



# MAKING LIVES BETTER

Transforming the lives of African Children  
through Character Education and Cricket

# KENYA IS A PLACE OF EXTREME POVERTY AND DEPRIVATION...

# ...BUT ALSO ONE OF CONSIDERABLE HUMAN POTENTIAL

The population explosion, from 10 million in 1970 to 44 million today, has stretched government educational resources, particularly in the primary education sector where in many larger slum area schools, class sizes are regularly over 70, with 3-5 children sharing a desk and there is NO free secondary schooling.

Thus many thousands of youngsters in Kenya, especially those from slum communities - many orphaned or from single-parent households as a consequence of AIDS / HIV and drug abuse, grow up without hope, without opportunity and without the skills and motivation needed to break the cycle of hopelessness.



It ranks **143** (ex 187) on the Human Development Index, according to the UN Development Programme

**180,000** children under the age of 14 have HIV

Only **73.5%** of Kenyan children access primary education, despite it being free

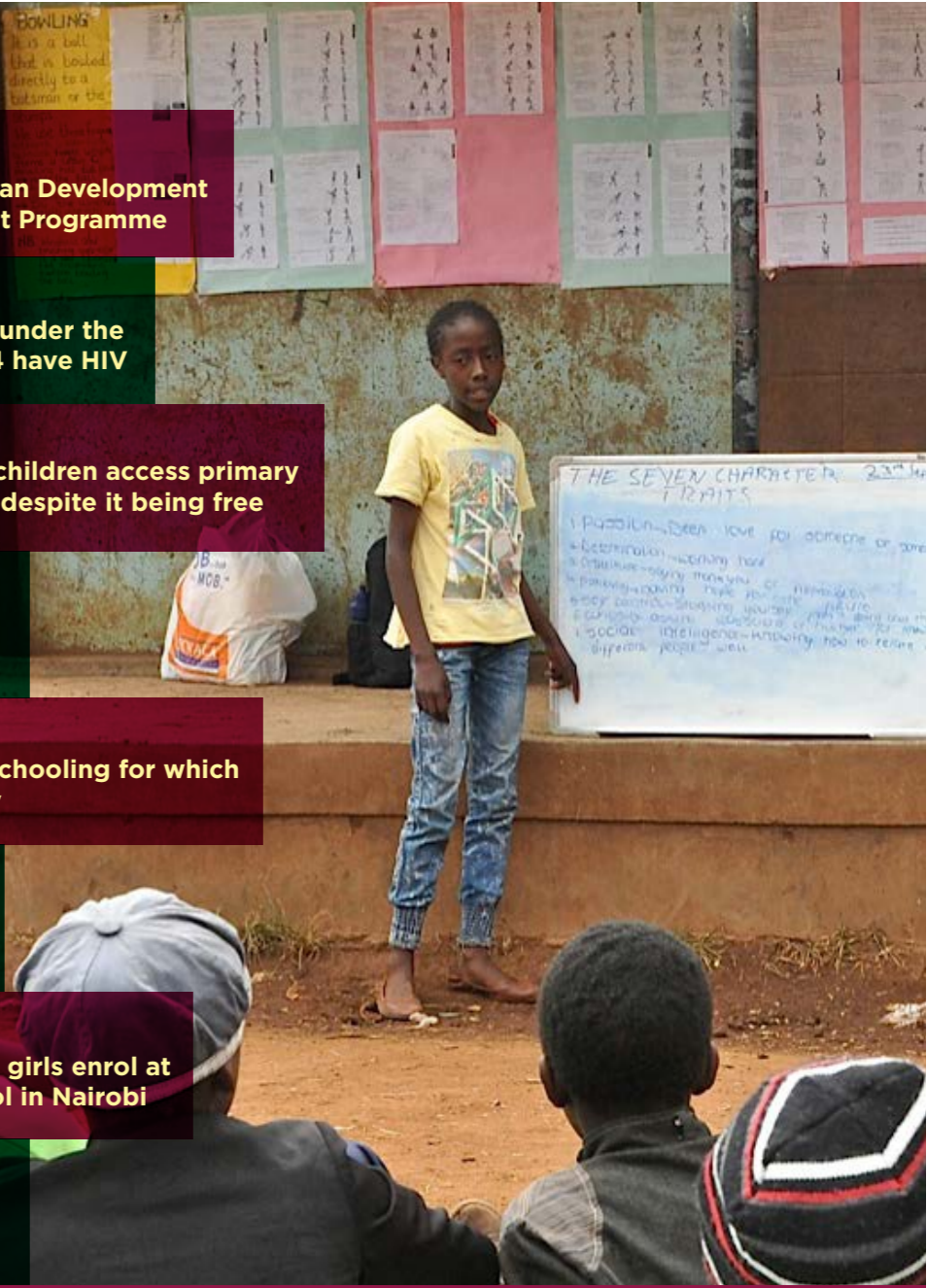
**50%** of the population lives below the poverty line

Only **41%** access secondary schooling for which fees are mandatory

**60%** of the population is under the age of 26

Only **22%** of 15-17 year-old girls enrol at secondary school in Nairobi

Youth unemployment currently sits at **55%**



EACDT has charities in London, Nairobi and Jersey. It's aim - to bring hope and opportunity to disadvantaged young East Africans by transforming their lives through Character Education and Life Skills taught in schools.

Inspired by the Knowledge is Power Programme (KIPP), an educational project covering 200 schools in USA, EACDT teaches key character traits essential to progress and success in life. It's concept is simple - to teach and implant into young people, via coaching and playing cricket, attitudes and life skills which will fit them for school, employment, family and community life and social integration.





If young boys and girls are to lead successful lives, their educational experience, however limited, must provide much more than academic qualifications. Research in USA by Dr. Martin Seligman and Dr. Angela Duckworth at Pennsylvania University identifies seven key character traits that, they argue, serve as the best predictors of personal and professional success.



These are:

- ENTHUSIASM**
- PERSEVERANCE**
- SELF-CONTROL**
- OPTIMISM**
- GRATITUDE**
- SOCIAL INTELLIGENCE**
- CURIOSITY**

These are the skills, values and attitudes – all of which combine to form our characters - that matter most if young people can become good, purposeful citizens and effective performers in the community and workplace.



## Why deliver Character Education Through Cricket?

Cricket is a multi-faceted game, ideal as a vehicle for building character. It has a unique dynamic in which players are team-members and also individuals with particular responsibilities; it is a game for everyone - for girls, boys and those with disabilities. Cricket is complex, offering wide-ranging roles and opportunities to contribute – on and off the field, as players and officials; it demands high levels of strategic thinking, patience, self-control but also physical courage and risk-taking. It's best traditional values - play hard, play fair – are highly relevant to all aspects of life. Cricket requires fitness, intelligence, skill and, above all, character.



EACDT's over-arching aims (revised at the end of the two year Pilot Programme in 2016) are to:

- make a profound impact on the boys and girls directly engaged in the EACDT programmes by ensuring that they are equipped with the skills, values and attitudes essential for their long-term prospects - evidenced by scientific evaluation of character development and by improved attitude and attainment at school;
- create systemic educational change by helping schools develop a broader educational ethos in which character development is given equal weighting to academic attainment; to equip teachers with the skills needed to deliver Character Education throughout the school curriculum;
- support those unable to access secondary education by establishing (from 2017) new community based clubs with broad educational, sporting and social purposes within the slum communities from where boys and girls engaged by EACDT come.
- as a by-product, to develop young people's talent and enthusiasm for cricket and help them become permanent participants as cricketers to the highest levels of which they are capable.



## EACDT Programme (January 2017 - December 2019)

Following a major strategic review arising from the Evaluation Report, EACDT trustees have planned an extended but revised three year programme. With effect from January 2017 EACDT proposes to:

- establish a two-pronged delivery process focusing on schools while creating new community 'clubs' in the slum communities from where the young people come;
- deliver the EACDT Programme in 20 schools in slum communities, including at least six new primary schools, and engage more than 3,000 boys and girls per week, as unique individuals in time apportioned for the PE curriculum;
- create four new community clubs using community spaces in and around the primary schools to become the base for after school activities, Saturday and Holiday training camps;
- deliver Saturday morning and holiday activities in community clubs and, where achievable, in after-school activities, engaging 450 boys and girls a year as unique individuals;
- broaden the deployment of EACDT coaches to ensure optimum value to schools, including potential roles for EACDT teaching assistants and Life Skills teachers;
- develop an accredited Character Through Sport Training Programme in partnership with Kenyatta University - through which Life Skills can also be taught (a mandatory requirement in Kenyan schools);
- deliver training to a minimum of 300 current and future teachers and sports coaches across Kenya;
- work with Cricket Kenya to establish robust pathways into cricket for those aged 14+ (post primary school age) who have displayed talent and/or enthusiasm for cricket;
- work with Cricket Kenya to ensure a programme of competitive matches for boys and girls of primary school-age.

## Anticipated Outcomes (2017- 2019)

By the end of 2017 we aim to demonstrate success:

- in developing the seven identified characteristics among 3,000 boys and girls with whom we are working and establishing the impact of character development on attitudes to school and on academic attainment;
- in developing the seven identified characteristics more strongly among a smaller group of 450 who will take part in the programme more intensively;
- in integrating a meaningful Life Skills education programme to support schools' mandatory requirements as set out by Government;
- in working in primary and secondary schools, ensuring that the Character through Cricket Programme is self-sustained as it extends to new schools;
- in influencing educationalists and wider policy-makers in Kenya and beyond about Character Education and the role of sport in character development;
- in developing members of the group of 450 as cricketers with at least 12 involved in national cricket squads;
- to have developed a minimum of one new community cricket club with an operational programme in December 2017;
- in producing an Accredited Teacher Training Programme with Kenyatta University;
- in delivering training to a minimum of 60 teachers, future teachers and sports coaches;
- in persuading participant schools to deliver Character Education through the full curriculum;
- in implementing a mentoring scheme to support all the EACDT coaches and staff.



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**HELP US  
MAKE  
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BETTER**

**£66** will support a child on the programme for an entire year.  
**£5K** pays the annual salary of a trained, full time programme coach.  
**£50K** runs a hub of 4 schools for a year, which pays for our coaches, equipment, teacher training, management, administrative support, logistics, mentoring and independent evaluation.

Your support really can make such a difference, please get in touch today.

**East Africa**  
Character Development Trust

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