

INTERNATIONAL FOOTBALL FOR FRIENDSHIP AWARD NINE FOOTBALL FOR FRIENDSHIP VALUES



THE FRIENDSHIP WEEK

VICTOR AIDEN SSEBUDDE

UGANDA

AIDENAL SPORTS FOUNDATION LIMITED

ABOUT AIDENAL SPORTS FOUNDATION

It's a soccer school found in Kisubi, 21 kilometers along Kampala – Entebbe Road, in Uganda – East Africa.



Vision

Become an elite youth development and competitive football club in Uganda.



Mission

Maintain its status as an elite youth development and competitive football and futsal club, providing an Organisation with the best community, facilities, resources and opportunities.



ABOUT THE FRIENDSHIP WEEK

15
and below

It's a children's program, age category 15 and below



It advocates for changes in children's mindset by learning the nine values of human life as they play and enjoy the game of football



The nine human life values are: **Friendship, Victory, Devotion, Peace, Honour, Traditions, Health, Fairness, Equality**



The program concludes with The Nine Values' Championship on the sixth day



Participants' teams are named after wildlife species under threat of extinction in emphasis of wild life protection



At the end of the event, unity and respect for humanity are key aspects these young participants learn and appreciate at the young age

THE NINE VALUES CUP – UGANDAN EDITION



It's the final and main function of the Friendship Week



Participants compete for the trophy and medals



In Honour of the nine values, they share Friendship bracelets



They play for the Nine Values and the endangered species



Apparently they play a league and the top two teams play out the final



YouTube channels

Aidenal School of Soccer
Art AidenalF4F



Facebook page

Aidenal football for friendship
kids programme



Participants' parents adorn their children with the winners' medals.

THE REPLICA OF THE NINE VALUES TROPHY



We initially used the normal trophy.



Later we felt the participants needed a feel of the real nine values cup to appreciate the concept more.



Our communication with F4F drew us into conclusion of curving one out of Wood.



Kayondo John Mapho an artist with specialty in wood curving took up the responsibility.



The outcome is a total replica of the main trophy with all the nine values written around save from being wooden.



It was first used during the Third Edition of the Friendship week.



The wood curved Nine Values Trophy

THE MUSIC IDEOLOGY



This concept was found to be very viral in spreading the nine values



Kanyoola Davis (Kay Davis) came up with the idea of music after my first lecture on the Nine values in 2018



ASFL decided to support the idea



Since then music has been a key factor in our Friendship week activities



The Nine Values Song
Aidenal F4F Nine Values
Song lyrical video

youtu.be/HhbfU4_bAQI



The football for Friendship Song
Aidenal F4F Football for
Friendship Song lyrical video

youtu.be/uBXbTNbDrjs



Kanyoola Davis the key personality of our music project

WILDLIFE & ENVIRONMENTAL AWARENESS



The participants teams are named after endangered species.



These are restricted to Uganda's wildlife species.



We believe we need to make home better then take the example global.



Still the boys have been advised to plant trees.



Our participation in the dark hour was also vital to the environmental protection.



We have so far advocated for eleven (11) endangered species in Uganda across our three editions.



The African Rhino, one of Uganda's most endangered species. It has been played for during the Friendship Week

STRATEGIC OBJECTIVES

THE FRIENDSHIP WEEK IS PART OF OUR FIVE YEAR STRATEGIC PLAN WITH THE DETAILS BELOW

	Strategic Objectives	Strategic targets (Focus Areas)	Key Deliverables	Time line
1	Acquire 100 plus participants per edition	<ol style="list-style-type: none">1. Increase awareness2. Ensure many youths benefit from the impacts of the Nine Values Program for the good of there future and the World at large	<ol style="list-style-type: none">1. Increase school outreach programs2. Involve the community to bring parents close	By the close of the Financial year 2022/2023
2	Getting an official sponsor for the Friendship Week	<ol style="list-style-type: none">1. Manage costs and make the program more affordable for the participants	<ol style="list-style-type: none">1. Strengthen the marketing department2. Improve communication	By the close of the Financial Year 2020/2021

RELEVANCY, SIGNIFICANCE & CHALLENGES



Relevancy

Successful transformation of the participants' mindsets through teaching the nine values

Increased number of participants



Significance

Opportunity by F4F to write and produce F4F Official chants

Increased Aidenal brand awareness

Improvement of participants' physical and mental health



Challenges

Low attendance due to failure of participants to meet the subscription fees required



PICTORIAL



F4F Ambassador from Uganda to present song about Nine Values at the Football for Friendship World Championship

Davis Kanyola, a 22-year-old student from Uganda wrote a song about the Nine Values of the Gazprom International Children's Social Programme Football for Friendship. On June 1 he will perform it with his music band in Madrid at the Awarding Ceremony after the Football for Friendship World Championship Final.

ABOUT AIDENAL SPORTS FOUNDATION

WE WISH TO APPRECIATE THE FOLLOWING WHO
HAVE ALWAYS MADE THIS PROGRAM A REALITY



Parents and guardians of the participants



The games masters of the participants' schools



Football for Friendship



Kisubi Technical Institute (Our home)



Aidenal senior youth players and staff



Uganda Red Cross Society. Entebbe Branch



Sports256 our online media partners



Team Crested Crane (orange) against Team Zebra (grey)

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THANK YOU FOR ATTENTION!



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