

# MATHARE YOUTH SPORTS ASSOCIATION

*Giving youth a sporting*



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## **MYSA'S PIONEERING JOURNEY, 1987-2087**

Since August 1987, MYSA has been a self-help youth sports and community service project using sport as its starting point. MYSA has also always been uniquely owned and managed by the youth in the Mathare and neighbouring areas, then and still one of Africa's largest, densest and poorest slums. Today, our over 100 elected youth leaders have an average age of 18.3 years. Since 2008 when we launched our proactive gender reforms, half of our elected leaders are girls.

In 1987, MYSA's initial motto was "Physical Development, Personal Development and Community Development". Those goals are still the three main pillars for all our activities. In the early 1990s we refocused our motto on "Giving youth a sporting chance on and off the field". In 1992 when we started Kenya's first football leagues for girls, we changed our logo to show a boy and a girl on the same team chasing the same ball with the sunburst of a new dawn behind them.

When MYSA started in 1987, national and international agencies ignored sport as a serious economic and social development activity. MYSA changed that by becoming the global pioneer on *sport and development* and then on *sport for development*. Now, based on MYSA management proposals adopted by the MYSA Board in December 2019, MYSA will launch in January 2020 its third pioneering initiative on *Sport4Life and Self-Sustainability*.

### **1987-93 MYSA AS THE GLOBAL PIONEER ON SPORT AND DEVELOPMENT**

In the Mathare slums, uncollected garbage and blocked drainage ditches are major causes of high rates of disease, disability and death. So, for its first full-year season in 1988, MYSA pioneered a new *sport and development* approach by integrating sport with slum garbage and environmental clean-ups. Since then, while earning three points in the league standings for victories, MYSA teams also earn six points for each completed cleanup project. Then and still today, MYSA is likely the only sports organization worldwide where the league standings include environment cleanup points.

### **1994-19 MYSA AS THE GLOBAL PIONEER ON SPORT FOR DEVELOPMENT**

In early 1994 a popular MYSA youth, Adrian, suddenly fell ill, lost weight and died within a few weeks. His loss so shocked his friends that we started a new HIV/AIDS Awareness and Prevention Project which continues today. During the 25 years since then, MYSA pioneered the now global *sport for development* movement by adding projects on key social concerns such as child labour, youth rights, gender violence, jailed kids, disabled youth, slum libraries, refugees and employability.

### **2020-87 MYSA AS A GLOBAL PIONEER ON SPORT4LIFE**

After several years of serious financial challenges, in 2019 we refused to give up and instead decided to commit to celebrating MYSA's 100th birthday so defiantly added "1987-2087" below our logo. Also, as our biggest achievement by far isn't the many trophies we've won but the many new heroes and role models we've produced, we decided as our top priority to refocus all MYSA policies and activities on *Sport4Life* and especially on integrity, life values and life skills.

### **2020-87 MYSA AS A GLOBAL PIONEER ON SELF-SUSTAINABILITY**

To reach MYSA's 2087 centenary, we realized we must reduce our donor dependence and start a new transition to self-sustainability. In 2021, MYSA will accelerate or launch a series of income generating projects (IGPs) which include reducing our carbon footprint and costs by installing solar panels, upgrading and renting our two sports fields and indoor hall, fast-tracking the registration and mobilization of our over 130,000 alumni, creating 16 MYSAs by decentralizing activities and staff to our 16 zones, providing commercial sports and leadership training courses and extending our school holiday sports and life values/skills training camps to youth outside the Mathare slums.

In 2021, by strengthening our core self-help youth sports and community service projects in the slums while also investing in income generating projects, MYSA aims to jump-start its transition to self-sustainability. In 2021, the IGPs must at least cover their operating costs and then generate increasingly sustainable income for most and eventually all of MYSA's core activities.