



LSDI IN BRIEF



EXTENDING OPPORTUNITIES

THE ORGANIZATION



Loofball Sport Development Initiative is the leading organization championing the course of loofball through the use of sport for social good.

Over the years, we have built successful partnerships with various entities, from government agencies and institutions to private and nonprofit organizations, to advance the sport through school and community programs and competitions, workshops, research and development, thereby empowering youth and offering them alternative opportunities to sport and play.

GOALS

OUR MISSION

- Provide opportunities for youth to be active, fit and healthy.
- Bring the youth closer through sportsmanship and competition.
- Facilitate the growth of loofball in Africa and the world at large.

OUR VISION

To be an outstanding sports organization geared toward serving youth through sport and increasing the knowledge of loofball and its impact on people's lives

STRATEGIES

FIELD DEVELOPMENT

We are committed to providing quality and friendly playing environment for young people and youth in schools, urban and rural communities.

RESEARCH & DEVELOPMENT

We explore ways to enhance our service delivery, programs and the sport of loofball.

PROGRAMS & EVENTS

We deliver quality programs and events that bring about local solutions and lasting impact in the lives of youth and communities.

MONITORING & EVALUATION

We constantly track our progress, evaluate and share the results with both project and corporate stakeholders.

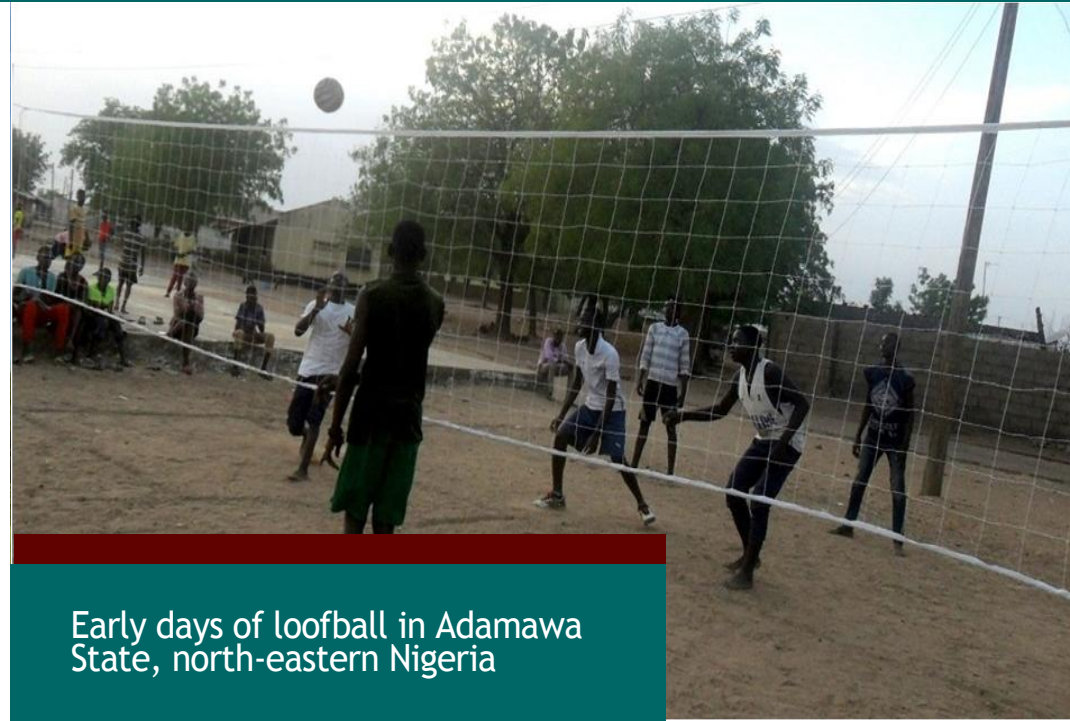
OUR HISTORY

The LSDI was incorporated in 2019 as a nonprofit organization, in accordance with the provisions of Part C of the Companies and Allied Matters Act CAP C20 - Laws of the Federation of Nigeria (2004). The organization owes its origin to the loofball Coaching Team, a voluntary and community group which was formed in 2018.



LSDI team at the sports ministry in 2018

In a bid to systematically develop and enhance the sport, the LSDI was established on the advice of the Federal Ministry of Youth and Sports and tasked with the responsibility of conducting, advancing and administering Loofball across Nigeria as well as facilitating its growth in Africa and the world at large.



Early days of loofball in Adamawa State, north-eastern Nigeria

The LSDI seeks to serve youth through sport and to increase the knowledge of Loofball and its impact on people's lives through inspiring leadership, effective sport administration and productive collaborations with corporate stakeholders and sport-loving individuals.

OUR VALUES

Our core values of integrity, teamwork, sacrifice, accountability and excellence are the principles by which we work. We're always committed to creating a positive culture in which all stakeholders work together to achieve our mission.

IMPACT AREAS

Our approach to sport development at the grass-roots level is centered on working with schools and PE teachers to raise school participation and general performance of students.



OUR STRATEGY

- We work with schools, through state ministries of education, education boards and relevant agencies towards enhancing quality of education via teacher training and curriculum development.

EDUCATION

We work with schools to enhance students' performance through sport and related activities

- We organize experiential and play-based learning sessions in elementary and secondary schools, where we deliver educational messages to participants and spectators alike.
- We distribute learning materials and other items as rewards and incentives to young people during school games and competitions.



YOUTH EMPOWERMENT

We organize special programmes to empower local youth by building their capacities to become leaders and facilitators of positive change and development.

OUR STRATEGY

- We conduct training workshops for volunteers to build their leadership skills and to enable them become sport ambassadors and leaders in their communities.
- We give special emphasis to empowering girls through sport by teaching them life skills, engaging them in physical activity through modified approaches and fostering their right to be active in public spaces.
- We organize seasonal training camps aimed at empowering young people to not only lead healthy lifestyles but also develop requisite personal and social skills to excel and build a bright future for themselves.

IMPACT AREAS

The LSDI is committed to providing dynamic platforms for youth to actively participate in the lives of communities and gain the required sense of inclusion and motivation to impact positively on the larger society.



SOCIAL INTEGRATION

We share a firm belief that sports do not only create bonds between people, but also instill in them tolerance and values necessary for having peaceful and united communities.

OUR STRATEGY

- We organize response-based outreach programmes that provide relief and opportunities to vulnerable children and the deprived.
- Through competitions and special events, we also create awareness against all forms of discrimination against women/girls, the less privileged and those living with disabilities.
- Our programmes are carefully designed to promote youth integration and overall community involvement in football and sports entirely.



CHILD DEVELOPMENT

We provide conducive environment for youngsters to thrive, placing value on their development, wellbeing, transition and general safety.

OUR STRATEGY

- We give special attention to increasing access to sport and physical activity at the primary and secondary school levels, through systematic approach that ensures quality and sustainable PE and sport programmes for children.
- We organize seminars and events aimed at improving creativity, self-awareness and general wellbeing of children.
- Through trainers and coaches, we also identify, assess and nurture talents, skills and capacities of kids and young people with the aim of helping them to fully reach their potentials and to successfully transition to adolescence and or adulthood and life after school.

IMPACT AREAS

The LSDI employs some peace-building frameworks to harmonize young people from diverse backgrounds, including those from disadvantaged communities, with a view to giving them support, experience and life skills necessary for peaceable and productive living.

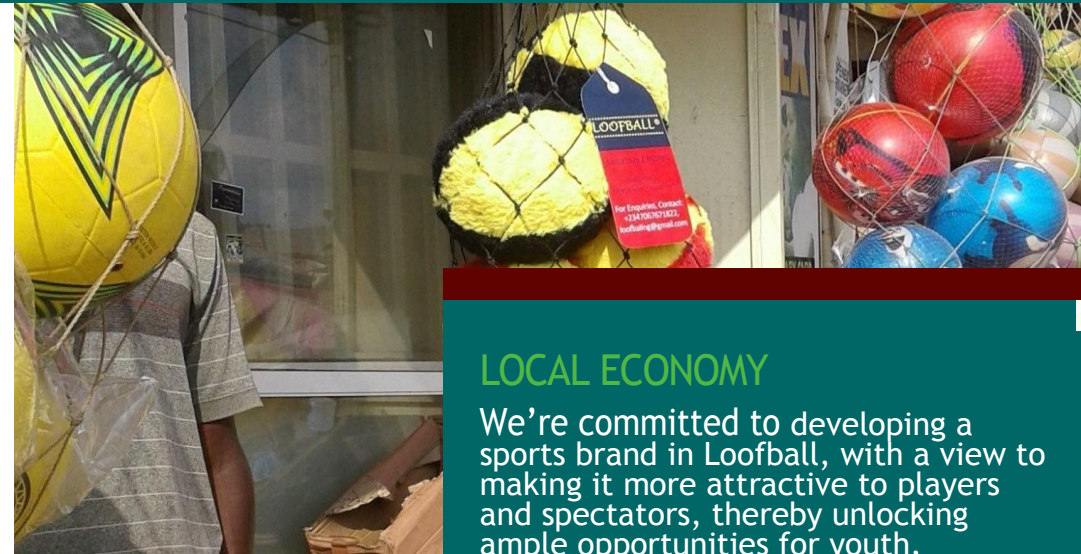


PEACE

We leverage the power of sport to foster peace and peaceful co-existence in urban and rural communities.

OUR STRATEGY

- We provide support to initiatives that leverage the power of sport, particularly Loofball to bring about social cohesion, integration and lasting peace.
- We conduct seminars to sensitize youth on the values embedded in sports and how to use sport initiatives to promote and strengthen sustainable peace.
- We also work with trainers and coaches to teach young players the philosophy of Loofball and to cultivate in them values that prevent domestic and gender-based violence.



LOCAL ECONOMY

We're committed to developing a sports brand in Loofball, with a view to making it more attractive to players and spectators, thereby unlocking ample opportunities for youth, enterprises and investors.

OUR STRATEGY

- We partner with local manufacturers to produce and supply sporting equipment such as balls, flags, footwear, sport wears and other related items - creating employment opportunities in the process.
- We provide support and motivation to local enterprises and ventures dealing in loofball equipment and related services.
- We apply different mechanisms to build and maintain synergy between key actors in the loofball value chain.

SPECIAL PROGRAMS

In addition to our regular events, we also deliver a range of special programmes



HEALTH AND SPORT

A play-based enlightenment programme delivered in primary and secondary schools, in which we educate young people on health habits, health benefits of sport and play, and important skills for hygienic and healthy lifestyle.

GIRLS FOR SPORT

A girls-oriented programme 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

FUTURE LEADERS

An interactive and mentoring programme which provides a platform for young people to share ideas and knowledge, and also receive educational messages, guidance and wellness tips from our coaches and trainers.

ACTIVE SCHOOL WEEK

A weeklong fun and inclusive sport and physical activity programme organized in collaboration with member schools. It is an annual event designed to promote active lifestyle and minimize sedentary behaviour within the school domain.

PEACE CHAMPIONS

The programme, which involves seminars and physical activities, is designed to teach young people about the importance of peace in the society and the need to participate in sport projects to promote integration, peace and tolerance.

ADDRESSING THE UN SDGS



KEY AREAS

- The UN SDG 3: Good Health and Well-Being
- The UN SDG 4: Quality Education
- The UN SDG 5: Gender Equality
- The UN SDG 8: Decent Work and Economic Growth
- The UN SDG 10: Reduced Inequalities
- The UN SDG 17: Partnerships for the Goals and the United Nations Convention on the Rights of the Child

HOW WE MEASURE PERFORMANCE

- Grassroots participation in loofball
- Community engagement and feedback
- Increased economic opportunities
- Advanced corporate relations
- Improved online presence and followership
- Increased media presence and coverage
- Improved facilities and innovation
- Increased competition and competitive events



**LOOFBALL
SPORT
DEVELOPMENT
INITIATIVE**

The LSDI addresses a number of the UN SDGs and the UN Convention on the Rights of the Child, through the provision of resources, delivery of relevant programs and working with individuals and corporate bodies to advance the cause of loofball and create positive change in the lives youth and communities.

REDEFINING SPORT AND PLAY

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