was held – the Africa Women's Cup, in Arusha, Tanzania with 8 African women's teams attending. This target for Year 1 was achieved.

12 powerful stories of women using football to overcome GBV-related challenges in their lives were captured during the Africa Women's Cup. See HWC website for the stories.

This target of 4 stories for Year 1 was exceeded three times.

Through collaborative gender workshops and advocacy activities, BUSA engaged 65 participants in raising awareness on gender-based violence within their communities. FSA reached 873 community members through campaigns, as well as structured gender awareness workshops. YASD and VAP engaged 302 and 247 participants respectively in community-based initiatives, combining educational workshops with public advocacy to promote gender equality and prevent violence.

A total of 1,487 community members were engaged across BUSA, FSA, YASD, and VAP through gender workshops, awareness campaigns, and advocacy initiatives such as the 16 Days of Activism, aimed at promoting gender equality and preventing gender-based violence.



Team Zimbabwe during the HWC 2024 in Seoul, S. Korea.

In brief, it can be said that the “Football to Protect Vulnerable Women from Exploitation” project in Year 1 remarkably impacted attitudes, knowledge, and behaviour change related to GBV across Kenya, Tanzania, Zambia, and Zimbabwe. Through structured football-based sessions and safe spaces, participants, especially women and girls, developed an understanding of GBV, learning to identify forms such as emotional, psychological, and economic abuse. Coaches and participants alike reported improved communication and confidence in asserting their rights. One participant shared; *“The program gave me the knowledge and courage to stand up for my rights.”* Another reflected, *“I now understand that GBV is a violation and not something women should accept as normal.”*

This change was witnessed in post-intervention data, which showed a measurable increase in peer discussions on GBV and a greater belief in the possibility of challenging harmful gender norms.

Integrating mental health support proved to be a vital pillar of this project. Many participants and coaches faced significant mental health challenges rooted in intricate causes such as dysfunctional family dynamics, economic distress, rejection, and unresolved interpersonal conflict. These were often aggravated by emotional, physical, and sexual abuse, leading to complicated, prolonged trauma and excessive stress. These stressors manifested in a range of symptoms, including low self-esteem, anxiety, withdrawal, depressive symptoms, and, in more severe cases, suicidal ideation.

Through targeted psycho-social intervention including group and personal therapies, participants were supported in identifying their psychological challenges and adopting healthy coping mechanisms. As one coach insightfully remarked, *“When people are going through abuse you just feel sorry for them but now I know how to help them cope which gives me satisfaction and this makes Coping Mechanisms my favourite topic.”*

Psychological frameworks allowed them to build resilience, regain a sense of self-worth, and begin healing. In some contexts, facilitating sessions with participants triggered emotional responses as the stories shared would often mirror coaches’ past experiences. This was challenging; however, some partners organized debrief sessions that created a safe and supportive space for them.

The project has also increased participation of women in sports and facilitated new opportunities for women in sports-related careers. Women were not only engaged as winners in the field but also empowered to become certified coaches and referees, opening new career pathways in the sports sector. A coach from VAP reflected, *“Obtaining my coaching certification has redefined my perspective—I now see coaching as a career path and a tool for empowering younger girls.”* Across all four countries, 78 women were trained as coaches and 20 as referees, far exceeding the Year 1 target. The visibility of women leading and excelling in sports has challenged gender stereotypes, with one participant stating, *“Football has given me a voice in my community; now young girls see me as a leader who challenges harmful norms.”*

“I now understand that GBV is a violation and not something women should accept as normal.”

Women who participated in livelihood interventions ranging from vocational training and financial literacy to digital skills expressed increased independence and the confidence to exit abusive situations. One participant noted, *“With the financial literacy training, I have learned how to manage my small tailoring business better. I can now support my children independently.”* Many used this training to start small businesses, while others pursued sports-related roles like coaching and refereeing. Some even received business start-up kits through small grants, enabling them to launch or strengthen their income-generating activities. Integrating mental health support, GBV awareness, sports participation, and economic empowerment has created a strong foundation for long-term change, allowing women and girls to challenge retrogressive norms and lead safer, more empowered lives.



VAP participants of Promoting Positive Masculinity completing the post-curriculum survey in Dec 2024.

The growing collaboration between YASD (Zimbabwe), BUSA (Zambia), FSA (Tanzania), and VAP (Kenya) has laid a strong foundation for learning and cross-country implementation of football-based GBV prevention strategies. To build on this momentum, a clear opportunity exists to strengthen this regional platform to support the ongoing exchange of best practices. This would enhance the partners' ability to respond to emerging GBV dynamics while promoting community-driven, sport-based solutions. Further, expanding the platform to include other African countries, particularly those facing similar GBV challenges, would create a powerful web of solidarity and action. A broader continental network would amplify the project's impact, encourage a robust regional policy engagement, and strengthen the pan-African movement advocating for gender equity through sport.

The strengthened platform could also align itself with key continental commitments, such as the African Union's GBV Framework, the Maputo Protocol on the Rights of Women in Africa, and the African Union Agenda 2063, which calls for the elimination of all forms of gender-based violence. By advancing the project's advocacy and lobbying aspects within these frameworks, partners can contribute to broader policy change while positioning sport as a strategic, powerful tool to achieve gender equality,

“Obtaining my coaching certification has redefined my perspective— I now see coaching as a career path and a tool for empowering younger girls.”

2.0 Methodology

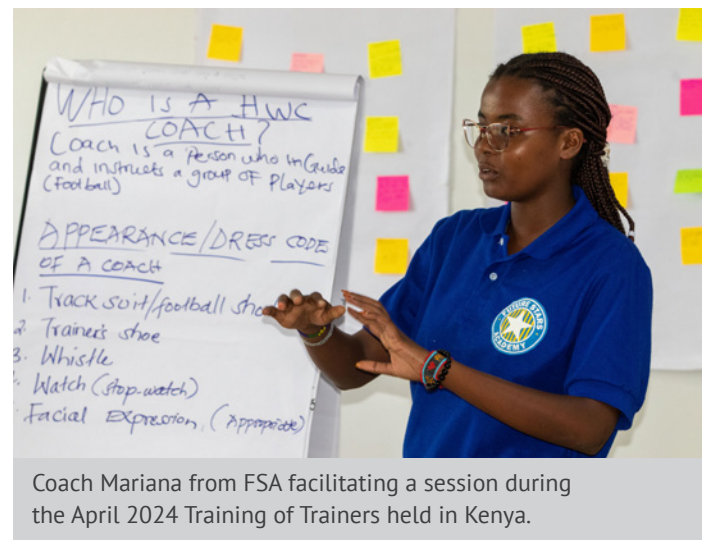
- 1. Needs Assessment:** A targeted needs assessment was conducted to inform Year 2 training, ensuring the key outcomes were effectively aligned with the project goals. This involved discussions with project leads and coaches in each country to identify gaps and major priorities for the second Training of Trainers.
- 2. Quantitative Data Collection:** M&E scorecards were completed directly by partners. Data included number of participants, certain demographics; age distribution, employment status, education background, marital status, and intervention completion rate. The scorecards also capture the measurable indicators tied to the two curricula (GBV and positive masculinities) and are facilitated by pre and post questionnaire response analysis.
- 3. Qualitative Data Collection:** To gain comprehensive insights into program impact, in-depth interviews were conducted with Executive directors, project teams while key informant interviews were conducted with counselors, social workers, and project leads. Additionally, focus group discussions were held with coaches delivering both the female and male curricula, providing a platform for open and candid dialogue about their experiences and observations. In addition, participants' in-depth interviews and FGD were conducted by partners to assess impact.
- 4. Triangulation of Data:** The synthesis of qualitative and quantitative data allowed for triangulation, enhancing the reliability and validity of findings.

Random sampling was conducted to gather diverse perspectives integrated from the entire population to capture a broader evaluation perspective. Thereafter, purposive sampling was conducted, strategically selecting participants based on their roles, e.g. coaches, project team leaders, and young women and men in the program

This holistic methodology provided a strong framework for assessing the project's progress, against set outcomes and indicators while informing future strategies, and reinforcing the collective vision of addressing GBV through football-driven interventions that are firmly rooted in a community-centric approach.

GBV intervention significantly improves awareness and behaviour. This reports operates under the assumption that structured football driven GBV interventions positively influence awareness, attitudes and behaviour change among participants.

Staff from the Kenya Regional Hub visited the other 3 countries during February 2025 in order to verify the quantitative data and to conduct in-depth interviews with relevant staff members and coaches.



Coach Mariana from FSA facilitating a session during the April 2024 Training of Trainers held in Kenya.

3.0 Principal Findings: Outcome 1

Women Accessing Safe Spaces. Women in the 4 target countries feel more protected and are linked to shelters and support where needed.

Collectively the four countries greatly surpassed the total project target of 400 (100 per country) girls/women trained in football and safeguarding issues. A total of 853 were reached with on and off-pitch training, via the project-designed curriculum that has football-based exercises and group discussions that cover GBV awareness, protection and prevention. A further 169 received direct psycho-social support to help them recover from cases of GBV. This again twice exceeds the target of 80 over the 2-Year period.

“I am excited that the project has given us a chance to learn more about GBV through training, and now we can facilitate sessions.”

The Future Stars Academy (FSA) coaches facilitated sessions in four distinct zones. Coaches highlighted that football is more than just a sport; it serves as a tool for mentorship and protection. One coach stated, *“As a coach, you’re required to be a parent, a guide, and a role model to the players.”* Some of the coaches were happy that the project allowed them to pay it forward by implementing the curriculum in which, prior, they were just players but got an opportunity to be selected as coaches. One coach said, *“I am excited that the project has given us a chance to learn more about GBV through training, and now we can facilitate sessions.”*

A key area emerging from the discussions was the deep-rooted practices that prevent or inhibit GBV education within their community. Many young girls faced restrictions on their participation in sports, with some parents preventing them from attending sessions. One coach explained, *“When we follow up, some girls don’t come for the second session because their parents forbid them or are afraid to fill out the forms.”* This highlights how deep-rooted gender norms continue to act as a barrier to girls’ participation in sports and educational programs. However, the curriculum has started to shift mindsets. One participant remarked, *“The more you mentor and offer knowledge, the more we see change.”* Some coaches alluded to the fact that the curriculum

was seen as a game changer, with the majority stating that this had a positive effect on them knowing their rights and going a step further to pursue gender-related courses. One participant recorded *“The interventions enabled me to live my life,”* others proclaimed *“I am now confident and able to exercise my rights as a woman. Before though, I couldn’t.”*

The curriculum-based intervention at FSA was well received, mainly due to its interactive approach, which integrates games and life skills. Coaches noted that the curriculum’s practical activities allowed participants to engage with key topics deeply. One coach described how a refereeing exercise helped participants internalize GBV concepts: *“During the game, I gave them a red card, and they became curious about Malik’s story. After the discussion, they acted it out, and they felt like ambassadors, using their knowledge to educate others.”* This outlined how a play-based approach can effectively convey sensitive and intricate messages to participants.

“I am now confident and able to exercise my rights as a woman. Before though, I couldn’t.”

Coaches in Kenya highlighted the impact of the GBV curriculum sessions, noting a significant shift in their understanding of gender-based violence. They reported increased awareness of GBV’s various forms beyond physical violence to include verbal, psychological, sexual, and economic abuse. The sessions emphasized the importance of communication skills, with many learning to use their voices assertively to set boundaries and negotiate safer situations. One of the coaches expressed, *“Most young women experience GBV, but they don’t talk about it. The session made me feel we need to help each other, build networks so that anywhere GBV is happening, we show up as support. Last year, one of us suffered GBV, but we didn’t know how we could help.”* Coaches recognized that the project impacted their future aspirations and determination to champion women’s rights while acknowledging a more significant commitment to supporting GBV survivors. One participant noted, *“The program has influenced my future goals because it gave me the ambition to work with girls and women who have undergone GBV.”*

Integrating sports into the learning process was seen as effective, as it provided an engaging platform for discussing sensitive topics such as GBV and mental health.

In YASD (Zimbabwe), coaches participating in the program acknowledged that the activities significantly enhanced their general understanding of gender-based violence (GBV) and related issues. They became more aware of their role in guiding and protecting young women. One coach shared, *“I used to think GBV only affected women, but I have learned that men can also experience abuse. This new understanding has changed my approach to discussions.”* The majority of coaches reported that the interventions influenced their lives directly, making them more sensitive to issues related to GBV and better able to regulate their emotions.

Another coach reflected, *“I used to judge people, but the more time I spend with the participants, the more I learn that it is not their fault that they are experiencing these issues, and it is not their fault if they do not open up.”* They gained a better understanding of GBV, particularly regarding the legal dimensions of GBV, including the importance of seeking legal redress. One participant noted, *“There are things I now know I have to report when men do them to me.”*

In Zambia, BUSA's coaches showed a strong sense of purpose in their roles, recognizing their contribution to community change. They found great fulfilment in supporting young people toward healthier decision-making. Gender-based violence was identified as a widespread issue, yet many people in Bauleni and across Zambia tend to avoid discussing it. The intervention effectively encouraged participants to share their experiences and seek support. The coaches described the curriculum as relevant, easy to implement, and well-structured. The majority of coaches reported a positive impact on their career pathways and increased self efficacy to offer mental wellness support. One coach expressed, *“I was an activist for gender issues before the program and I think the program has made me grow further and given me more zeal to want to do more for gender equality”*. Another coach remarked *“When people are going through abuse you just feel sorry for them but now I know how to help them cope which gives me satisfaction and this makes Coping Mechanisms my favourite topic”*.

In Kenya, Vijana Amani Pamoja successfully trained a total of 15 coaches and staff, who then engaged 100 young women and girls in football session. They also delivered a mixed-gender tournament with 80 participants. In Zambia, the Bauleni Sports Academy focused on gender-sensitive football by training 20



Coach Harmony leading YASD participants through a session of the female curriculum in Harare 2024

3.0 Principal Findings: Outcome 1 (continued)

coaches and staff while launching the Girls' Football League, which enabled a local team to represent Zambia at the African Women's Cup. In Zimbabwe, the Young Achievement Sports Development initiative established community football leagues, which comprised seven teams with 200 players. The international recognition of one female player, who earned the 'Best Goalkeeper' award at the Homeless World Cup, further showcases and enhances the program's impact both locally and internationally. All the partners participated in an inaugural African Women tournament alongside other HWC African partners, hosted by FSA, providing a global platform for the players to showcase their talents and sharpen their football skills while receiving education on GBV.

The psycho-social support analysis from the HWC project outlines the crucial importance of addressing mental health challenges, mainly through the lens of gender-based violence. The analysis revealed a myriad of underlying issues, such as dysfunctional families, unresolved trauma, economic distress, suicidal ideation and addiction among participants. Through a psychological framework of diverse psychological approaches including Gestalt Therapy, Cognitive Behavioural Therapy (CBT), and Person-Centered Therapy—participants have embarked on healing journeys that promote resilience and empower them to embrace coping techniques for mental health challenges. In Kenya, for instance, participants struggling with underlying issues like childhood trauma, depression, and substance abuse reported enhanced self-awareness, self-worth and improved stress management. The positive outcomes from structured group therapy strengthened individual confidence and created a collective voice against GBV, demonstrating the significant impact of psycho-social interventions. In addition, providing psychological debriefs to staff and coaches proved highly valuable as targeted therapy to prevent burnout -acknowledging some coaches also are survivors and struggle with mental illness.

Tanzania's Future Stars Academy integrated football with psycho-social support; participants developed greater emotional resilience and a willingness to challenge entrenched patriarchal structures within the Maasai community. Three cases were referred for individual therapy, and a plan to train some of the coaches on psychological first aid will be followed up to ensure sustained mental health care.

“I was an activist for gender issues before the program and I think the program has made me grow further and given me more zeal to want to do more for gender equality.”

In Zambia, the partnership with the YMCA highlighted the critical nature of structured referral systems. Eighty participants were referred for psychological support, emphasizing the importance of psychological support and women-friendly institutions. In addition, there was an attempt to follow up with a minor's case despite an ethical dilemma inhibiting access to justice and treatment working with supportive networks.

In Zimbabwe, group therapy sessions led to the development of improved coping mechanisms, reflecting the necessity for strong community support systems to combat the economic dependency that often fuels experiences of trauma. The organization partnered with Musasa Project to provide mental health support and legal assistance to one participant, who secured a protection order to rebuild her life. Most partners applied psychological frameworks like Gestalt, CBT, and the Johari Window to enhance self-awareness and facilitate personal growth, challenging distorted thought processes on self. At the same time, the prioritization of empathy within Person-Centered Therapy created non-judgemental spaces for healing. This is particularly vital for GBV survivors, as it allows for an environment where they can process their experiences and work towards recovery without fear of stigma.

VAP commits to providing certified counselling training and integrating a mental health app through its newly created NAFSI hub which is a mental wellness hub that offers comprehensive, competent and affordable mental health services including psychological clinical assessment. The accessibility of psychological resources becomes essential for promoting sustained mental wellness across all participants and coaches.

3.0 Principal Findings Outcome 2

Positive Masculinities: Young men understand about women's equality, protection issues and can demonstrate positive masculinities.

The target over 2 years is to reach 400 boys/men with the newly developed curriculum on Positive Masculinities. The curriculum was developed by the Hub in close coordination with all four partners. Coaches were trained and began the roll-out in the second half of Year 1. In just 6 months, all 4 countries had reached nearly 500 boys and young men, thereby exceeding the target for Year 1 by nearly 2.5 times.

VAP implemented the Promoting Positive Masculinity Curriculum to engage boys and young men in discussions about gender roles and respectful relationships. More than 60 young men participated in the sessions, demonstrating increased awareness of gender equity and adopting more positive attitudes toward women. The mixed-gender tournament facilitated a space for male participants to experience fair play with female players, promoting mutual respect and teamwork. Participants showed significant positive changes in their perspectives upon program completion. One of the participants reflected, *"I used to think only women should do household chores, but now I understand that sharing responsibilities is about respect, not weakness."*

In Zimbabwe, YASD implemented the Promoting Positive Masculinity Curriculum alongside their female-focused programs. This initiative's objective was to challenge gender norms and equip participants with information on how to be allies in the fight against gender-based violence. Sixty participants gained confidence in discussing gender issues and became more vocal about advocating for safe spaces for women in their communities. Coaches observed changes in attitudes, with most young men actively questioning cultural stereotypes. One male coach expressed, *"Before, many men in the community believed that gender-based violence was solely a women's issue. Now, they realize they have a role in its prevention."*

FSA in Tanzania leveraged sports as a platform to discuss positive masculinity, gender equality, and leadership with over 100 boys and young men. Most participants reported a significant shift in their perspectives on traditional gender roles. Football-based learning encouraged open conversations, making the sessions more engaging and effective.

In Zambia, BUSA engaged more than 250 boys and young men aged 15-20 in gender-awareness sessions using the Football 3 methodology, which promotes teamwork, dialogue, and fair play. These sessions emphasized the role of men in the fight against gender-based violence and embracing gender equity within their respective environments. Participants became more aware of how everyday language and behaviour contribute to gender inequality.

"Before, many men in the community believed that gender-based violence was solely a women's issue. Now, they realize they have a role in its prevention."



FKF instructor guiding participants through the CAF D coaching course at VAP, Kenya in 2024.

3.0 Principal Findings Outcome 3

Female Coaches, Referees; Women are better equipped to pursue careers in football.

The target over 2 years is to deliver coaching courses to 40 women (10 per country) and referee courses (40 women) in order that they have increased opportunities for careers in football.

At the end of year 1, the total over 4 countries for the coaching was 69 women, thereby surpassing the target by over 3 times in year 1. They reached 15 women with referee courses, which meets the Year 1 target by 75%.

The initiative to train female participants in coaching and officiating football matches is a step towards gender equity, safeguarding measures and creating alternative economic pathways for the participants. Across Kenya, Tanzania, Zambia, and Zimbabwe, HWC participants not only acquired information on GBV but also significantly enhanced their confidence to pursue sports industry careers. Vijana Amani Pamoja collaborated with the Football Kenya Federation (FKF) to deliver a CAF D License Coaching Course. The training involved 30 participants, including 21 women, and improved female coaches' capacity, equipping them with the necessary skills to nurture and develop football talent among young women and men. Female coaches attained accredited coaching certification, which opens professional pathways for sports-related careers in football coaching. Many

women reported enhanced confidence in leading training sessions and advocating for secure spaces within sports. One female participant reflected, *"Obtaining my coaching certification has redefined my perspective. I now recognize coaching as a viable career path and a powerful tool for empowering younger generations of women."* Further, the CAF D training became a springboard for one of VAP FC's coaches, creating opportunities to contribute to the Kenyan Football Federation medical Committee *"Participating in the coaching course offered by the Homeless World Cup, through Football Kenya Federation, was a powerful experience that led to my selection as the Chairperson of the Medical Committee at FKF. This opportunity reinforced my expertise in sports medicine while highlighting the importance of inclusive leadership in football."*

YASD focused on training female football coaches and referees, providing women with opportunities to take leadership roles in sports. Eight female coaches completed football coaching courses, enhancing their ability to mentor aspiring young female players. Women in the program experienced significant growth in decision-making and stepped into leadership roles within their local football communities. As witnessed by one of the coaches, *"Before this program, I was simply a player. Now, I am a coach."*

Future Stars Academy has taken strides in increasing female representation in coaching and officiating. By providing the FIFA Grassroots Football Course to eight young women, all of whom completed their certifications and advanced to the CAF D Diploma Football Coaching Course while one to CAF C level. The eight certified female coaches are now leading training sessions, enhancing the visibility of women in coaching roles. Women have pursued further professional development coaching, expanding their career pathways in sports.

In Zambia, BUSA has made remarkable steps in advancing female coaching development by collaborating with the Football Association of Zambia (FAZ) and other stakeholders to implement a coaching certification course for women. Female coaches aged 20-30 participated in an E-License coaching course, facilitating their entry into Zambia's second-highest football league.

Fifteen participants from both FSA and VAP undertook refereeing training provided by HWC during the African Women Cups in Arusha. This empowered them with skills that could further their careers in refereeing. Some have already started refereeing more in friendly matches, and their skills will be strengthened further in Year 2 of the project.

“Participating in the coaching course offered by the Homeless World Cup, through Football Kenya Federation, was a powerful experience that led to my selection as the Chairperson of the Medical Committee at FKF. This opportunity reinforced my expertise in sports medicine while highlighting the importance of inclusive leadership in football.”



Team Zambia in blue and referees in yellow during the inaugural Africa Women's Cup held in Arusha, Tanzania, in June 2024.



Cynthia Muhonja, a VAP participant, training in preparation for the Africa Women's Cup in 2024.

3.0 Principal Findings Outcome 4

Women's Empowerment; Young women are more empowered to understand and reduce the risks of exploitation.

The related outputs here - over the 2-year project period, are:

1. Women receive off-pitch awareness raising in human trafficking, early pregnancies, GBV risk reduction. Target 400 women (100 per country)
2. Women receive vocational training to increase employment opportunities. Target 80 (20 per country)

Numbers for Output 1 reached 581 already, thereby exceeding the Year 1 target by more than twice. Output 2 they reached a total of 273 participants, thereby exceeding the Year 1 target by nearly five times.

In VAP, young women completed the curriculum and reported increased self-confidence, awareness of gender-based violence and stronger communication. The pre and post analysis revealed that the participants recorded an increase of 25% in communication with

fellow peers on GBV after completing the 10 sessions. One participant expressed, *"Before this program, I lacked the confidence to speak up about my experiences. Now, I feel empowered to advocate for myself and others."* Another participant noted, *"HWC has helped me a lot at home; many things have changed. It has also given me the confidence to speak even in a group of 40. Before, I was so scared and nervous to speak."* The qualitative assessment results revealed significant improvements in key areas on gender-based violence awareness. Notably, there was a 25% increase in meaningful conversations about GBV with friends, reflecting improved peer discussions on the issue and the collective responsibility in addressing this issue.

Understanding of gender equality also improved, with a 17% increase in recognizing the need for equal pay for men and women. Further, perceptions around gender norms shifted positively, with a 16% decline in the belief that men should have the final say in family planning decisions. More encouraging, there was an 8% increase in the belief that harmful gender norms and stereotypes can be changed, highlighting increased self-efficacy to challenge and reshape gender norms.

“I now understand that GBV is not just physical; economic and emotional abuse are just as harmful.”

Despite positive changes in many of the Kenyan participants, some areas of assessment depicted a decline in GBV awareness. There was a 20% decrease in the recognition that violence against women can happen anywhere, not just in specific locations like bars at night, indicating persistent misconceptions about GBV. Knowledge of the economic effect of GBV also declined by 15%, suggesting a need for emphasis on its broader consequences. Additionally, there was a 6% drop in rejecting the idea that girls should drop out of school to work, which raises concerns about shifting attitudes toward girls' education. These findings highlight areas in which VAP in the future is required to reinforce to sustain positive behaviour change.

In Zimbabwe, YASD implemented the female curriculum focusing on GBV awareness and building support networks among women in Mbare and Hatcliffe. One hundred women completed the program, gaining critical insights into various forms of GBV, exercising assertiveness and GBV prevention. One participant emphasized, *“I now understand that GBV is not just physical; economic and emotional abuse are just as harmful.”* Others shared that the sessions gave them the confidence to leave abusive relationships, with one participant stating, *“These discussions gave me the courage to leave an abusive relationship and start afresh.”*

The pre-and-post assessment for YASD demonstrated a remarkable shift in attitudes and awareness regarding GBV and gender equality. A 99% increase in meaningful conversations about GBV with adults and peers signifies enhanced dialogue and awareness within the community.

There was also a 46% positive change in recognizing psychological abuse as a form of GBV. Additionally, the data reflects a 100% improved understanding of survivors' needs and a 21% increased knowledge of women's rights to equal pay and decent employment. These shifts demonstrate the intended success of the interventions towards the battles with GBV awareness.

In Tanzania, FSA engaged 106 young women in the program across three secondary schools, one vocational training centre and one football club. The FSA pre-and-post analysis revealed significant progress in shifting perceptions and attitudes related to gender-based violence (GBV) and women's rights. Awareness of violence against women as a serious issue in the community increased from 60% to 88%, indicating increased recognition of the problem. Moreover, understanding that forced sexual relations within marriage constitute sexual abuse improved significantly, rising from 44% to 79%, demonstrating an affirmative rejection of harmful cultural norms within relationships.

On another note, awareness of the dangers of internet and social media misuse in perpetuating violence against women saw a 37% increase, indicating a now more significant understanding of digital safety and cyber bullying concerns. It was important to note that support for women's rights to own and inherit land and property grew from 61% to 93%, expressing a more progressive knowledge of economic women's rights. Additionally, recognition of child or forced marriage as a form of GBV increased from 50% to 87%, reinforcing the need to protect young girls from harmful cultural practices and statutory abuse.

“These discussions gave me the courage to leave an abusive relationship and start afresh.”



Zoe (HWCF) making a preliminary visit to VAP Kenya at the start of the project in January 2024.

3.0 Principal Findings Outcome 4 (continued)

In Zambia, a total of 253 women completed the female curriculum in BUSA, which provided participants with a space to advocate for their rights while enhancing their confidence and teamwork skills. One participant remarked, *“The program gave me the knowledge and courage to stand up for my rights.”* Another reflected, *“I now understand that GBV is a violation and not something women should accept as normal.”*

The Zambia pre-and-post analysis indicated significant improvement in awareness and attitudes toward gender-based violence and gender equality. The percentage of participants who had a meaningful conversation about GBV with an adult increased by 42%, reflecting improved dialogue and awareness within communities. Additionally, the belief that violence against women only happens in unsafe places like bars at night decreased significantly, with awareness increasing by 58%, indicating a broader understanding that GBV can occur in various environments.

“Getting training in digital marketing opened up a whole new world of opportunities for me.”

Economic perspectives also saw a positive shift, as awareness of the economic impact of GBV on individuals and their dependents rose by 40%, emphasizing a growing recognition of the financial consequences of gender-based violence. Furthermore, support for gender equality in leadership improved, with the belief that men make better leaders than women declining and positive attitudes toward women’s leadership increasing drastically by 45% to 95%.

In Kenya, 62 two women participated in tailored employability and entrepreneurship training programs, including digital marketing, basic computer training, and apprenticeships. As a result of this initiative, 16 women received business grants to support their small enterprises; VAP utilized various apprenticeship facilities for training, such as a kitchen for catering beneficiaries, sewing machines for fashion and design trainees, and a computer lab for digital literacy sessions. One participant shared, *“With the financial literacy training, I have learned how to manage my small*

tailoring business better. I can now support my children independently.” Another participant remarked, *“Getting training in digital marketing opened up a whole new world of opportunities for me.”*

“Being part of this program has helped me believe in myself. I now have the confidence to seek opportunities and grow as a businesswoman.”

YASD recorded 107 women who attended vocational training workshops on financial literacy, business development, and digital skills. A saving scheme was initiated by 12 women, facilitating a women-driven collective financial pool for investment and social well-being. One participant stated, *“This training taught me that financial independence is key to escaping abusive relationships. I now have the means to build my future.”* Women were trained in entrepreneurial skills, emphasizing small business management, financial planning, and investment strategies. Some participants applied their business training to start market stalls, selling goods to generate a sustainable income. One participant noted, *“Football gave me confidence, but the vocational training gave me independence. Now, I am planning how to own a tailoring business.”*

BUSA engaged 100 women in financial literacy and 60 of them took part in a village banking initiative expanding their savings pool. The program focused on enhancing entrepreneurial skills through small business management, financial planning, and investment strategies. One participant expressed, *“Being part of this program has helped me believe in myself. I now have the confidence to seek opportunities and grow as a businesswoman.”*

“The program gave me the knowledge and courage to stand up for my rights.”



VAP counselors participating in a campaign during the 16 Days of Activism Against Gender-Based Violence in Dec, 2024.

3.0 Principal Findings Outcome 5

Public Awareness

Local and global communities better understand and work towards safer environments that protect women from violence and exploitation.

Targets over the 2 Years, within this outcome included 4 campaigns (1 per country), 2 African Women's Tournaments, 8 women's stories and 2 workshops.

Year 1 achieved 2 campaigns – in Kenya and Zambia as part of the 16-Days of Activism initiatives in their respective countries, reaching both local and international stakeholders.

The first Africa Women's Cup was held in Arusha, Tanzania with 8 African Women's Teams attending. This event also allowed HWC to capture several powerful stories of women using football to overcome GBV-related challenges in their lives. See HWC website for 12 stories – three times the target for Year 1.

Several workshops were delivered by various partners, as described below, surpassing the total target of 2. A total of 1,487 community members were reached through various public awareness campaigns, as detailed in the following.

“Playing in a mixed-gender tournament gave me confidence. It showed me that women can compete equally with men on and off the field.”

In a broader context, the fight against GBV gained momentum globally during the 16 days of activism. VAP led a march in Nairobi, where survivors shared their stories and engaged in candid conversations with police and community leaders. BUSA conducted a “Say No to GBV” football tournament involving local and international stakeholders during the 16 Days of Activism. They collaborated with Action Aid and Global Platform Zambia to raise awareness about gender rights and safeguarding.

FSA hosted the inaugural African Women's Cup in Arusha, Tanzania, featuring teams from eight African countries, which promoted women's leadership in football while facilitating mentorship opportunities. One participant noted, “Through football, I have become more than just a player; I am now a mentor.”

“Football has given me a voice in my community; now, young girls see me as a leader who challenges harmful gender norms.”

The empowerment spirit was echoed by BUSA participants who took the initiative in organizing gender-awareness tournaments showcasing the power of football in advocating for women’s women. One participant stated, *“Football has given me a voice in my community; now, young girls see me as a leader who challenges harmful gender norms.”*

The Kenyan Regional Hub organized a workshop on GBV during the African Women’s Cup in Arusha, including four other HWC partners from Uganda, South Africa, Malawi, and Namibia. The hub shared project models on addressing GBV with the potential for adopting some of the intervention strategies within their organizations.

Another opportunity at the Africa Women’s Cup, was to conduct interviews with several women from the 8 participating countries. Publishing these on the HWC website increased the visibility of women advocating for their rights through sports, highlighting women’s resilience in recovering from GBV-related incidences, whilst also showcasing their football prowess and leadership skills.

FSA hosted a workshop for 347 girls during their annual international Chipkizi Cup, which facilitated topics on GBV, HIV, and the risks of teenage pregnancy. Participants came from Tanzania, Kenya and Uganda.

Regional initiatives in YASD, such as inter-community friendly football matches, facilitated safe spaces for sharing practical approaches in the fight against GBV and empowerment.

During the global Homeless World Cup in Seoul 2024, project staff from the Regional Hub in VAP presented a workshop at Seoul’s Hanyang University, which brought together international stakeholders to discuss safe spaces for women, economic empowerment, and positive masculinity.



Team Uganda in blue facing off against Team Kenya in red during the Africa Women’s Cup held in Arusha, Tanzania, in June 2024



Linnet Moyo from Team Zimbabwe, a female goalkeeper playing in a men's team during the Homeless World Cup 2024 in Seoul.

In VAP, female participants competed in the Homeless World Cup in Seoul, where one player secured a spot in the National Women's Soccer League after participating in the international tournament. Both male and female project participants played in a mixed tournament that challenged cultural norms. One participant boldly declared *"Playing in a mixed-gender tournament gave me confidence. It showed me that women can compete equally with men on and off the field."*

Another very positive outcome from the Homeless World Cup in Seoul, September 2024, was an award for a Zimbabwean player who is part of this project. Linnet's was a historic win as the Best Goalkeeper Award and the first woman to receive this honour in a men's category. She inspired countless young women in Zimbabwe to dare break the barriers and pursue their dreams. Linnet remarked, *"Winning the Best Goalkeeper Award was not just for me, but for every young girl in Zimbabwe who dreams of playing football."*

"Winning the Best Goalkeeper Award was not just for me, but for every young girl in Zimbabwe who dreams of playing football"

Through collaborative gender workshops and advocacy activities, BUSA engaged 65 participants in raising awareness on gender-based violence within their communities. FSA reached 873 community members through campaigns, as well as structured gender awareness workshops. YASD and VAP engaged 302 and 247 participants respectively in community-based initiatives, combining educational workshops with public advocacy to promote gender equality and prevent violence. Across the 4 countries, this totalled 1,487 community members which although not regularly attending like beneficiaries of the other outcomes, they are still considered direct beneficiaries since they engaged directly with trained staff on several aspects of gender equality awareness.



From left: Coach Mariana (FSA), Ruth (FSA), and Esther (VAP) during the Training of Trainers held in April, 2024 in Nairobi, Kenya.

4.0 Executive Team Lens

The following comments have been collated after conversations with the Directors and Project Leads in each of the four countries, during the M&E data collection phase. Their reflections serve as valuable insights into what has worked well in Year 1, and what areas need reinforcement or adaptation for Year 2.

In the FSA context, the executive team noted the high prevalence of harmful cultural practices among the Maasai and acknowledged the project's efforts in combating GBV within these traditions. They were particularly pleased to see some players transitioning into coaching roles, ensuring the initiative's impact continues beyond direct interventions. Moreover, their upcoming new centre was highlighted as an incredible opportunity providing a long-term space for the project beyond the set timelines. BUSA's executive team noted that through both technical and financial support, they were in a position to improve service delivery and implement more effective GBV measures. Additionally, capacity enhancement initiatives including training workshops and mentorship programs have empowered young leaders and coaches with the necessary skills and knowledge to address GBV more effectively.

In Kenya, VAP acknowledged the significant cross-learning experiences that have strengthened program implementation across the four partners. Through online engagements, physical Training of Trainers sessions, and site visits, teams have exchanged valuable insights on best practices in GBV prevention, psycho-social support, and football-based empowerment programs.

The YASD team pointed out enhanced organizational resources including the two new curricula. They also witnessed a broader community reach and expanded age demographics. Previously, the age ceiling was 25, but it now extends up to 35. In addition, they witnessed an increase in staff capacity in implementing gender equality programs.

5.0 Lessons Learned

- **Mental health plays a central role in preventing and addressing GBV, as psychological distress often influences survivors.** People who lack self-esteem or have endured prolonged, unresolved trauma are more likely to tolerate abusive relationships due to emotional feelings of helplessness. Also, individuals struggling with unresolved childhood trauma may develop unhealthy coping mechanisms that lead to substance abuse or aggressive behaviour. Toxic masculinity further fuels this issue, as cultural expectations discourage men from showing their emotions, which is interpreted as a sign of weakness. This results in pushing them toward addiction or violent outbursts as expressions of dominance. While mental health struggles should never excuse GBV, addressing these underlying issues through therapy, emotional intelligence training, and male mentorship programs has proven effective in reshaping attitudes.
- **Football has emerged as a catalyst for shifting and deconstructing mindsets and creating safe spaces for GBV prevention.** In this project, the sport facilitated an inclusive and engaging environment where participants both women and men could challenge harmful gender norms through teamwork, leadership, and open discussions. Female participants gained confidence and assertiveness to challenge cultural norms aggravating gender inequalities. For young men, football-based GBV education sessions helped redefine masculinity, promote respect and embrace the fight against GBV. The visibility of female footballers excelling at the Homeless World Cup in Seoul and the African Women's Cup in Tanzania reinforced the idea that women belong in sports, leadership, and decision-making.
- **Programs that encourage young men to challenge patriarchy and redefine masculinity have led to significant shifts in mindset, reducing the normalization of GBV and bringing men on board to support the fight against violence against women.**
- **Creating access to livelihood opportunities is a critical component in the fight against GBV.** By scaling up vocational training, access to business startup kits, and financial literacy programs, we can ensure that women have the right tools to break free from cycles of abuse. In the project, women who completed vocational training and financial literacy programs expressed greater independence, reducing their vulnerability to abusive relationships.
- **A caring and empathetic coach creates a safe space where participants feel supported, not judged, as witnessed throughout the interventions.** Coaches with the same background and language as participants help promote trust and candid conversations about sensitive issues. Their ability to relate to participants makes it easier for them to open up. Additionally, they use self-disclosure by sharing their experiences and opening up about their struggles and triumphs. They inspire, build trust and break the culture of silence.
- **Football opens pathways for professional growth.** Beyond its role in social change, football has created a career path, with participants transitioning into coaching and officiating professional leagues and tournaments.
- **Psycho-social support is essential for coaches.** Many coaches experience emotional exhaustion and burnout, highlighting the importance of structured debriefing sessions, psychological supervision, self-care training, and access to personal therapy.



6.0 Recommendations

1. Leverage regional collaboration for knowledge sharing: Establish platforms where YASD, BUSA, FSA, VAP and other African countries can continue to exchange best practices, co-develop training curricula, and strengthen collective advocacy on GBV prevention through sports.

2. Engage local football stars as mentors in gender-based violence (GBV) prevention initiatives can have a significant influence on young women, creating opportunities for role modelling. These athletes hold the potential to inspire young women who aspire to continue participating in sports for social change by demonstrating that success is achievable.

3. Young women living with disabilities in informal settlements often experience increased vulnerability to violence due to heightened levels of predispose. Efforts to address gender-based violence (GBV) should integrate disability inclusion through co-creating tailored interventions that accommodate their unique needs.

4. Ensure sustainable funding for GBV and mental health interventions: Develop partnerships with private sector governments and donor agencies to secure long-term financial support for program continuity. Further, leverage existing community resources for continued support for a future free from GBV.

5. Revise and adapt accordingly both curricula in line with the mid-evaluation results, to identify areas that need more reinforcement.

7.0 References

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8.0 Annexes

Annex 1 – Indicator Plan - Year 1 Results

Annex 2 – Scorecard Examples for Men and Women

Annex 3 – Focus Group Discussion - Question Guide

Annex 1: Indicator Plan - Year 1 Results

INDICATOR PLAN					
	Indicator	Target	Means of Verification	Frequency to collect data	Yr 1 Data: collected Jan/Feb 2025
GOAL: To use football-based activities to prevent, protect and prosper young women exposed to gender-based exploitation.	% of women in programme report being better equipped to reduce gender-based exploitation.	80%	Evaluation Forms Focus groups Individual interviews	Every 12 months	To be collected in Yr2- Scaled survey questionnaire, FGD, triangulate with score card for data validity.
OUTCOME 1 Women Accessing Safe Spaces; Women in the 4 target countries feel more protected, and are linked to shelters and support where needed.	% of targeted women report feeling more protected # of women per country receiving shelter and/or psycho-social support	80% 80 (20 women per country)	Evaluation Forms Focus groups Individual interviews Beneficiary records	Every 12 months	169 received psycho-social support. % to calculate in Yr 2.
Output 1.1 Staff, coaches and volunteers in 4 countries are better equipped to incorporate girls and women's protection and empowerment into daily curriculum.	# of staff, coaches, volunteers trained in women's empowerment and protection. % trained show increased knowledge.	1 training curriculum 1 initial workshop (Kenya) 1 follow-up workshop 3 staff per country 3 coaches/volunteers per country. 80% of participants show increased knowledge.	Course materials Training sessions Attendance sheets Pre-post training tests.	Per training	2 curricula 1 workshop Key staff trained: 12 Coaches: 65 % to calculate in Yr 2
Output 1.2 Programmes in 4 target countries expand on-pitch activities focused on women's protection and empowerment.	# of girls/women trained in football and safeguarding issues. # of friendly matches with other local teams	4 curriculums 4 trainings (1 per country) 400 girls/women trained 3 per year per country	Course materials Training sessions Attendance sheets Event report	Per training Per session Per event	2 curricula 4 trainings 853 women trained 4 friendly leagues
Output 1.3 Programmes in 4 target countries offer psycho-social support directly or indirectly to women survivors of exploitation.	# of psycho-support programmes (directly or referred externally)	At least 1 link per country Approx. 20 women per country using services	Service user records / in-country referrals Beneficiary records	Every 12 months	1 link per country. 169 women received psycho-social support
OUTCOME 2: Positive masculinities; Young men understand about women's equality, protection issues and can demonstrate positive masculinities.	% of participants report increase in understanding	80%	Pre-post training survey	Per course	To be collected in Yr 2.
Output 2.1 Boys and men are given awareness-raising sessions around gender equality, respect for women, economic benefits of women's empowerment etc.	# of boys/men trained	4 curriculums 4 trainings (1 per country) 400 boys/men trained	Course materials Training sessions Attendance sheets	Per training Per session	1 curriculum (same in 4 countries) 4 trainings 496 boys and men trained

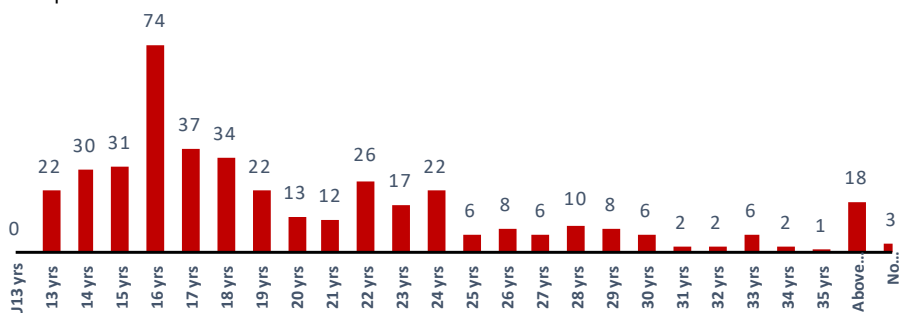
OUTCOME 3: Female Coaches, Referees; Women are better equipped to pursue careers in football.	% of women trained feel confident to pursue football opportunities	50%	Pre-post training survey	Per course	To be collected in Yr 2.
Output 3.1 Women are trained in coaching skills	# of women trained	1 course per year per country 40 women (10 per country)	Course materials Training sessions Attendance sheets	Per training Per session	4 courses 69 trained
Output 3.2 Women are trained in referee skills.	# of women trained	1 course per year per country 40 women (10 per country)	Course materials Training sessions Attendance sheets	Per training Per session	4 courses 15 trained
OUTCOME 4: Women's Empowerment; Young women are more empowered to understand and reduce the risks of exploitation.	% of women trained report feeling more empowered to reduce risks of exploitation	80%	Evaluation Forms Focus Groups Case studies	Every 12 months	To be collected in Yr 2.
Output 4.1 Women receive off-pitch awareness raising in human trafficking, early pregnancies, GBV risk reduction.	# of women trained	4 curriculums 2 per month per country 400 women	Course materials Training sessions Attendance sheets	Per training Per session	1 curriculum (same in 4 countries) 581 trained
Output 4.2 Women receive vocational training to increase employment opportunities.	# of women trained	3 x 3-month training programmes per country 80 women (20 per country)	Course materials Training sessions Attendance sheets	Per training Per session	4 trainings 273 women trained
OUTCOME 5: Public Awareness Local and global communities better understand and work towards safer environments that protect women from violence and exploitation.	% of public surveyed in target countries report a change in understanding % of spectators surveyed at HWC report a change in understanding	50% 50%	Parent surveys Community focus groups Spectator surveys Spectator quotes	Every 12 months Per event	Survey to be conducted in Y2.
Output 5.1 Players, coaches and managers and general public from 8 African countries participate in and learn from regional tournaments.	# tournaments # teams per tournament # public campaigns on women's protection	2 tournaments (1 per year) 8 teams; 4 target countries + 4 others -2 African, 2 non 4 campaigns (1 per country)	Event Reports Post event survey Key actor interviews Media articles	Per event	1 tournament 8 teams 2 campaigns 1,487 community members
Output 5.2 Women from the 4 target countries act as role models in HWC Network and beyond.	# of women's teams from target countries at HWC # of stories of women	4 teams to attend HWC 8 stories (2 per country)	Local Media HWC Media	Per event	2 teams attended HWC 12 stories
Output 5.3 Harmful GBV practices are challenged on a global stage.	# of workshops given by target countries at HWC	2 workshops (1 per year)	Event Reports Team manager feedback HWC Media	Per event	1 workshop

Annex 2: Scorecard Examples for Men and Women

Homeless World Cup Female Scorecard - VAP (Kenya)

Interventions Info		Total Session Participants	Grads (5/10)	%	Drop Out	%	EE (Grad Only)	No.	%age
Started	17	424	372	88%	0	0%	Business	0	0%
Completed	17						V. Training	0	0%
In Pipeline	0						Apprentice	0	0%
							Sports Pro	0	0%

Participants Info.



Ref. Attendance Register

Age Categories Summary

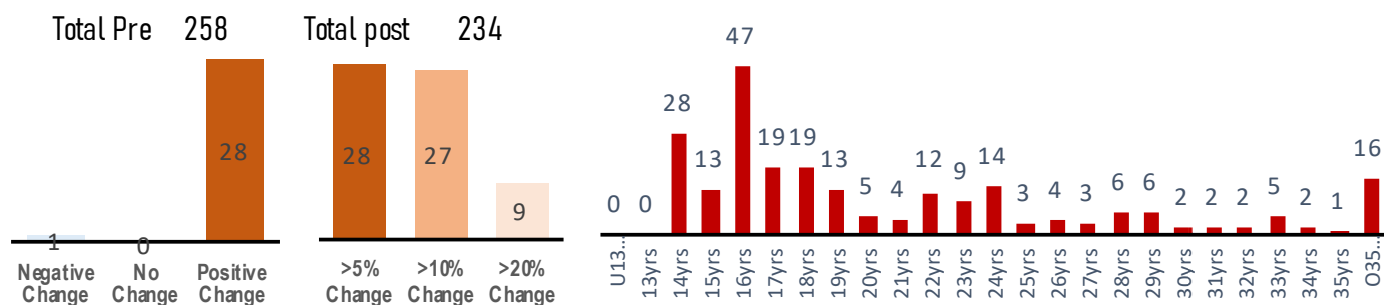
No Response	3
Below 18	207
18-21 yrs	75
22-25 yrs	70
26-29 yrs	31
30-35 yrs	19
Over 35	19

Ave. Age 20.204

Education Level	Marital Status	If Married Age at Marriage	Have Child	Having a Child? Age at 1st Birth	Employment Status
Primary 73	Single 315	Below 18 12	Yes 144	Below 18 35	Full time 3
Secondary 287	Married 84	Above 18 90	No 265	Above 18 104	Part time 8
TVET 11	Come Stay 7		Pregnant 8		Casual 10
College 34	Divoced 5		No Response 1		Seasonal 2
University 2	Separated 4				Unemployed 389
Non Formal 11	Widow 2				Blank 6
Blank 0	Others 1				

Living With	Type of House	Home Status	With Disability?	Chronic Illness?	Religion
Alone 13	Self Contained 162	Own House 137	Yes 0	Yes 5	Christian 396
Parents 172	Single room 141	Rental 243	No 418	No 412	Muslim 18
Mother Only 71	Iron Sheet 49	Street 0	Not Sure 0	May be 0	Traditional 0
Father Only 16	Mud Shelter 29	Blank 38		No Response 1	Hindu 0
Partner 91	Street 0				Others 2
Sibling 27	No Response 37				No Response 2
No Response 28	N/A 0				

Pre-Post Summary (Graduates Only)



Question-by-Question Summary (Graduates Only)

	PRE	POST	Δ
1 I have heard meaningful conversation about GBV with an ADULT in the last 3 months	26%	92%	66%
2 I have hear meaningful conversation about GBV with a FRIEND in the last 3 months	23%	94%	71%
3 Gender Based Violence only happens to women.	69%	96%	27%
4 Violence against women is a big problem in my community?	74%	92%	18%
5 Child or forced marriage is a form of GBV even if parents and elders support it?	72%	91%	19%
6 GBV is not only physical abuse, it can also happen in form of psychological abuse	59%	94%	35%
7 If a GBV survivor has no bruises or cut, it is most likely abuse reported was not serious.	64%	87%	23%
8 Forced sexual relations even within marriage is still sexual abuse	70%	91%	22%
9 It is OK for a woman to accept being abused to keep her family or relationship together	78%	91%	13%
10 Violence against women only happen in bad places like bars at night	73%	90%	17%
11 Internet and social media can also be used to abuse women and girls	58%	91%	33%
12 If a woman is raped she must have done something careless to put herself in that situation	79%	91%	12%
13 Men make better leaders than women, and should be elected rather than women.	81%	91%	11%
14 It is more important that a boy goes to school instead of a girl.	79%	96%	17%
15 Gender based violence only occur in slums and low-income neighborhoods	80%	96%	16%
16 A man should have the final say about family planning in the house	78%	93%	16%
17 Girls should be allowed to wear whatever they want without being harassed	66%	79%	13%
18 It is better to have a violent but rich partner than a poor but respectful partner.	81%	93%	13%
19 It's a man who should decide whether to use a condom or not during sex	76%	91%	15%
20 Alcohol and drug abuse are primary causes of Gender Based Violence	37%	48%	11%
21 All survivor of GBV has the same needs.	42%	87%	46%
22 Going for counselling means I'm weak or mentally unstable	78%	88%	10%
23 I feel good about who I am	74%	91%	16%
24 It is wrong for women to be paid equal with men even if they are doing the same job	60%	88%	28%
25 GBV can negatively affect economic growth of an individual and their dependants	76%	66%	-10%
26 It is OK for child to drop out of school to work if she is a girl.	79%	89%	10%
27 Women have rights to ownership and inheritance of land and property.	79%	96%	16%
28 I am willing to take part in activities fighting GBV	79%	96%	17%
29 We can change harmful gender norms and stereotypes that put women at risk of abuse	79%	94%	15%

Annex 2 (continued): Scorecard Examples for Men and Women

Interventions Info		Registered	Grads (5/10)	% ####	Drop Out	% ###	EE (Grad Only)	No.	%age
Started	0	0	0		0		Business	0	####
Completed	0						V. Training	0	####
In Pipeline	0						Apprentice	0	####
							Sports Pro	0	####

Participants Info.

Age Categories Summary

Below 18	0
18-21 yrs	0
22-25 yrs	0
26-29 yrs	0
30-35yrs	0
Over 35	0

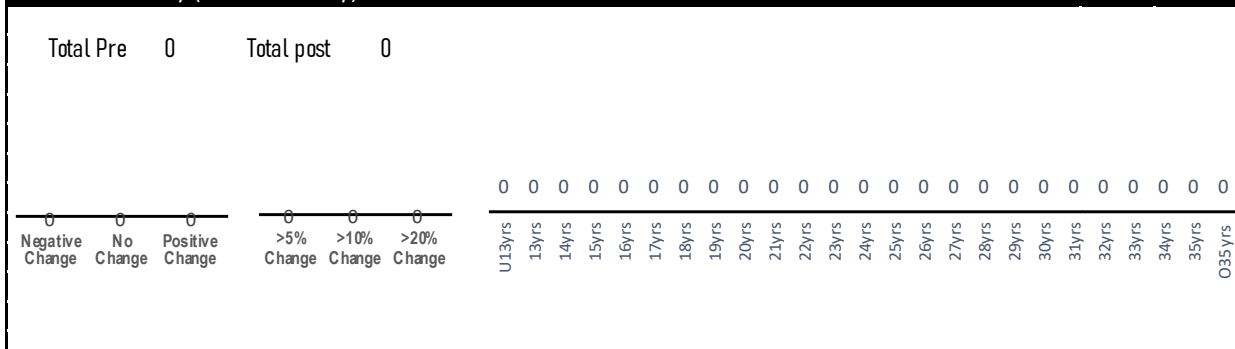
Ave. #DIV/0!

[illegible]

Education Level		Marital Status		If Married		Have Child		Having a Child?		Employment Status	
				Age at Marriage				Age at 1st Birth			
Primary	0	Single	0	Below 18	0	Yes	0	Below 18	0	Full time	0
Secondary	0	Married	0	Above 18	0	No	0	Above 18	0	Part time	0
TVET	0	Come Stay	0			Pregnant	0			Casual	0
College	0	Divoced	0							Seasonal	0
University	0	Separated	0							Unemployed	0
Non Formal	0	Widow	0							Blank	0
Blank	0	Others	0								

Living With		Type of House		Home Status		With Disability?		Chronic Illness?		Religion	
Alone	0	Self Contained	0	Own House	0	Yes	0	Yes	0	Christian	0
Parents	0	Single room	0	Rental	0	No	0	No	0	Muslim	0
Mother Only	0	Iron Sheet	0	Street	0	Not Sure	0	May be	0	Traditional	0
Father Only	0	Mud Shelter	0	Blank	0					Hindu	0
Partner	0	Street	0							Others	0
Sibling	0	No Response	0								
		N/A	0								

Pre-Post Summary (Graduates Only)



Question-by-Question Summary (Graduates Only)		PRE	POST	Δ
1	I have had a meaningful conversation with an older man on how I can be a good role model as a man.	#####	#####	#DIV/0!
2	I have had a conversation with my friends on how we can best take care of women in our lives.	#####	#####	#DIV/0!
3	I have had candid talks with my partner on roles we in our relationship and how each one feels about it.	#####	#####	#DIV/0!
4	I respect the feelings and free will of women within my family and outside.	#####	#####	#DIV/0!
5	Gender equality is not our religious or our cultural concept; it's a foreign cultural idea.	#####	#####	#DIV/0!
6	Women deserve to be treated with respect and dignity.	#####	#####	#DIV/0!
7	There is no such thing as marital rape; a man is entitled to a woman's body	#####	#####	#DIV/0!
8	Changing harmful attitudes, behaviors and thoughts about what it means to be a man, is key to end GBV.	#####	#####	#DIV/0!
9	The true measure of a woman's loyalty is when she tolerates violence in order to keep her family together.	#####	#####	#DIV/0!
10	The cycle of harassment, assault, and violence against women can stop with me as a man.	#####	#####	#DIV/0!
11	Men make better leaders than women, and should be elected rather than women.	#####	#####	#DIV/0!
12	It is more important that a boy goes to school instead of a girl.	#####	#####	#DIV/0!
13	It would be a good idea to elect a woman as the President of my country.	#####	#####	#DIV/0!
14	A man should have the final say about family planning in the house	#####	#####	#DIV/0!
15	It's important for men to have friends to talk about their problems	#####	#####	#DIV/0!
16	I have more experienced people I can talk to for advice whenever I have relationship problems	#####	#####	#DIV/0!
17	Men who go for counselling is a sign of weakness in them.	#####	#####	#DIV/0!
18	Men who don't express and talk about their feelings openly are more likely to suffer from mental illness	#####	#####	#DIV/0!
19	As per our culture, a man should have the final word about decisions in his home	#####	#####	#DIV/0!
20	To be a man, you need to always be tough and mean.	#####	#####	#DIV/0!
21	Shared responsibilities are a better way to make relationships healthy.	#####	#####	#DIV/0!
22	it is helpful for the whole family if men and boys help with domestic chores around the house.	#####	#####	#DIV/0!
23	I have the ability to change negative things I've been taught about women.	#####	#####	#DIV/0!
24	Not often, but there are times when a woman deserves to be beaten	#####	#####	#DIV/0!
25	If a woman insults me, I should defend my reputation as a man with force, if I must.	#####	#####	#DIV/0!

Annex 3: Focus Group Discussion - Question Guide

Focus Group Discussion Guide for PARTICIPANTS

Cover Sheet:

Instructions to the facilitator: Complete the following information prior to the Focus Group Discussion (FGD). Read the introduction to the FGD participants. After collecting initials, detach the cover sheet. Start the recorder and state aloud the date, time, and location of the FGD.

FGD Information		
Date: ____ / ____ / ____ (dd) (mm) (yyyy)	Start Time: End Time:	<i>To be completed after the FGD:</i> Duration of FGD: _____ minutes
Venue:	Moderator:	Co-Moderator/Observer:

Introduction

"We greatly appreciate your agreeing to participate in this Focus Group Discussion. I am going to ask you some questions and there are no right or wrong answers and you may answer in any way. Your answers are completely confidential. Your name will never be used in connection with any of the information you tell me. You do not have to answer any questions that you do not want to answer, and you may end the discussion at any time if you want to. Your answers to these questions will help us better understand your experience or reaction to being a **HWC program participant**. The discussion will take about **60 minutes** or less. It will be recorded for the sake of accuracy and for review by the team that will be working on this project, and potentially by others, but only for monitoring purposes. Thank you for your cooperation.

First, let me introduce myself. I am..., and I will be asking you some questions today. *<Other researchers or observers now introduce themselves and state their roles.>* Remember there are no 'right' or 'wrong' answers-- please be honest and critical, as it will help us learn. We are here to learn from you.

To ensure that no one has pressured you to participate in this focus group, please initial (don't sign) next to your name above."

Turn on the voice recorder. Record the participant's names and the date, time, and location of the interview and begin the interview.

Name	Surname	Sex	Age	Initials

FGD Questions for participants.

1. Participant info and background.

- a. Tell us about yourself (name, age) and how you are feeling today?
- b. What are your favorite local soccer team, player, coach? Favorite international team and player in the world?
- c. Tell us briefly how do you spend your day? And what do you like doing in your free time?

2. Experience in the GBV prevention and life skills intervention? (Content)

- a. Briefly share, what were you learning in your HWC team?
- b. How did discussions and information about GBV make you feel?
- c. Do you think GBV is a big problem in your community?
 - i. Do you think this problem is being addressed as well as it should?
- d. From your session, what are some of forms of GBV you learnt?
 - i. Looking at your community, which one is the most common form of GBV and what causes it?
- e. From what you learnt in your session, what are some of social drivers of GBV?
 - i. Which one is the most common cause of GBV in your community?
 - ii. Does anyone recall a GBV scenario that happened in their community? What do you think causes it?
- f. Can anyone of you share one key message she remembers from the practices?

3. Views on the HWC program(structure)

- a. Was being in the program fun? If yes, what made it fun? If no, why was it not fun?
- b. Which activity/game was your favorite? Why?... Which activity was your least favorite? Why?
- c. Which topic was your favorite? Which topic was your least favorite? Why?
- d. Did you feel safe and valued participating in the intervention?
 - i. Is there a time you didn't feel safe? What happened?
 - ii. Did you at any time want to say something but chose not to? If yes, what prevented you from sharing?

4. Views on HWC life skills coach

- a. Who was your HWC coach?
 - i. Do you feel your coach has been helpful to you? Kindly share how helpful was s/he?
- b. What did you like most about your coach? What did you like least about your coach?
- c. Do you plan to remain in contact with your coach after the program ends?
 - i. If yes, how do you plan to maintain contact?

5. Impact of program on the participant

- a. Has being HWC participant helped you in your life? If yes, In what way? Any examples you would like to share?
- b. Since participating in the intervention, have you offered information or advice about GBV to a friend or family member outside the program? What did you discuss? And why?
- c. Do you or have you used the knowledge and skills gained from HWC program outside of the program?
- d. Is there anything you have changed in your life because of participating in the program? Please share

6. GBV response services in local area

- a. Do you think it is important for your peers to know about GBV services? Why? Which services?
- b. What does "youth-friendly services "mean to you?
 - i. Do you think GBV response centers like Police, hospital in your area are "youth-friendly"?

7. Improvement of HWC program

- a. How can HWC program be improved?
- b. Is there anything else about HWC program or VAP you would like to share?

Participants Audience Images from the African Women's Cup 2024





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