



2022 PROGRESS REPORT

Summary of Activities, Achievements and Performance in the Past Year



LOOFBALL
SPORT
DEVELOPMENT
INITIATIVE

...Extending Opportunities



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Executive Summary

Loofball Sport Development Initiative also known as (LSDI) is a non-profit organization collaborating with stakeholders to serve youth through loofball. The organization, which is tasked with promoting and administering loofball in Nigerian schools and communities, was birthed as a result of the need for a coordinated approach to sport development through the use of sport for social good.

2022 has certainly been another eventful yet pivotal year for the LSDI, but yet again, we have proven resilience and ability to rise to challenges in ways that continue to inspire us. In turn, this encourages and motivates us to continue in this worthy cause that continues to inspire and shape the lives of many young people and youth in general. That's why over the past 12 months we've developed new partnerships, readjusted our objectives and roadmap, expanded our reach and even taken ourselves public. As a result, we've witnessed progress in unprecedented measures, which is no coincidence, given the firm foundation we have laid over the years coupled with our steadfast commitment to the cause.

As 2022 comes to a close, we are excited to enter 2023 together with you with renewed passion to take loofball to the next level. In this report, we highlight some key programs and feats recorded during the course of the year, analysis of community sentiment, financial performance and plans for the new year. Happy reading!



2022 PROGRESS REPORT Loofball Sport Development Initiative



REDEFINING SPORT THROUGH INNOVATION

Progress Highlights

Volunteer Training

In January 2022, Loofball Sport Development Initiative, LSDI, organized an in-house training for her volunteers and staff to equip them with the necessary skills for effective sport administration and service delivery. The training, which lasted for two days, was concluded successfully on 22 January 2022, with positive feedbacks from participants.



Volunteer training has been a popular culture at LSDI for years now and the organization aims to continue in this vein. This is given the successes recorded over the years and the organization's resolve to work according to global best practices.

School Awareness Campaign

LSDI continued her school awareness campaign upon school resumption in January 2022. This was part of the organization's efforts to further cement loofball at the grassroots level.



The campaign was indeed a success as many students were made familiar with the sport through interactive and training sessions, distribution of customized books and game equipment.

Progress Highlights

Rexona Breaking Limits Program



“The Rexona Breaking Limits Training Series is a digital training series, developed by best-in-class sport for social change organizations and designed for coaches, teachers and mentors who work with young people aged 12-18.”

LSDI was thrilled to join the Rexona Breaking Limits Programme! Organized in partnership with Beyond Sport, a global leader for driving sustainable social change through sport, the training programme aims at equipping coaches, teachers and community leaders with the skills to empower young people with the confidence to overcome barriers and achieve more.

The programme was designed as part of Rexona’s mission to empower millions of young people around the world with the confidence and opportunity to move more by 2030 through sports-based programmes.

The Rexona Breaking Limits Training Series is a digital training series, developed by best-in-class sport for social change organizations and designed for coaches, teachers and mentors who work with young people aged 12-18.

Progress Highlights



3-Day Capacity Building Workshop

LSDI participated in a 3-day capacity building workshop organized for registered Non-Governmental Organizations (NGOs) and Voluntary Youth Organizations (VYOs) at the Public Service Institute of Nigeria (PSIN) in Abuja by the Federal Ministry of Youth and Sports Development.

The workshop was aimed at equipping registered NGOs and VYOs in the country with relevant skills and knowledge to operate effectively and efficiently. LSDI was represented at the workshop by the CFO, Mr. Mark Nathan. Below are excerpts from the event.

LSD Initiative (LSDI) Rebrands

In April 2022, LSDI, formerly called LSD Initiative, changed its acronym and logo as a form of rebranding. The change was part of efforts by the organization to reposition loofball for success and sustainable growth.

The management and trustees were all in sync with the decision, which was deemed in the best interest of the sport.

All stakeholders were also informed about the change and advised to make changes as may be required going forward.

Progress Highlights

LSDI Appoints Patrons, Grand Patron

LSDI APPOINTS PATRONS!

Loofball Sport Development Initiative, LSDI, is thrilled and grateful to welcome its newly appointed patrons. The management wishes them a salutary guidance and contribution to the development of loofball and the organization.



Three renowned and veteran sport administrators and enthusiasts, Mallam Alhassan Yakmut, Prof. Stephen Hamafyelto and Chief Emmanuel Ede, were appointed as Patrons of Loofball Sport Development Initiative (LSDI).

Mal. Yakmut, a former Director General of the National Sports Commission, is a seasoned sportsman and civil servant, who has served in various capacities in government parastatals and agencies.

Prof. Hamafyelto of the University of Maiduguri is the immediate past President of the Nigeria University Games Association (NUGA) whose wealth of experience in school sport administration has benefited the nation in many areas.

Chief Ede is an established businessman and a proponent of youth sport in Nigeria.

Relatedly, LSDI also appointed the Hama Bachama, His Royal Majesty, Homun Dr. Daniel Shaga Ismaila (OON) as its Grand Patron. The traditional ruler is a well-known lover of sport and one who believes in the power of sport to promote peaceful coexistence and mitigate social vices. Having served as the Director General and Chairman/Chief Executive of the National Drug Law Enforcement Agency (NDLEA) between 2003 and 2005, Dr. Ismaila is also highly revered for his unwavering anti-drug abuse campaigns.

Progress Highlights

Field Maintenance



LSDI remains committed to the success of loofball and ensuring its sustainable growth. Albeit with limited resources, LSDI was able to embark on field maintenance in some partner schools, among which were Government Secondary School Area 10 Garki Abuja and LEA Primary School Garki Abuja.

The field maintenance marked the beginning of field development projects planned to be executed by the organization. Field development is a fundamental aspect sports promotion and growth, and as such, LSDI is committed, albeit with limited resources, to providing athletes with enabling and safe environment to exercise their right to sport and play.

Investors and philanthropists are therefore encouraged to explore this opportunity as LSDI strives to make loofball a truly modern sports brand that will open window of numerous opportunities in terms of sport business and organization.



Progress Highlights

Annual School Loofball Competition



The first edition of the Annual School Loofball Competition in FCT tagged "The Official Inauguration of Loofball in FCT" came to an end on Thursday 30th June, 2022. The 3-day intra-school event, which took place at Junior Secondary School Area 10 Garki Abuja, ended with a colorful finale as Yellow House emerged winners after beating Blue House 25-21, 26-24 in the final.

It was a lively atmosphere as the occasion also featured a dance competition shortly before the final game. Yellow House also won the dance competition after edging out other contestants from Blue, Red, Green, Purple and Pink Houses in what was a fine display of skills.

The Deputy Director, Grassroots Sports Development, Federal Ministry of Youth and Sports Development, Mrs Nkeiru, who represented the Director as the Chief Guest, presented medals and trophy to the finalists and winning team respectively. The school Vice Principal (Admin) also presented prizes and awards to deserving players. Parents and other invited dignitaries including the Director, Federations and Elite Athletes Department, Federal Ministry of Youth and Sports Development, Sports Officers from FCT Universal Basic Education Board, also graced the occasion.



Progress Highlights



LSDI Organizes Holiday Camp

Holiday camp is a yearly program organized by LSDI to engage student and non-students in intensive loofball training so as refresh their skills and knowledge of the sport. Activities usually include drills, warm-ups and warm-downs, interactive sessions and games.

The 2022 holiday camp, which lasted three weeks, took place at Nyanya Sports Arena, Abuja.

Nonprofit Joins Program on Maximizing Social Impact

On Wednesday 28 September 2022, participants from different organizations, including LSDI, were

drawn into a webinar session to brainstorm most recent ways to help employees improve their volunteering performance in their host communities. The webinar titled "Building and Engaging ERG Communities for Social Impact" was quite unique and inclusive as Goodera, an Indian company, linked together over hundred companies via the web.

ERG which means "Employee Resource Groups" was opened for leaders of companies to maximize their social impacts. A case study was Citrix, a women-based organization whose goal was to increase membership coverage from 25% to 40%. Consistency which is key in measuring organization's ERGs was the final part of the discussion.

Progress Highlights



Board Approves Loofball in More Schools

In line with her mission to cement loofball at the grassroots level, LSDI obtained approval from the Universal Basic Education Board to reach more schools in the Federal Capital Territory. The approval was contained in a letter referenced FCT/UBEB/ADM/1146 and dated 12/09/2022.

This came following the successful implementation of the initial approval secured in 2019 and the subsequent report submitted to the Board.

In his reaction to the recent approval, the Communications Manager, Mr. Olusayo Salako, commended the leadership team of LSDI and coaches for their outstanding performance thus far and encouraged them to intensify efforts to promote and sustain loofball in the newly approved schools.

He further said the approval clearly indicated the acceptance level and popularity of loofball in schools and the organization's commitment to growing the sport.

LSDI Aims to Accelerate Loofball Adoption

LSDI wrapped up activities for the year by launching a new campaign aimed at increasing public awareness about loofball as well as securing collaborations with corporate entities and businesses. The development comes as part of efforts by the organization to accelerate loofball adoption in the country.

The campaign kicked off on Tuesday 6 December 2022 as the Executive Director and Chief Operating Officer visited the Nigeria Civil Defense Corps FCT Area Command Abuja to discuss loofball and forge ways for strategic partnership.

Progress Highlights

Girls for Sport: Special Report



In the last decade, women's sport in Nigeria has been experiencing considerable growth, especially at the grassroots level. Active participation of women in sport is a crucial factor in maximizing the overall impact of sport on the society. As such, many grassroots movements have made tremendous efforts to raise participation of women and the girl child in sport. Media interest is also on the rise and many people are seeing the benefits and value of female sport at all levels.

Despite these efforts, however, there still remains an imbalance compared to men's experience in sport. This is why Loofball Sport Development Initiative, LSDI, introduced the Girls for Sport program back in 2019 to address this imbalance, particularly in loofball.

Every year since then, LSDI has been conducting a number of special programs in partner schools in an effort to address social and societal issues and also encourage sport and physical activity in the school domain.

This year was no different as the organization organized the Girls for Sport program in March. Girls for Sport is a girls-oriented program which aims to provide increased opportunities for girls and young women in schools to participate in sport and physical activity and also increase their access to leadership opportunities in school and community sport. The program was organized twice this year in commemoration of the International Women's Day and the International Day of the Girl Child.

Girls for Sport is an important program which individuals and organizations can take advantage of by way of corporate social responsibility, as it helps the girl child to become active both physically and mentally. The program allows girls to play loofball in an organized fashion and enjoy the benefits thereof. It also promotes the UN goals of gender equality, good health and well-being.

LSDI is therefore inviting stakeholders from across the sports ecosystem and private sector to be part of this noble initiative so as to make gender equality a lived reality in and through sport.



2022

INT'L WOMEN'S DAY

Loofball Sport Development Initiative was privileged to participate in this year's International Women's Day Celebration in Abuja, FCT on 8 March. The event, which featured an all-female football tournament, was attended by various organizations and dignitaries. LSDI also took the opportunity to raise awareness on loofball, her mission and programs.



BREAKING THE BIAS

Safeguarding in Sport Non-Negotiable: Safe Sport Day in Focus

As LSDI joins the celebrations for Safe Sport Day this year, we take a little dive into safeguarding in sport, as the occasion presents a unique opportunity to raise awareness on safeguarding and general well-being of athletes in sport.

In 2020, Safe Sport Day, which is marked on 8th August, was launched by the International Safeguards for Children in Sport Initiative, a coalition of more than 75 organizations working to make sport safer for children. The Initiative, which began in 2012, has been championing the cause of safeguarding in sport through numerous campaigns and advocacies. As a result of these efforts, many organizations around the globe have come to terms with the need to drastically improve the hitherto neglected yet most important aspect of sport - athlete safety.

The recent internationalization of safeguarding in sport has made the issue increasingly significant for organizations working with children and young people. The International Safeguards for Children in Sport Initiative made this possible by developing the International Safeguards for Children in Sport. These safeguards, which were informed by research and diverse perspectives, set out measures that all sports organizations working with children should have in place to ensure children are safe from harm and abuse.

The safeguards include:

- Developing your policy
- Procedures for responding to safeguarding concerns
- Advice and support
- Minimizing risks to children
- Guidelines for behavior
- Recruiting, training and communicating
- Working with partners
- Monitoring and evaluating

While these safeguards present a framework to guide organizations, their impact is largely influenced by the extent to which they are interpreted and implemented. This further calls for a holistic and robust approach based on strong leadership and structure to successfully maximize these safeguarding measures.

Despite the proven health and social benefits of sport participation for athletes, such activity may be dangerous in an unhealthy sport culture where harassment and abuse is common. Every athlete, young and old, deserves to be safe regardless of which sport they choose to participate in. Any form of harassment and abuse in sport is one too many. As such, adequate safeguarding measures must be put in place to protect athletes, especially the young and vulnerable ones, at all times.

Having appropriate and relevant written policies and procedures in place and training those who engage children and adults in sport is very crucial. All participants, staff and volunteers must be aware of the organization's safeguarding procedures and trained in its safeguarding practices. Compliance with the policies and procedures is key.

Our Commitment

Sports in general are meant to be cherished and practiced in a healthy and safe environment. This is why LSDI has embraced child safeguarding as an important aspect of sports development. The organization is committed to creating a positive and abuse-free culture around football as underpinned by its philosophy. In this spirit, LSDI encourages other sports organizations who are yet to Take The Pledge to do so while they commit to safeguarding in line with international standards and best practices.

Project KPIs and Impact

GRASSROOTS

Increased participation in grassroots loofball

MEDIA

Increased media presence

CORPORATE RELATION

Enhanced corporate ties and collaborations

COMMUNITY

Improved online presence and followership

OPPORTUNITIES

Increased business opportunities

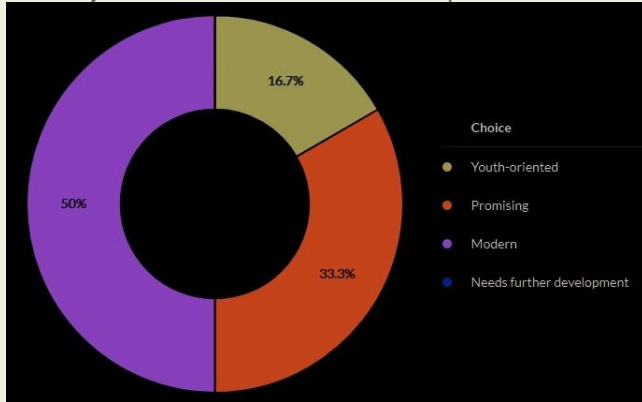
FEEDBACK

Positive community feedback

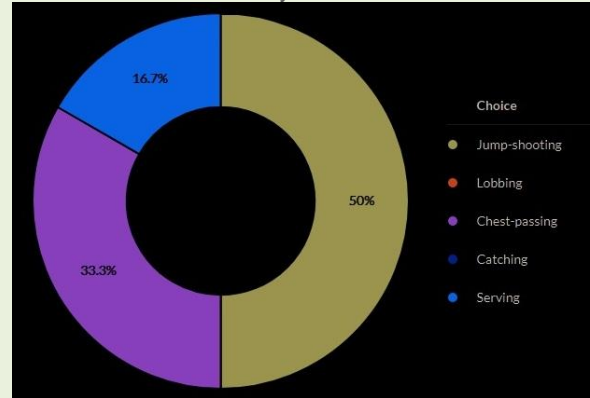
Community Feedback Analysis

In the third quarter of the year, LSDI conducted an online survey to capture the ideas and opinions of the loofball community including athletes, coaches, supporters and stakeholders, their general view of the sport and suggestions. The survey had an encouraging turnout this term with respect to the previous year as many positive views about the sport were expressed. Below are charts representing the community views about loofball and LSDI’s programs.

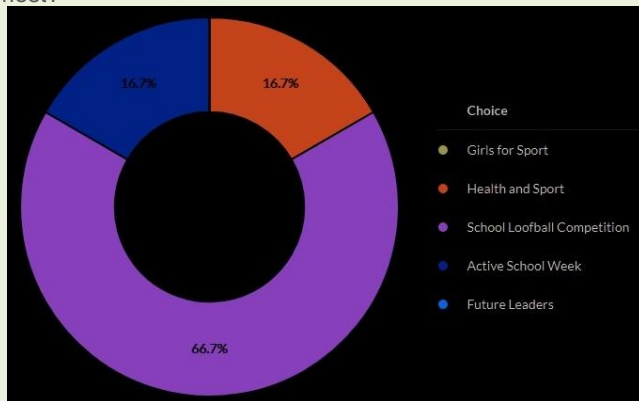
How do you see loofball relative to other sports?



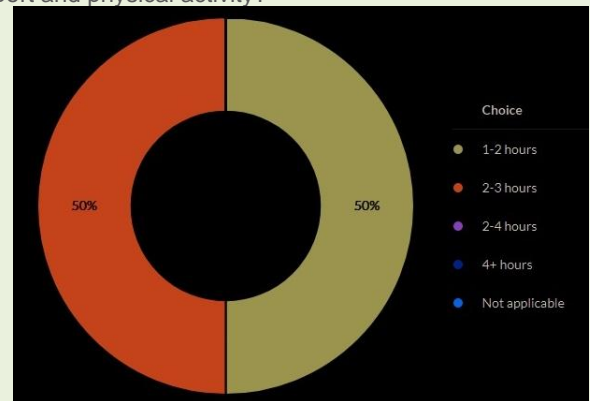
What skill in loofball excites you the most?



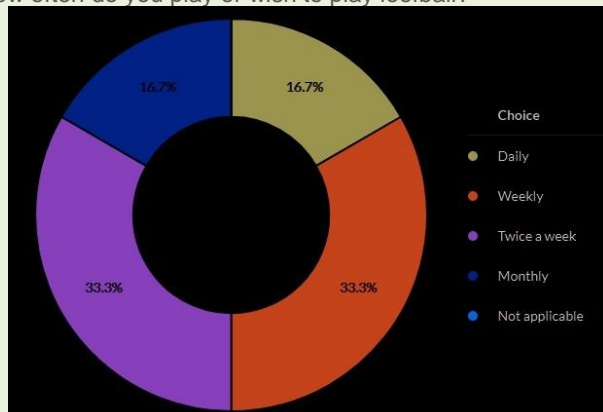
Which of LSDI’s school programs or events do you like the most?



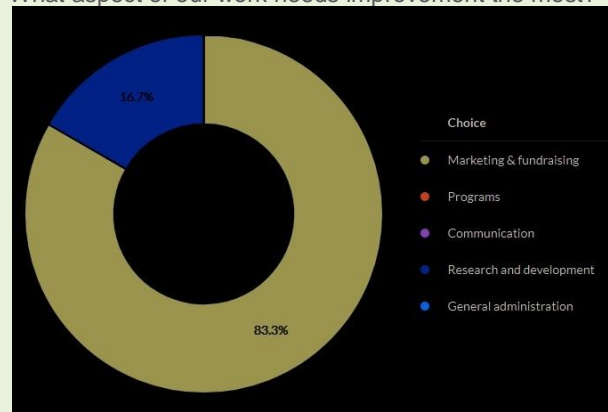
How many hours a week, on average, do you participate in sport and physical activity?



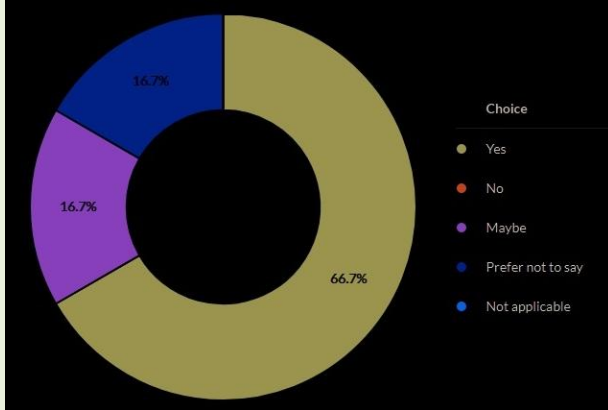
How often do you play or wish to play loofball?



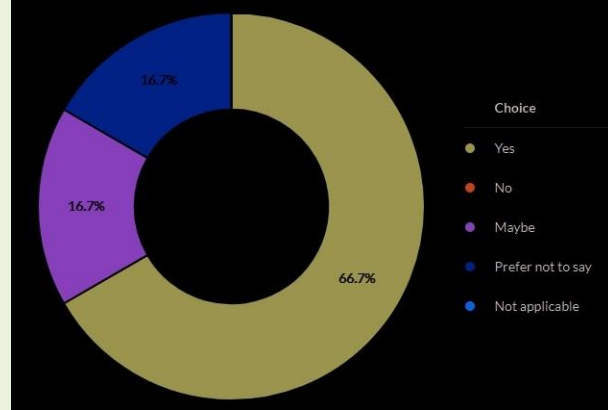
What aspect of our work needs improvement the most?



Would you like to create or join a loofball club in the future?

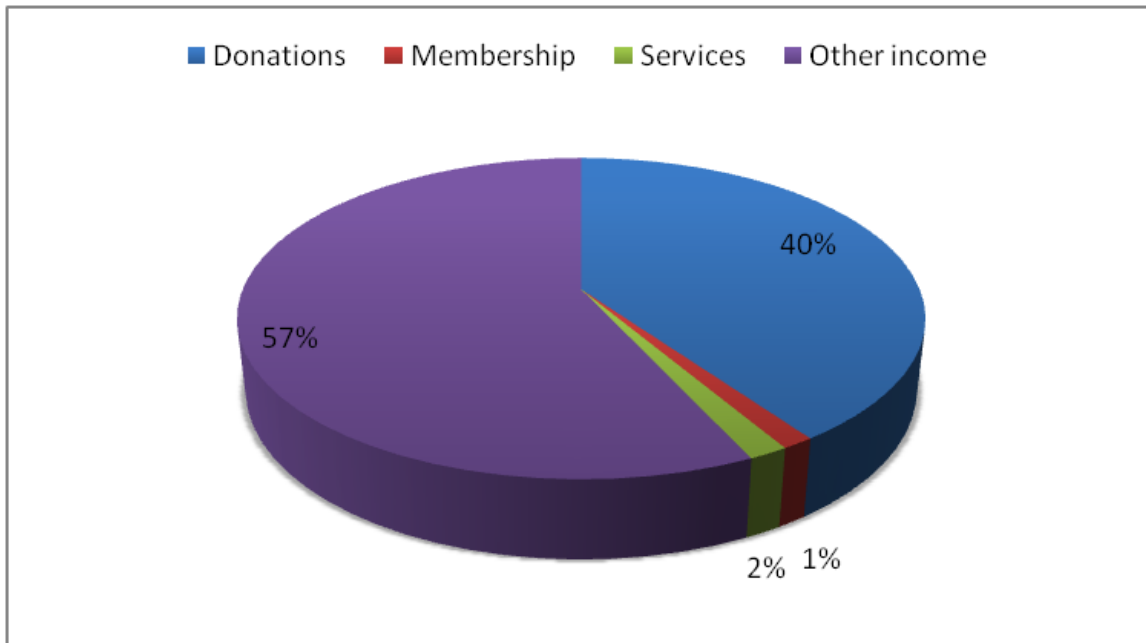


Would you like to become a loofball coach in the future?

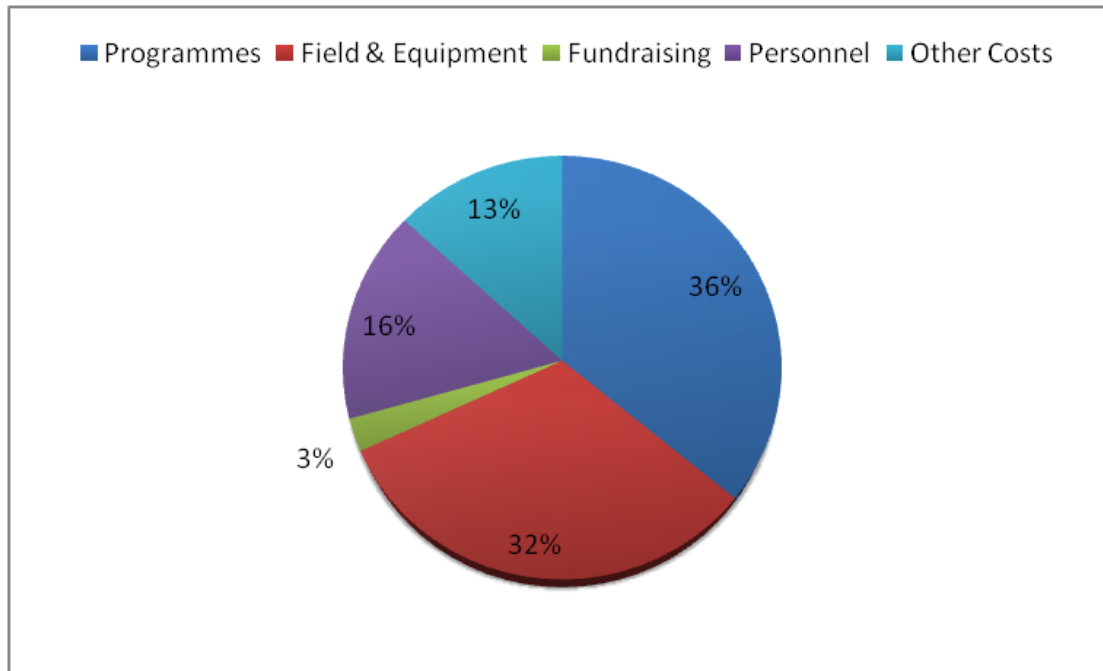


FINANCIALS

SOURCES OF FUNDS



USE OF FUNDS



The comprehensive Financial Statement for the year ended 31 December 2022 is available on request.

Moving Forward



2022 was quite a remarkable year for loofball and the LSDI. Going by the successes recorded in the course of the year, we can only look into the future with renewed believe and optimism. Our goal is simple – to make loofball a star in its own space; to establish a sports brand that will excel both within and beyond the country. Albeit with limited resources, loofball continues to evolve and gain momentum among youth, thanks to our steadfast commitment to our collective vision.

As we progress in 2023, LSDI will aim to maximize her existing systems and explore more opportunities in order to accelerate the adoption of loofball in the country. The organization will continue to capitalize on technology and economies of scale to grow her brand whilst we create and seek opportunities for investors, sponsors and philanthropists to leverage thereby enhancing their brands or returns as well as maximizing their impact. To further this mission this year, the LSDI management has resolved to:

1. Expand coverage
2. Increase online audience and community engagement
3. Increase publicity via new media/press
4. Seek more corporate collaborations
5. Develop and/or maintain equipment and facilities
6. Evaluate and reassess existing programs
7. Launch the National Loofball League

Furthermore, LSDI will look to develop and share resources online for existing and prospective athletes and coaches to acquaint themselves with basic information about loofball and the organization. LSDI will keep working round the clock to enhance loofball through research, networking and other possible mediums with a view to ensuring the success of the sport at both the grassroots and professional levels.



Appreciation

The entire management of LSDI would like to specially thank the loofball community, including our volunteers, coaches, athletes and other enthusiasts for their continued support and cooperation. We also sincerely appreciate the efforts and contributions of our Patrons, partners and other stakeholders to this worthy cause.

For more information about loofball and LSDI, please visit www.lsd-initiative.org or www.loofball.com.ng. You can also reach us via email on info@lsd-initiative.org or via phone on +2348135406338.



Wishing you all the best in the new year!

Loofball Sport Development Initiative

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