



**Innovation through Sport:
Promoting Leaders, Empowering Youth (ITSPLEY)**

**CARE USA
Also with Better Care Network (BCN)**

FY09 Quarter 2 Report
(Covering 1 January 2009 through 31 March 2009)

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Resource Summary
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Acronyms

ARSHI	Adolescent Reproductive and Sexual Health Initiative (CARE Bangladesh)
BGE	[CARE] Basic and Girls' Education
CARE	Cooperative for Assistance and Relief Everywhere
DCOF	Displaced Children and Orphans Fund
ITSPLEY	Innovation through Sport: Promoting Leaders, Empowering Youth
M&E	Monitoring and Evaluation
MOU	Memorandum of Understanding
NGO	Non-Governmental Organization
SRH	Sexual Reproductive Health
SSCI	Sport for Social Change Initiative
TOT	Training of Trainers
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development

I. Executive Summary

This report covers the activities of the Innovation through Sport: Promoting Leaders, Empowering Youth (ITSPLEY) project in Bangladesh, Egypt, Kenya and Tanzania for the period of January through March 2009 as funded by USAID/DCOF.

During the quarter, CARE USA focused efforts on initial project planning with each of the participating ITSPLEY CARE Country Offices (Bangladesh, Egypt, Kenya and Tanzania) and establishing the project's administration. Activities also concentrated on developing the overall project's monitoring and evaluation framework with common indicators on which all four Country Offices will report on and measure progress and impact. Collaboration with CARE's Basic and Girls' Education (BGE) Unit to determine and solidify linkages between ITSPLEY objectives with those of CARE's *Power Within* Signature Program and the Patsy Collins Trust Fund Initiative program. This collaboration has opened opportunities to synergize efforts to promote the development of leadership skills among youth, especially girls, and to incorporate Power Within and PCTFI's M&E indicators and reporting guidelines into ITSPLEY programming.

The CARE Country Offices focused this quarter on initial planning, conducting partner meetings and site visits, and exploring partnerships and synergies with local community-based organizations, national-level partners, and various existing CARE programming. Country Offices also took the opportunity to gather lessons learned and experiences from potential partner organizations that have been involved in girls' leadership promotion and sport as a means for social change. Site visits also offered an opportunity to meet with implementing partners, fine-tune implementation design, examine capacity-building needs across participating schools and communities, and gathering information on possible obstacles and needed considerations to take into account in the various project locations.

The programmatic report for BCN is being submitted here. The financial reports for ITSPLEY and BCN have been submitted directly to USAID/DCOF CTO by CARE USA Headquarters and are not a part of this report.

II. Achievements

Bangladesh

In this first quarter, most of CARE Bangladesh's ITSPLEY efforts centered on the following key areas:

1. Conducting wider dissemination, planning and support-building among partner community-based organizations, civil society, and government agencies, especially youth and girls' organizations, through a series of consultations, orientations, and primary planning meetings and workshops;
2. Analyzing existing resources regarding girls' empowerment and leadership through similar projects and initiatives;
3. Holding creative implementation design and planning workshops with both CARE and partner staff, as well as youth and community volunteers; and
4. Testing basic sport and leadership-building events at selected communities through strategic partnerships and leveraging existing initiatives.

Key achievements based on the activities listed above include:

- Orienting and raising awareness to more than 100 CARE and partner organization staff (especially under the ARSHI program) on ITSPLEY's principles and primary objectives, as well as sport for development.
- Consulting with and successfully recruiting two partner organizations (JASHIS and SRDS, partners of ARSHI) to participate in ITSPLEY.
- Completing and ongoing testing the first draft of the Bangladesh ITSPLEY implementation plan, focusing primarily on mainstreaming activities with other existing CARE Bangladesh initiatives.
- Active engagement of more than 40 youth "fun centers" at both the community and school/institution levels, which have already organized girls' sporting events (in some cases also boys' sport events as part of a special strategy). More than 200 girls' groups and 50 boys' groups have been actively engaged in organizing these sporting events.
- Girls' participation in sport activities have been included in ongoing CARE leadership and life skills building activities. Thus far, sporting events selected by communities include races, swimming, handball, and volleyball.
- The 2009 International Women's Day served as a great opportunity to initiate and advance girls' leadership development in active, creative activities through sport in participating communities.

Egypt

During this quarter, CARE Egypt's Governance and Civic Engagement unit prepared to launch the ITSPLEY project, involving a series of meetings with various local and national stakeholders. At the national level, CARE Egypt mapped out potential partners that are involved in sport-based projects to explore the possible synergies with them and to begin developing a Sport for Social Change Network that will promote the institutional capacity of ITSPLEY civil society organizations. In addition, meeting with these partners allowed for the collection of different experiences and lessons learned from related sport-based projects, to better inform the ITSPLEY implementation plan. CARE Egypt met this quarter with representatives from:

- The British Council, which agreed to become a member of a network that supports sport for social change and is willing to jointly coordinate sport festivals at the national or governorate level;
- The Population Council, which shared lessons learned from their Ishraq program, designed to provide out of school girls safe spaces to learn, play and grow. Lessons included ensuring early on that participants' parents and the community at-large understand the

purpose of the sport programming; making sure that girls feel safe from fear of being watched or harassed by boys; ensuring in conservative settings that girls play only with other girls, at least at the start; attaining communities' acceptance of the selected sports to be practiced by girls; securing support demonstrated by both parents and brothers; and locally recruiting young women to serve as sport promoters to lead the activities. The Population Council also agreed to participate in any sport for social change network, especially addressing girls.

- Save the Children, who also agreed to maintain regular communication and to jointly coordinate future sport festivals promoting networking among girls' groups and civil society organizations focused on sport for social change; and
- UNICEF, which works in Qena governorate and is willing to provide support in community mobilization for girls' leadership and rights to civic engagement. UNICEF also agreed to share their civic education manuals, which the ITSPLEY project aims to incorporate into its implementation design.
- The CARE Egypt Governance unit met with various representatives from USAID-funded projects, including the Education Reform Program in Benisuef and the Girls Improved Learning Outcomes program in Qena.

In each governorate of Qena and Benisuef, the Governance unit visited two schools, from which several conclusions were developed:

- 1) Primary schools' acceptance to girls practicing sport will be easier than preparatory schools;
- 2) The school boards of trustees will be key players in gaining parents' support;
- 3) Youth mentors need to be from the local communities and must include females;
- 4) Schools have to feel ownership of the project;
- 5) Boards of trustees should help to generate funds to support girls' rights to sport and civic engagement;
- 6) Engaging existing channels of sport and extracurricular activities should be a main approach of the ITSPLEY project;
- 7) In Qena, a unit for "gender consideration" has been designed in the Education Department that will be involved in the ITSPLEY project;
- 8) Qena schools and community were more familiar to the idea of sports for social change than Benisuef, which is a point to be taken into consideration in further project planning.

Efforts also focused on exploring local partnerships and meeting with implementing partners and consultants to define roles and responsibilities and possibilities to collaborate with schools already participating in CARE's Power to Lead program. Following these meetings, it was concluded that partner organizations will take responsibility for organizing the Training of Trainers (TOT) sessions for youth mentors and local community-based organizations; field officers from these partner organizations will track the field-level M&E; they will participate in the annual implementation and budget planning; and they will facilitate relationships with local governorate education departments.

Lastly, CARE Egypt focused last quarter on exploring synergies among existing CARE programs, especially the Education unit. Because of the many linkages between the programs' focus on girls' leadership, CARE Egypt requested and has been granted approval to implement ITSPLEY activities in Menia, in addition to Benisuef and Qena, to build on and leverage the Education unit's programming in schools, and for the Education unit to build on the Governance's work with youth groups and local community-based organizations. Because of the multiple synergies between ITSPLEY and Power to Lead objectives, CARE Egypt also

began exploring possibilities to link both programs' M&E frameworks and implementation plans. The ITSPLEY Egypt budget was drafted, and implementation plans propose working with:

- 4 local partner organizations (1 in Benisuef, 1 in Menia, 2 in Qena)
- 16 community-based organizations
- 32 schools.

Kenya

The CARE Kenya project team held preliminary discussions last quarter on the modalities for collaboration and building partnerships for the ITSPLEY project, and brainstormed initial activities that would facilitate rolling out the project. The team plans to integrate ITSPLEY into existing sport for development projects to achieve sustainable impacts among communities in Kibera. The ITSPLEY project will be spearheaded by a sport coordinator, whose recruitment is underway. CARE Kenya has also made contacts with various local organizations that it envisions working with through ITSPLEY, including 17 youth groups, 34 football clubs, 23 learning institutions (primary and secondary), 12 community-based organizations, and 8 women's' groups.

Tanzania

The ITSPLEY project in Tanzania focused last quarter on implementation planning in 15 villages of Bugarama and Lunguya wards within Kahama district, Shinyanga region in northwest Tanzania. The overall goal of the project in Tanzania is for 17,000 children and young adults to participate in sport opportunities that will foster physical development and personal skills of leadership, self-confidence and life skills related to sexual reproductive health (SRH) by 2012. During this reporting period, CARE Tanzania prepared for this implementation by producing a final draft of its ITSPLEY budget and annual work plan, and by recruiting two project staff to serve as Leadership Facilitators. Both new staff members bring vast experience in teaching, guidance counseling to girls, and sport education. In addition, CARE Tanzania held a briefing session with Laura Kikuli, the USAID Project Management Specialist for Democracy and Governance in Tanzania, to share ITSPLEY objectives. Arrangements for a site visit are being made.

III. Challenges and Lessons Learned

Bangladesh

In implementing the ITSPLEY test phase activities, the CARE Bangladesh identified certain challenges and considerations that must be taken into account in their work, including:

- Socio-religious restrictions and conservatism regarding girls' activities outside of their homes and engagement in so-called boys' activities such as sport;
- Gender insensitivity towards girls by male youth, such as teasing and invoking bad reputations, during and after sport events;
- Seasonal barriers, including rains, flood, harvesting workload. Lack of play areas and venues due to geographic vulnerabilities, namely being below sea level prompting flush and monsoon floods in the Sunamganj region;
- Conflicting opinions from the community arising during sport events, which require strategic resolution measures;
- Inadequate and costly communication and transportation;
- Poor infrastructure in educational institutions;
- Selective familial and societal restrictions preventing girls from participating in outdoor sports;
- As poverty affects women and girls more adversely and disproportionately, this also affects their scope of development and availability to participate in sport events, due to domestic work, wage earning or income-generating activities.

Egypt

Two main challenges faced by CARE Egypt during this quarter include:

- The inability to visit schools earlier, as they were busy with final term exams that take place in January, followed by the mid-year holiday that ends in mid-February.
- Personnel changes in the Egyptian Ministry of Education, namely the newly appointed Deputy Minister in Qena governorate, who initially appeared skeptical of the role played by grassroot civil society organizations within schools. Schools were, therefore, rather hesitant to firmly accepting partnerships with community-based organizations. However, a recent initiative between schools and youth groups (working with local NGOs as part of CARE's Governance programming) indicates that such hesitation will not pose a roadblock with the help of CARE's facilitation of such agreements.

Kenya

From its initial project planning, CARE Kenya has recognized the limited number of local organizations led by women, who represent a major part of the ITSPLEY project's key target groups. The Kenya project team will make deliberate efforts to reach out to women and girls by adopting innovative methods of recruiting their participation.

Tanzania

The key challenge for CARE Tanzania during this reporting period was the delay in completing project staff recruitment. The process took slightly longer than anticipated, as identified employees required more time for processing their exit from current employers. Both staff members are expected to begin in late April.

IV. Next Steps for Quarter 3 (April – June 2009)

Bangladesh

Plans for FY09 Quarter 3 in Bangladesh include finalizing the implementation design, strategies, plan and budget, based on the initial pre-testing of project design and events, along with developing more formal contracts with partner organizations. CARE Bangladesh will also focus on establishing strategic and regular communication with USAID and CARE USA. In addition, the following are some major action areas identified for ensuring smoother future implementation:

1. Special community/stakeholder sensitization campaign for the creation of better community acceptance of issues like girls' involvement in sport;
2. Strategic and strengthened work with men and boys on the issue of sexual harassment and other barriers towards girls' movement and sport;
3. Capacity building of staff, community volunteers and other key stakeholders on sport for social change philosophy and principles, as well as sport event organization for girls;
4. Mapping and mobilization of appropriate local sources of sport materials and equipment;
5. Developing suitable and community-friendly impact learning and measurement tools and systems;
6. Searching for ways to further integrate sport initiatives with critical activities like livelihoods, especially of girls, and workplace-based sport and leadership building activities;
7. Strengthening partnerships with community-based and educational institutions, including Youth Fun Centers and Community Support Networks;
8. Developing strategies for continuous partners' capacity building and piloting the Marketplace strategy; and
9. Turning ITSPLEY into a special factor for fostering CARE Bangladesh's project to program shift, especially in Sunamganj which is the core of CARE's Learning Lab in Bangladesh.

Egypt

In the next quarter, CARE Egypt anticipates conducting and completing the following activities:

1. Finalizing agreements with local partner organizations in Qena, Menia and Benisuef, and overseeing the MOU process between participating schools and these local partner organizations;
2. Completing agreements with Education Departments in Qena, Menia and Benisuef, including meeting with representatives to build a better understanding of the project, discuss implementation, and finalize MOUs;
3. Finalizing contract with consultancy responsible for training youth mentors on sport-based leadership activities, involving opening bids for interested consultants and selecting the winning bid;
4. Designing the final annual implementation plans with the active participation of all local partners;
5. Finalizing the M&E framework and tools, including hosting a three-day workshop with all partners in attendance;
6. Completing the selection of targeted schools;
7. Conducting the baseline survey; and
8. Selecting youth mentors in Menia, consisting of conducting an outreach campaign and interviews with different local youth groups.

Kenya

In the next quarter, CARE Kenya expects to complete the following:

1. Finalize the recruitment of the ITSPLEY sport coordinator position;
2. Complete the detailed ITSPLEY implementation plan, budget, logframe and M&E framework;

3. Hold a project start-up workshop involving all key stakeholders in the project;
4. Conduct community sensitization sessions on key concepts of the project;
5. Train representatives from local community organizations, such as youth groups, women's groups, community-based organizations, and learning institutions, on leadership and youth empowerment; and
6. Facilitate a quarterly project review meeting with all project stakeholders.

Tanzania

CARE Tanzania plans the following for this next quarter:

1. Conduct project staff orientation;
2. Hold a start-up workshop with key stakeholders;
3. Continue to develop the M&E plan;
4. Identify community partner organizations, partnership arrangements, and capacity assessments;
5. Finalize selection of participating schools and communities; and
6. Procure and distribute needed sport equipment and supplies.

V. CARE Staff Involved in ITSPLEY

Name	Country Office	Title
Maria Muller	CARE USA	ITSPLEY Project Coordinator
Imtiaz Pavel	CARE Bangladesh	ITSPLEY and ARSHI Team Leader
Farhana Ahmad	CARE Bangladesh	Empowerment Unit Director
Andrea Rodericks	CARE Bangladesh	Assistant Country Director of Programs
Selim Reza Hasan	CARE Bangladesh	Program Development Unit Coordinator
Balaram Thapa	CARE Tanzania	Assistant Country Director of Programs
Blastus Mwizarubi	CARE Tanzania	Education Sector Coordinator
Flavian Lihwa	CARE Tanzania	ITSPLEY Project Manager
Mohamed Nada	CARE Egypt	Governance & Civic Engagement Program Manager
Shaheer Ishak	CARE Egypt	Youth & Women's Empowerment Specialist
Chege Ngugi	CARE Kenya	Assistant Country Director of Programs
Rosemary Mbaluka	CARE Kenya	Sector Manager