

Sport and development, a successful experience in Africa

What is the purpose of the ANOPA Project and what are its main programs?

ANOPA is an international sports project based in Cape Coast, Ghana. The NGO uses sports, such as swimming, basketball, volleyball, and swimming as an instrument for individual development, promotion of gender equity, peacebuilding, inclusion, and other important soft and social skills for kids in the Central Region of Ghana.

Apart from the sports program, the other modules that they develop are:

- **Educational Support:** it gives scholarships, enrollment and food and educational accessories to highly vulnerable deaf and blind children.
- **Vocational/Technical Skills:** it offers free training in vocational & technical skills which includes tailoring, hairdressing, shoe making, barbering, etc., for deaf and blind youth.
- **Awareness of disability support programs:** it organizes community seminars and programs to educate the deaf and blind community on the importance of education and the need to take part in inclusive sports.

Is their work part of an overall territorial or larger organizational strategy?

The project was launched in Cape Coast in 2010 based on a cooperation between the Sports Youth NRW, Germany and Ghana. After the sports association of NRW ended the partnership, a group of formal volunteers founded "Sport 4 Development e.V. " (S4D e.V.) in 2016, which is ANOPA's partner organization in Germany. They help in recruiting volunteers and supporting the actual projects.

In addition to this association, the ANOPA project arises from a need found in Cape Coast due to the number of deaf and blind children who do not have access to education, sport, and leisure.

Thus, the project helps them to integrate into society through physical activity and sport, and the opportunity for this group to have access to quality education.

Is there medium-term planning of the activities they develop intending to change the current situation?

Strategic planning is difficult to manage in less developed countries due to the lack of economic resources, being the main difficulty for programming in the medium to long term. As there are no continuous economic funds and it is a self-sustainable project, the planning strategy must be adapted to a short-term vision, 4-6 months ahead. This is also influenced by Africa's day-to-day culture.

However, ANOPA Project's vision is to grow and expand nationally, and to reach out to other regions of Ghana such as the country's capital, Accra, to help and impact the most vulnerable groups.



Ghana National Inclusive Basic School

Currently, ANOPA Project supports working in collaboration with the following local schools:

- Cape Coast School for the Deaf and Blind (Cape Deaf)
- Aboom School for Special Needs
- Ghana National Basic Inclusive School

Does the ANOPA project assess the impact of its work?

For the sports program, they have structured, and regulated monitoring and evaluation methodology based on 5 assessment tools:

- Rosenberg's self-esteem scale
- Evaluation of non-disabled children Informe mensual dels entrenadors/es
- Evaluation of disabled children
- Coaches Monthly Report
- Attendance and development of participants

These assessment tools are used in ongoing sports programs to monitor children's progress, and thus evaluate the impact of the activities on their growth and development.

Is there networking with other organizations to broaden their outreach?

ANOPA Project is set to collaborate with Visio International in working with the blind community in Ghana. In this collaboration, they will work with Visio International in Community Sensitizations and benefit from a host of workshops from them. ANOPA Project hopes to use its collaboration with Visio International to reach and support many more vulnerable blind persons especially children across Ghana.

What is the origin of the resources? Supporting institutions?

The origin of economic resources comes from two sources. The first is through a percentage of the income created from the different complementary social businesses of the Project. These businesses are the social bar-restaurant, the rental of the space for the traditional naming ceremony for international patrons and traditional music and dance lessons.

The second source comes from international partners and sponsors who provide one-off donations for specific projects. These are RHYTHM Foundation, Memphis Foundation, French Embassy in Ghana, Global Giving and Sport 4 Development, e.V.

What resources or tools are most needed in the sport and development sector?

The sports and development sector is constantly growing, and nowadays more organizations have started to include sports as a source of social impact. To thrive in this sector, one of the main resources is to bring all these

organizations under the same umbrella and to have an international non-governmental network linking sports and development NGOs.

In addition, these organizations require financial resources to develop their programs. After all, many NGOs work at the local level without large partnerships, and these projects are the ones that generate the greatest long-term impact and social change because they include the community and educate locals to continue the project.

What strategies can be implemented in more developed countries to support local organizations?

The five key strategies for supporting local non-profit organizations are:

- 1 Visibility of the programs and the impact that these organizations create
- 2 Corporate social responsibility for one-off projects with a monitoring system
- 3 Support in the search for organizations to sponsor projects
- 4 Strategic planning and advice in the elaboration of proposals
- 5 Publicity, communication and marketing campaigns using social networks

The keys to success in the sports and development sector:

-  **Visibility**
-  **Professionalization**
-  **Funding**

Andrea Flores, project manager in sports and development projects

