



Tag Rugby Trust (South Sudan)
Office 8
Acacia Village
Gudele Block 2
Juba

Wednesday, September 11, 2019

RE: PROPOSAL FOR THE LAUNCH OF TAG RUGBY TRUST (SOUTH SUDAN)

To whom it may concern,

On behalf of Tag Rugby Trust (South Sudan), I am writing to discuss a potential relationship between your organisation and the TRT(SS). The TRT(SS) is a unique South Sudanese-led, gender-inclusive, grassroots initiative founded in February 2018, which aims to enhance engagement within the community and provide opportunity for the personal development of volunteers and youth participants, whilst offering an opportunity for young people to give back to their communities, using tag rugby as a vehicle to provide change. We are registered with the RRC since June 2019.

From the first training in February 2018, with under 20 children and coaches, TRT(SS) has grown to six affiliated clubs in Juba, with over 40 South Sudanese coaches working with over 500 children weekly. We are now at the stage where we are ready to officially launch TRT(SS), so we can expand, offering more opportunities to a greater number of children across the city and beyond. We are very keen to discuss with you how we might work together, to help us deliver our message to the wider South Sudanese community, and in doing so, provide a platform for you to advertise themselves as a community focused business.

This proposal describes the achievements of TRT(SS) so far, and provides a detailed breakdown of our requirements for the launch. It also explains why we have come to your organisation for funding, and outlines the benefits to your organisation, should you be willing to support us.

Thank you for giving us the opportunity to discuss this event with you. I am available for further discussions, and if you require any further information, please don't hesitate to get in contact.

Yours sincerely,

Meen Moses Dak

Chairman, Tag Rugby Trust (South Sudan)

0916025844



1. About Tag Rugby Trust (South Sudan)

Tag Rugby Trust- South Sudan (TRT-SS), is a **unique South Sudanese-led gender inclusive grassroots initiative** founded in February 2018, which provides opportunities for the personal development of volunteers and players, using rugby as a vehicle to facilitate positive change. Run by volunteer South Sudanese coaches, the TRT-SS offers weekly sessions across Juba for children aged 5-18, to teach and promote the sport and ethos of rugby, developing players and coaches to their highest potential, whilst encouraging positive values both on and off the pitch.

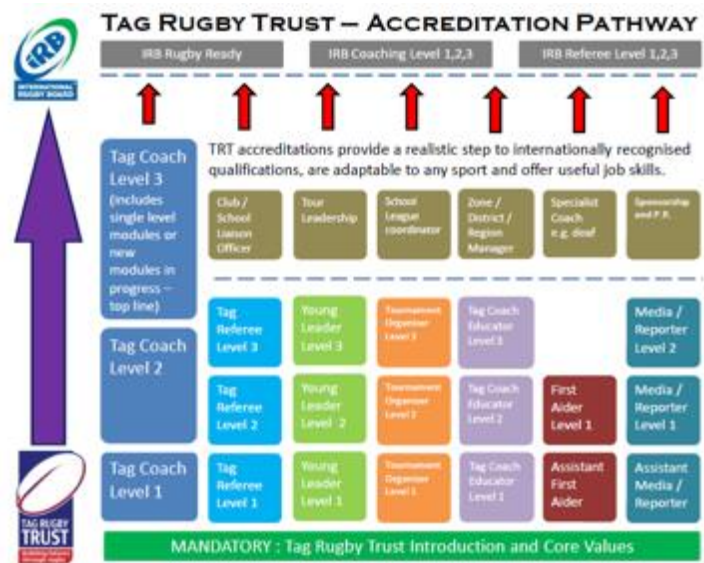
What we do:

- Provide an opportunity for inexperienced young volunteers to **develop leadership skills**, increasing their employability, confidence, and ability to give back to their communities.
- Instil the values of **respect, discipline, honesty and teamwork** in children, with an explicit focus on at-risk children from the most disadvantaged areas of Juba.
- **Tackle widespread gendered attitudes** by strongly encouraging female coaches and players, and running mixed-sex sessions at every age level.
- Provide children and young people with **positive role models from their own communities**, and offer ongoing mentoring and support off the field.
- Encourage **teamwork and cooperation** between children of different ethnic and linguistic groups, including by bringing children from different areas of Juba to play together, and target children for training identified by the community to be **at-risk of gang recruitment**.
- Allow disadvantaged children the chance to be children and have fun, whilst gaining **valuable life-skills**.
- Deliver a programme of **community engagement and training for young people**, including through workshops on effective coaching, media, fundraising, budgeting, first aid, event organisation, leadership, and management.
- Aim to build **the future of South Sudanese rugby from the ground up**, by nurturing home-grown administrative and coaching support for the eventual South Sudan Rugby Union, and providing a training basis for talented children to move forward with the sport.

The Trust has 6 affiliated clubs, each of which train regularly across Juba (Gudele 2, Gudele 1, Jebel, Nyakuron, Juba Town, and Gumbo), with the aim of increasing participation to all areas of Juba by December 2019. Over 500 children and young people of all genders, abilities, and ages are registered to train weekly, in sessions planned and led by over 40 South Sudanese volunteer coaches, each of whom works in their local community club. The Trust firmly believes in the importance of children seeing people from their own communities enact change, and therefore looks to community members to build the clubs in their areas as volunteer coaches. We post regular updates on our activities on our Facebook page, South Sudan Tag Rugby (fb.me/TagRugbyTrustSS).



As the programme develops, we aim to retain volunteers in a growing network using the TRT developed syllabus. The latest TRT Pathway guides individuals through an expanded TRT syllabus that is designed to setup and grow sports and community clubs. The business modules are suitable for training club managers to carry out marketing, recruitment, finance, community and networking roles, while the sports modules concentrate on building the all-inclusive playing and competitive element of the clubs. All managers and players also participate in outreach initiatives to support their local communities.



Accreditation / Badge
Music, Dance & Drama : Level 1 : BADGE
Facilitation : Level 1 - Educator : ACCREDITATION
Facilitation : Level 1 : ACCREDITATION
Social Media : Level 1 : ACCREDITATION
Event Organiser : Level 1 - Educator : ACCREDITATION
Event Organiser : Level 1 : ACCREDITATION
Session Management : Level 1 - Educator : ACCREDITATION
Session Management : Level 1 : ACCREDITATION
Session Management : Level 1 : BADGE
Credit & Saving : Level 1 : BADGE
Young Leader : Level 1 - Educator : ACCREDITATION
Young Leader : Level 1 : ACCREDITATION

Figure 1: Sample of TRT Syllabus



2. Current Status of the Project

Our main achievements so far include:

Rapid growth: we started with one club in Gudele 2, and have grown rapidly, expanding into six clubs, with over 40 coaches, and over 500 children, the majority of whom attend regularly every week. See the AP article ‘War-torn South Sudan launches youth rugby league for peace’ for stories from the first club.¹ Our long-term goals include expanding to all areas of Juba by December 2019, and providing a programme of rugby in schools (one of our teams, Jebel, currently is located in Exodus School).

Leadership and training development: in November 2018, the Trust sent 5 volunteer coaches to Kampala, Uganda, where they received Level 1 Coaching qualifications from the Tag Rugby Trust (UK registered charity 1108947), as well as training on First Aid, budgeting and fundraising, leadership and management, safeguarding, and designing programmes for children and young people. In July 2019, all our volunteer coaches undertook management training in a two-day workshop hosted at Gudele Acacia Village. Moving forward, we aim to conduct more comprehensive trainings according to the TRT pathway outlined above.

Tournaments: to introduce the sport and the idea behind rugby to the wider community, the Trust has organised two Juba-wide tag rugby tournaments, the first at Dr Biar Sports Complex on the 11th of May 2018, and the second at Juba Stadium on the 29th of September 2018. The second of these consisted of an adult and youth competition, with over 100 internationals and South Sudanese playing alongside 45 young people from our club sides, and an audience of over 500 in attendance. See the Juba Monitor article ‘First rugby game played in South Sudan ever’ for information on the first tournament.²

Engagement with the international community: the committee has worked hard to raise awareness of the work of TRT-SS. For example, we were invited to participate in the UN Child Protection Unit ‘Day against the use of Child Soldiers’, on the 12th February 2018, at Jondura Peace market in Jebel, as part of our work with UNMISS to develop rugby as a pathway for those traumatised by conflict to reintegrate into the community, as players and volunteers. We also demonstrated tag rugby in the UNMISS opening of Jebel Exodus playground on the 24th August, attended by the SRS of UNMISS amongst others.

Registration and planning of official launch: we have been a registered Trust since June 2019. After over a year of developing the Trust, we have a solid base upon which to build, and are requesting sponsorship to launch the club, allowing us to scale up our operations, to provide opportunities to more children, coaches, and communities across Juba and beyond. The official launch is scheduled for August and will provide an opportunity for the Trust to be presented to the South Sudanese and international community at large.

Monitoring and Evaluation (M&E)

The custom TRT monitoring and evaluation (M&E) system tracks all TRT activities through a desktop and online portal. Training, qualifications, CV building, budgeting, financing, club setup, membership, events, syllabus modules, management roles, tasks, feedback, development leagues and pathway progress are all tracked, counted and analysed daily. This information significantly speeds up our recognition of success and failure leading to rapid evolution of programmes and ideas.

¹ Sam Mednick, 28th September 2018. ‘War-torn South Sudan launches youth rugby league for peace’. Available at: <https://apnews.com/661e2501f88546f98061e669e9be5380>

² David Danga, 12th March 2018. ‘First rugby game played in South Sudan ever’. Available at: <http://www.jubamonitor.com/first-rugby-game-played-in-south-sudan-ever/>



3. Reaching out to the Community

TRT(SS) have specifically chosen to engage with you for sponsorship of this launch. We are aware of the strategic focus and social responsibility aims of your organisation and believe these fit with with our goals as an organisation. We believe you are the right partner for TRT(SS) because:

- We understand that you are a **socially responsible organisation**, which aims to make an impact in the communities in which it works, including with an explicit focus **on education and youth empowerment**. These goals are synonymous with the core values of TRT(SS). Whilst we are a rugby club, our aims extend beyond participation in team sports. Our South-Sudanese led model provides our young leaders with a sense of ownership and personal responsibility for their development and that of the Trust. Tag rugby also empowers the young players who attend our sessions, building their confidence and self-respect, especially that of girls, and providing mentors and good role models to encourage their personal development.
- The long-term goals of TRT(SS) are in-line with **your focus on emerging enterprises and building entrepreneurial skills**. Through our work we empower our young volunteers, enabling them to build skills for employment, such as leadership, organisation, and decision-making. The TRT Pathway guides volunteers through management and leadership trainings, providing them with the opportunity to learn and develop, in a context where there is very little opportunity for training or personal development of young people.
- Our **method of community engagement** is in line with your own expectations of employee social responsibility. We are a **high impact, low cost social project**, which aims to make a sustained contribution to South Sudanese society, and we work in **highly disadvantaged communities** across Juba. We believe young people can be the changemakers in their communities, and are key to ensuring South Sudan can move forward in peace and prosperity.
- Just like you, we understand the importance of **rugby as a tool to bring communities together** and contribute to change within society. Rugby unites people from different social, ethnic and linguistic backgrounds, and instils respect for others and non-violence as a means to resolve differences. We believe working together with you being a prime Sponsor would be mutually beneficial to you and TRT(SS):
- By sponsoring us, you can **reach hundreds of new potential customers and help TRT(SS) reach hundreds of vulnerable communities**. Our work is widely supported across Juba and beyond, with recognition from international businesses, NGOs and the wider community. We anticipate that the launch will be attended by 1000 people, providing excellent opportunity for you to be associated with strong community development values.
- You can brand t-shirts, balls, bibs, tags, banners or posters, as well as branding at any future tournament

We are happy to discuss any sponsorship requests from you with regards to the specifics of any sponsorship deals.



4. The TRT(SS) official launch

TRT(SS) aim to hold the official launch of the programme on **12th October, 2019**, to raise awareness of the programme to the South Sudanese and international community. The launch will take place at Nyakuron Culture Centre, from 9:30am till midday. In total, we expect 1000 people to attend the launch, not including the children who will take part in the demonstration.

We will be inviting key figures from across Juba including, but not limited to;

- National and State Officials, including the national Ministries of education, social welfare, and sport and culture, as well as Jubek State officials;
- Private Sector organisations, including South Sudanese and internationally owned businesses;
- NGO workers and representatives;
- UN representatives, including from UNMISS and UNICEF;
- Representatives from the peacebuilding process, for example the DDR Commission;
- Ambassadors and embassy officials;
- Community organisations, especially those working in gender inclusivity and peacebuilding;
- Community members, including the parents of players;
- Teachers from local schools.

We will bring together young players from all of our clubs for the launch, and we expect approximately 100 children to be involved in the demonstration. The programme for the morning will consist of:

- A Tag Rugby demonstration, including drills and exercises
- A tournament between children from the three different clubs.
- A speech from our Head Coach and other TRT(SS) representatives about the work of the Association, inviting attendees to get involved in any capacity.
- An official launch for the TRT(SS).

We would also welcome suggestions about the ways you would like to be added explicitly to the agenda.

We have identified key areas of support for your consideration. These areas are required to host a successful event, and launch the TRT(SS). A draft budget is inserted for your consideration below; financial support or in-kind donations are equally welcomed. We are more than willing to discuss any aspect of this budget further.

Annex 1: Photos of our work so far

1.1 Regular weekly trainings and tournaments with the different club sides





TAG RUGBY TRUST (South Sudan)



1.2 The 2nd TRT(SS) Tournament in September 2018





TAG RUGBY TRUST (South Sudan)



1.2 UNMISS International Day against the use of Child Soldiers at Jondura Peace market, Jebel





TAG RUGBY TRUST (South Sudan)

