



501(c)(3), ID# 475 07 0099

Amanda Nurrenbern
3105 Royal Oaks Dr
Thousand Oaks, CA 91362

Phone: 619-573-6740
WhatsApp: +258 84 038 2264
E-mail: adedar.africa@gmail.com
Website: www.adedar.org

PROPOSAL FOR: FUNDRAISING EVENT

Project Name:	Sport-a-Thon Fundraiser
Date of Event:	TBD in summer of 2021
Proposed Venue:	TBD
Project Management:	ADEDAR Rugby and TBD Partner Club (s)

1. Purpose

The purpose of this document is to provide a brief overview of the plan to stage a fundraising event in the form of a “*Sport-a-Thon*”. ADEDAR seeks a partner for the necessities to co-host the event which will be causative to the sustainability of our organization so that we can continue to render empowerment to females in rugby around the world and for people to know who we are.

2. Strategic Objective

Our objective is to ensure that there is continuous awareness of our organization and incoming funds to keep us moving towards our major objective of gender equality and female empowerment through sport.

That is:

- Training, Education, and Capacity Building
- Using rugby to prevent violence against women and girls and raise awareness of gender issues with a view to promote gender equality
- Increase player participation throughout Mozambique (and soon in Myanmar)

- Introduce rugby into the general curriculum of schools to both boys and girls
- Host rugby clinics in the communities of those schools
- Train up local coaches in both rugby and life skills, in the communities involved
- Provide regular life skills training sessions, led by the local coaches, to both boys and girls
- Host tournaments to improve skills learned

Further, we want to ensure that we educate the community at large about work done by our Organization in promoting gender equality through sport. We have been able to render these above mentioned services through charitable support from International and local donors. We are currently responsible for over 200 players in Mozambique, with a 35% female participation, and over 10000 youth who have been introduced to rugby.

3. Discussion (Objectives)

In order to reach the above mentioned objectives, we are hoping to co-host with a local rugby club, an event which will showcase not only ADEDAR and what we do, but also of the partnered local rugby club by providing a fun day of participation in a social competition of sports. ADEDAR accepts that Women in Mozambique face serious inequalities from some of the highest recorded rates of violence in the world to the lowest rates of political participation globally and aims to address this with those girls involved in our program, their families, their schools, and their communities. We believe that leveraging sports-based approaches to promote gender equitable social norms at individual and community levels is one of several key focus areas for the UN Women.

3.1.1 Entertainment: The day will begin with a giant group warm up and introduction to ADEDAR and the local rugby club.

- Potential DJ/music during event

3.1.2 The Event

- The event will be a platform of raising funds and exposure to the benefits of sport, particularly rugby, in the fight for gender equality, as well as exposure for the local rugby club and potential new recruits to the club.
- We intend to bring awareness of our organization and the issues of gender inequality around the world, especially in Mozambique and other developing countries
- We will include in the Sport-A-Thon: touch rugby, ultimate frisbee, volleyball, basketball, and kickball (this is flexible)
 - Brackets for each sport will be set up
 - Teams of 15-20 (might have two different games going on at once for one team)
 - Each team plays each sport

- Meals and drinks can be bought from potential local vendors at the facilities
- Local businesses will rent the stalls to market themselves to the community
- Awards ceremony to be held at the end of the day with prizes

4. Activities (Project Scope)

4.1 Sports and Recreation

In order to host a successful event we need support from potential sponsors and partners in:

- Rent and promote their merchandise
- Purchase and support items sold at the event
- Pre-order prescribed tickets for accreditation
- Community will be coming in teams to support and play in the event at a price

5. List of wares that need sponsorship

Item	Units
Venue Rental	1
Joint Operational Committee Services (Metro Police, Fire, Paramedics, Disaster, Waste Management and Municipal Health Services)	
Hire: Portable Toilets	10
Sanitary – toilet paper and cleaning materials (to accommodate 300 people)	
Hire: other equipment – tables, chairs, megaphone, etc	
Shade tents – referee tent, tournament organizer tent, water station, etc.	3
Food vendors (i.e. food trucks)	2 or 3
Advertising, printing of posters and flyers	
Administration cost – stationery, liability waivers, sign up forms, etc.	
Branded T-shirts with Logos for volunteers, referees	20
Branded T-shirts with Logos for each team (color specific)	300
Receptacles/Dumpsters/Trash bins	10
Clean-up Crew (after the event)	

6. Publicity

In order to get teams and players to participate in the Sport-a-Thon, we will need to involve:

- The local newspaper(s)
- The local radio station(s)
- Social media (Facebook, Instagram, etc.)
- Local gyms and recreation centers

7. Other Benefits

The local rugby club can use this forum as a recruiting day. Local vendors and gyms can sell their merchandise/market themselves at the event.

8. Stakeholders

8.1 Targeted Participants

- | | |
|---------------------------------|--|
| - Rugby supporters and families | - Local gyms and clients |
| - Families in the community | - Recreational sports clubs participants |

9. Opportunities

- Exposure of rugby in the local community
- Awareness of ADEDAR and sport for gender equality
- Advocate for healthy lifestyle choices found in physical or sports-based activities

10. History and Background

ADEDAR Rugby is a non-profit organization, 501(c)(3), based in the City of Maputo, Mozambique and opening in Mandalay, Myanmar. We started in December of 2015 in Maputo, introducing rugby in schools and in the local communities. We have grown to over 200 participants in ADEDAR, 5 different teams, and a 35% female participation that is increasing.

The organization was formed in response to the serious gender inequalities in Mozambique. It came from a love of rugby and a love of Mozambique. ADEDAR works alongside the Federation of Mozambique Rugby that was initiated in 2019, with ADEDAR as the leader in female rugby.

11. Executive Summary

The **ADEDAR** initiative has been in operation for over 4 years; it started with a 6 month pilot testing period of the new Rugby life-skills programme. After this successful testing period the process of rolling it out in the communities began in earnest.

In line with Mozambican requirements, the local Mozambican Association of **ADEDAR**, which is made up of a board of 10 local Mozambican members, was inaugurated on the 2nd of August of 2018 and will oversee all of the work from this point forward.

ADEDAR is conducting regular research sessions in line with the key aims of the UN Sustainable Development Goals:

- End all forms of discrimination against all women and girls
- Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation
- Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as appropriate
- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life
- Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences
- Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws
- Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women
- Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

ADEDAR has selected coaches who have been provided with high quality training in both rugby-related areas and life-skill themes, which enable them to teach both the game as well as life-skill activities to young players. Using rugby values and life-skill sessions they challenge gender stereotypes and transform harmful social norms; helping address some of the primary drivers of violence against women and girls. The program also ensures that more holistic coaches are developed which optimistically will be the new 'normal' looking to the future.

ADEDAR aims to encompass the widely recognised opinion that there can be no sustainable development without gender equality. A key barrier to equality is violence against women and girls. International Leaders have recognised this as a challenge which should be addressed in a comprehensive manner, including through sports associations.

ADEDAR believes that leveraging sports-based approaches to promote gender equitable social norms at individual and community levels is one of several key focus areas for the UN Women.

ADEDAR accepts that Women in the Mozambique face serious inequalities from some of the highest recorded rates of violence in the world to the lowest rates of political participation globally and aims to address this with those girls involved in the program, their families, their schools and their communities.

VISION

To inspire and empower youth and young adults through the sport of Rugby.

MISSION

Using the power of rugby to educate, empower, inspire, and strengthen the youth of Mozambique and continue the fight for gender equality.

11. Conclusion

In order to make this program possible and the fundraiser successful, your partnership in co-hosting the Sport-A-Thon will be highly appreciated. It will be a wonderful opportunity to showcase our rich culture in the rugby community, raise some funds to keep both ADEDAR and the local rugby club running, and continue to push towards gender equality all around the world.

From one of our female athletes in Mozambique, Orquidia, says, “One thing I learned [from rugby], the solution for a better team is unity, love, courage, determination and a lot of strength. I learned a lot and I’m still learning. Rugby changed my life, brought self-esteem, made me more of a woman. I love playing rugby, in addition to being a game it is also a family.”

The Sport-A-Thon is a fantastic opportunity to raise awareness of rugby, women’s rugby, sport for empowerment, and encourage healthy lifestyles in your community.

ADEDAR continues to advance its mission: to educate, empower, inspire, and strengthen the youth of Mozambique and continue the fight for gender equality. Through our programs we have seen lives changing, confidence building, and girls starting to take control of their own lives.

Thank you again for your support and I hope you accept our proposal to partner in this event.

Kind Regards,

Mandy Nurrenbern
 CEO and Founder ADEDAR Rugby
 Phone: 619-573-6740
 WhatsApp: +258 84 038 2264
 E-mail: adedar.africa@gmail.com
 Website: www.adedar.org
 Facebook: Adedar Rugby
 Instagram: adedar.africa

