

Future Stars Football Academy
"Empowering youth through football."

After many years of discussion, a motivated group of South Sudanese current and former national team players decided that South Sudan needs a dedicated, full-time residential football academy where young players can get professional training and a scholastic education. In partnering with other like-minded South Sudanese in Juba as well as in the diaspora, the Future Stars Football Academy was born.



EMPOWERING YOUTH THROUGH FOOTBALL

Purpose: To nurture young scholars and athletes who will become leaders in South Sudanese society.

Mission: To operate a residential football academy that uses football as a means to create opportunities for South Sudanese youth and foster community development through athletic training and education.

Vision: To be the preeminent residential football academy and comprehensive boarding school in East Africa.

Goals:

12 Months - Register the academy with the appropriate authorities, staff the organizational structure, secure strategic partnerships, secure funding, recruit players in U10, U13, U15, U17, and U19 age groups, enroll and support all students in a local school, have daily training sessions after school for each age group with a meal after each session, secure land for dormitory/cafeteria, begin building facilities, have first residential cohort move into the facilities, provide three meals per day and two training sessions, one before, and one after school.

2-3 Years - Expand facilities to welcome two new cohorts, begin building a comprehensive school, begin establishing an agricultural center for food self-sufficiency, establish a girls' football program

5 Years - Send first cohort of students for scholarships or professional contracts, expand facilities to have a residential cohort in all five age groups, have a comprehensive school with full staff of teachers and headmaster, start coaching education for local coaches to further their knowledge, have food production on agricultural center provide all meals, make the girls' program fully residential

Team:

Board (All Volunteer):



Bidali Henry, CEO, BC Global, Juba, South Sudan - **Domestic Oversight and Executive**
Responsible for overseeing all domestic operations and staff, fostering domestic relationships with strategic partners, and key decision maker in academy affairs



Ladule Lako LoSarah, Coach, Texas A&M Int'l University, USA - **International Oversight**
Responsible for organizing international board members, affairs, programs, student international placement, and fundraising



Duach Jock, Current South Sudan National Team Player, USA - **North American Outreach Director**

Responsible for publicising and promoting the academy in North America and developing relationships with strategic partners.



Friday Oyèlé Zico Paul, Current South Sudan National Team Player, Perth, Australia - **Australian Outreach Director**

Responsible for publicising and promoting the academy in Australia and developing relationships with strategic partners.



Samson Kalisto, Staff South Sudan Football Association, Juba, South Sudan - **Domestic Liaison**

Responsible for making and maintaining partnerships with the domestic football authorities.

Staff (Salaried):

When possible, the FSFA will aim to hire local staff members to encourage local development, but will also be interested in hosting international volunteers for certain positions.

For 12 month goals

TBA, Academy Operations Manager - Responsible for day to day operations of programs and academic supervision



Bilal Felix, Former South Sudan National Team Head Coach, **Technical Director** -

Responsible for designing and implementing football curriculum, player assessment and recruitment, and organizing all football related activities

TBA, Staff Coach - Responsible for assisting technical director with all football related activities

TBA, Physio - Responsible for student safety and first aid

TBA, Cook - Responsible for procuring, preparing, and serving daily meals to the academy students and staff

For beyond 2 year goals

Teachers, Headmaster, Farm Manager,

Keys to success: The strength of the board to mobilize resources and foster relationships with domestic and international strategic partners for academy operations.

Industry analysis: There are currently no residential football academies in South Sudan, yet there are many internally displaced, orphan, and marginalized youth who would flourish with the opportunities from joining one. An example is the Right to Dream Academy in Ghana which trains young scholars to earn scholarships in the United States and play professionally in Europe. We will use this existing project as a model for equal success in South Sudan.

Target strategic partners: To accomplish the mission and vision of the academy, FSFA aims to partner with domestic and international NGOs, corporations, private donors, and American and Australian colleges and universities, as well as government ministries and offices. We will gain support from the UN Mission in South Sudan, UNICEF, and various embassies and delegations in South Sudan. Domestic multinational corporations such as GPO and Dar Petroleum will also be contacted.

Marketing plan: To publicize FSFA and its mission, we will use a network of Brand Ambassadors who in their positions of prominence will be able to speak to the importance of the academy's operations and aspirations. We will maintain a website with interactive media covering the academy as well as immersive stories on the students themselves.

Financial needs: Student school fees, student meals, academic equipment, athletic equipment, staff salaries, building materials, land rentals, facility development, online operations

Fundraising plan: Initially the academy will operate on the generous donations of NGOs, corporations, and private donors. Eventually, with the success of having students be successful overseas, transfer fees will be reinvested in the academy to expand operations. Successful players will be encouraged to give back to the academy, in both working with the current students as well as financially. We believe that this idea of "paying it forward" will be central to the education the students receive, and community development will be a top priority.

Using local partners and international resources, the FSFA will be able to provide a future for South Sudanese youth as well as provide economic development within the country.