

Finding a Voice Through Football

**training4changeS and BSD
announce partnership to
use girl's football for good**



August is Women's Month in South Africa. It is a time to honour the 20,000+ women who marched to the Union Buildings on 9 August 1956 in protest against the extension of Pass Laws to women, and to celebrate the important role that women continue to play in South African society. This year Women's Month was celebrated under the theme: "Generation Equality: Realizing Women's Rights for an Equal Future". Generation Equality is a United Nations inspired global campaign.

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As Womens Month 2020 draws to a close, training4changeS (t4c) is kicking off a new partnership with Brooklyn Sports and Development to increase opportunities for female participation in sport, pursue gender equality, and empower young women to be transformational leaders.

Brooklyn Sports and Development (BSD) was established by Adi Martin in the Cape Town suburb of Brooklyn in 2012. Martin has built BSD into one of Cape Town's brightest girls football programmes.

"I moved into the area," Martin recalls, "there was a large group of youth that needed guidance, and sport was the way to get things started with them. My philosophy is based on educating youth. The objective is to guide these girls to becoming better adults. I'm using BSD to drive

the kids to achieve the various fundamentals that sport brings – punctuality, discipline, all-round things like that."

At BSD the teenage girls come from diverse backgrounds – racially, socially, and economically. Seeing the girls together at BSD, it is clear they have become one happy family. Martin works hard to ensure that no matter where they come from, all of the girls get the resources they need to succeed. "When you look at them on the field, they all look the same," he notes. "You can't tell who comes from where, everyone gets the same kits, boots, and things like that." Looking the part gives the girls confidence to belong, and to thrive. They learn to carry this confidence off the field, and into their everyday lives.

"When we first met BSD during our 2019 Common Goal World Cup event, it was



Adi Martin in action coaching the BSD girls football team

immediately clear that this group had something different,” training4changeS International Director Daniel Thomae says. “Adi is the most enthusiastic girl’s coach I’ve seen in South Africa. He runs an very professional setup.

The girls are extremely disciplined and respectful; they are great players and great people.”

“Working more closely with BSD is something that we’ve been looking at for a while now. We have such similar philosophies, and we want to support the growth girl’s football,” he adds. “Our aim now is to draw on the strength of our partners like Coaches Across Continents, streetfootballworld, Common Goal, and Beyond Sport to bolster the good work BSD is

already doing. We felt Women’s Month was a symbolic time to announce this new collaboration as we believe in Generation Equality, and want to help girl’s fulfil their potential so they can follow in the footsteps of the transformational South African women who have gone before them.”

Established in 2014, training4changeS started South Africa’s first girl’s school futsal league; through their #againstALLOdds campaign they use futsal tournaments, and other learning opportunities to contribute to Global Goal 5: Gender Equality. They are Africa’s first organisation to receive the Coaches Across Continents Purposeful Play and Education Outside the

training4changeS is absolutely fantastic! There is definitely so much positivity going forward, and that’s why I am excited to partner together.

Classroom accreditation, and are a global leader in the football for good industry.

t4c and BSD will collaborate to develop confident voices in girls and women, empowering them to pursue dreams, become positive leaders who champion social justice, and provide them with skills to fulfil their potential in all areas of life. A joint statement from the two organisations says, “We will work with girls and women to empower them through education and purposeful play. We support a future where more women are able to access opportunities for employment so that they might lead their families out of poverty, take responsibility in their community, and help transform their country.”

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 Brooklyn Sports and Development

 bsd_girls_

