



## **Social Enterprise at Rainbow Sports**

Rainbow Sport's commitment to Sports is beyond the game. As a social enterprise aligned with the spirit of the United Nations Sustainable Development Goals agenda, the organisation is focused on the development of people and spaces in which it operates.

### **Opportunity:**

Rainbow provides a unique opportunity to its people to be part of the global professional sport, from the scouts, recruiters, players to the management, the focus on preparing for and meeting "best-in-class" global standards sits at the very heart of operations.

### **Education:**

Rainbow provides its Talent and Team with both formal and informal education avenues. As of 2020, all Talent will undertake courses in Coding underpinning our commitment to the introduction of STEM education into the industry. Our Student-Athlete Program has been at the very core of the development of the Rainbow Way and our commitment to expanding on this will see more young people afforded the opportunity to broaden their horizons.

A series of bespoke courses will be given to all young aspiring footballers within the Rainbow Sport world, ensuring that they are prepared for life. This means that for those who do not make it as a professional footballer, they still develop core fundamental skills necessary to assist them in their careers. Also, for those who do make it as a professional footballer, it prepares them for life's challenges ahead and for the time after they finish playing.

### **Community:**

Rainbow Sport is developing and empowering communities throughout Africa. In a full 'turn-key' solution, Rainbow Sport offers an accessible and high impact solution through the "Me In Team" Platform. This Project in partnership with a local school and a Professional Player supports the provision and maintenance of:

- A football pitch
- A classroom
- Teaching resources linking STEM to football, English language and Coding basics
- Community empowered management team to ensure sustainability of the pitch
- Kits and balls

### **Infrastructure:**

The Africa Rainbow Centres (ARC) will be standardised world class centres of sporting excellence dotted across the continent providing best-practice qualitative performance and education spaces for the improvement of access to professional training on the continent. A potential 5 regional hubs would provide employment for many, but most importantly establish a reference points for anchored participation in research and development as never before established on the continent.



Through its Infrastructure Maintenance Fund, Rainbow Sports, will partner with youth clubs and local federations on the continent to develop a broad reaching infrastructure-tied platform to support the sustainable management of infrastructural deficit across Africa.

The fund will allow Rainbow Sports to offer more than just a pathway for the most talented players in Africa to make it through to the professional global game. It will provide identifiable venues and resource centres for more young people and through this give Rainbow Sports more physical branded locations across the continent, a demonstrable commitment to developing the game in Africa.

#### **Environment:**

Rainbow Sports is also committed to the management of the carbon footprint of its affairs and will be ensuring all travel considerations are in line with an accepted corporate practice.



#### **Philanthropy:**

Underpinning it all is Rainbow Sports commitment to philanthropy. The Giving Back Pledge inspired its Founder and CEO many years ago and since then all endeavours undertaken have been premised on the commitment to building a social enterprise with a firm comprehension of Leadership and Entrepreneurship that has at its centre a purpose beyond itself... not for charity but for posterity. A model that encourages and supports its partners to serve beyond the immediacy of their personal needs. As such the players are groomed from very early on to understand the importance of sharing the fruits of their labour that many more may gain the opportunity to live out their professional ambitions.

A quote on a textured, light brown background. The text is in a simple, sans-serif font and reads: "Sports teaches you character, it teaches you to play by the rules, it teaches you to know what it feels like to win and lose-it teaches you about life." The quote is centered and occupies most of the width of the image.

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