



DIDA

SPORTS ORGANISATION



Being brave means to know something is scary, difficult, and dangerous, and doing it anyway, because the possibility of winning the fight is worth the chance of losing it.

- Emile Autumn

ABOUT

The Republic of Uganda is the second most populous landlocked country in the world, second only to Ethiopia.

It is located in East Africa and is bordered by Kenya, South Sudan, Rwanda, Tanzania and the Democratic Republic of Congo. As with most African nations, Uganda does not have the vast resources that can be used to improve the facilities in the country for sports but that has not dampened their passion for sports.

DIDA Sports Organisation is a non profit organisation based between London and Budaka District in the region of Eastern Uganda. DIDA (Develop, Inspire, Discipline, Achieve) is an initiative whose goal is to holistically develop Ugandan, and eventually East African youth from the young ages of 6 years all the way to 18 years and beyond.

MISSION



- To strengthen grassroots & enhance maximal sporting development and life skills of children and youths living in Budaka district via CHESS, BOXING and FOOTBALL.
- Use sport as an educational tool to develop and empower the youth to transform their future prospects within their local community and surrounding district
- Nurturing them into using their talent whilst learning new skills and growing in confidence with the aim of reaching their greatest potential.

*This mission is greatly underlined by our desire to construct a state of the art multipurpose sports facility in Budaka district, Eastern Uganda.

VISION, VALUES AND GOALS

The DIDA vision is to help each kid:

- Develop their true potential to help Inspire others and by showing Discipline on and off of the sports field so they can Achieve their goals.
- Create self-realisation within the community of the value of their contribution and instil an enabling coaching and mentoring programme

- To promote personal and community development through high quality training.
- To inspire and build relationships, providing opportunities for youth and their communities.
- To focus on equality, strengthening social networks and community identity
- Build a state of the art multi purpose sports facility for the community and district
- To enhance maximum sporting development of children and youth living in Budaka district, through training and nurturing of their talent through BOXING, FOOTBALL and CHESS.
- To empower a generation of Ugandan youth to truly understand and believe that they have their destiny in their own hands
- To transform individuals and communities in understanding the power of contribution to others
- Develop life skills for these players beyond their chosen discipline so as to ensure that every child has a future whether they make it professionally in the game or not.



Target age group and beneficiaries

Children 5-10 years – mixed groups of play with boys and girls their own age

- Children 10-15 years - to identify core talents and start to develop their competing potential
- Youths 16+ years- start actively competing in various boys' and girls' matches /leagues

Vocational Education and Development

- Whilst sport is critical to a child's development, and significantly contributes to local development, our work will not only include building the sports training facility, but also look to provide space for vocational community training
- Up-skilling of youth in Budaka and surrounding areas will not only strengthen the DIDA objectives and values of empowerment and community sustainability but actually identify % of a future workforce for the local region and Uganda as a whole. DIDA reaches ~500+ youth aged 4yrs – 18yrs in Budaka alone
- Skilled training, apprenticeship opportunities targeting youths from S4, S6 and pupils in school, and the wider community;
- Leadership frameworks
- Tailoring
- Administration skills (typing, computer studies)
- Business acumen
- Nursing & Midwifery career paths



The Founder

DIDA is the vision of its founder, NAKI KADDU, an Irish born and proud Ugandan Business Analyst within the Financial Services Industries. Her business experience has seen her deliver large scale business improvement and change management programmes.

Naki's passion for Ugandan Youth, Sports and philanthropy led her to launching DIDA.

Why Uganda?

Uganda is a country with incredible athletic potential and an untapped resource full of raw talent. However, there is a major lack of professional sports programs to exploit and maximise this huge potential specifically in the following key areas:

- Lack of an established network which could take prospects from all areas of Uganda and accurately assess their tangible qualities regularly.
- Lack of adequate boxing facilities and infrastructure, there is a serious lack of high level boxing gyms not just in the Budaka region, but in Uganda as a whole.

DIDA aims to play a role in changing this narrative.

Initiatives



Chess in school

In April 2019 we embarked on our first chess initiative, in BUDAKA DISTRICT, Eastern Uganda.

The key aim is to use Chess as an educational tool in schools as well as a recreational bridge.

The DIDA Chess In Schools Program is in partnership with The Robert Katende Initiative and SOM Chess Academy.

We also partnered with CPGA to align to their country wide competitions & qualifiers

#DIDA4SCHOOLS - #DIDACHesSTOURN



6 instructors

250
children

5 schools

6 volunteers

3 days
a month

Annual
tournament

Feeding
programme

ANNUAL WOMENS FOOTBALL CUP

ACTIVE INITIATIVE – WOMENS FOOTBALL

On International Women's day 2019, our first DIDA Women's cup was activated, in line with our core desire to use football as a way to bridge the gap and motivate young women to embrace their inner strength and belief as well as learn the game.

Working with 2 girls schools, we held a match in Kananga. God Cares PS won the cup!

#BalanceforBetter - #DIDAGirlUG - #IWillBeThere

"The past doesn't matter. Take today."

Becky Sauerbrunn







STAKEHOLDERS & PARTNERS

We endeavor to work with the local officials and councilors both within Kibali and Budaka to ensure we inform the local communities of our strategy and progress.

- District Education Officer and Inspector of schools
- District Chairman and Local Councillors
- Local schools, teachers and Head masters

PARTNERS

- SOM Chess Academy & Robert Katende Initiative
- CPGA (Chess Parents and Guardians Association)
- 106 Nxt Radio, Kampala
- Bugwere FM, Budaka
- TGM Radio UK



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