



## Management Team

Clarisse Machanguana  
Memuna Williams  
Randy Soumahoro

## Vision

To transform the African sports industry by empowering a new generation of leaders who drive innovation, inclusion, and excellence across the continent.

## Mission

C4C is an initiative that will empower the next generation of young women and men in Africa to unlock their potential, explore diverse career pathways within the sports industry, and become agents of positive transformation.

## Goal

By 2035, transform the African sports industry by empowering at least 20,000 young leaders across Africa, achieving 50% gender representation in sports leadership roles and catalyzing the creation of one hundred innovative sports ventures.

## Unlocking Africa's Sporting Potential: EMPOWERING THE NEXT GENERATION

For generations, Africa has nurtured an unparalleled well of athletic talent and passion for sports. Yet, this boundless potential has been stifled by systemic barriers, outdated biases, and a lack of equitable opportunities, especially for young women.

But a new era is dawning – one where the limitless potential of Africa's next generation of sports leaders will be unlocked through an innovative, comprehensive initiative called Champs for Change (C4C).

C4C is a transformative initiative that will empower young African women and men to shatter glass ceilings, challenge deep-rooted biases, and reshape the sports industry.

C4C will provide personalized mentorship, immersive learning experiences, and a nurturing ecosystem of support. It will forge strategic partnerships with sports organizations, educational institutions, and community groups.

Join us on this transformative journey, as partners and co-creators, to amplify the echoes of change that will reverberate through the halls of power, the roar of cheering crowds, and the hearts of every young African who dares to dream big.

***Together, we can unlock the true potential of Africa's sporting greatness and create a legacy that will inspire generations to come.***

## Flagship Inaugural Project

C4C has partnered with We Will Lead Africa (WWLA), to develop the WWLA Sports Volume. We believe in the transformative power of sports and the inspiring stories of those who lead change through it. The Sports Volume therefore represents our commitment to amplify the voices of change-makers in African sports. The volume initiates C4C's social enterprise activities and is scheduled to launch and introduce C4C during the 2025 Basketball Africa League in Johannesburg South Africa.

***"Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand."***

- Nelson Mandela

## Impact and Funding Information

### Impact Potential:

By 2035, C4C will have trained at least 20,000 participants, mentored at least 5,000 and facilitated 1,000 job shadowing experiences, and supported the development of one hundred innovative sports ventures.

### Social Return on Investment (SROI):

A projected return of 2.48x demonstrates meaningful social impact, with scalable pathways to exceed 3x through strategic expansion and revenue-generating activities.

### Scalability:

Starting in South Africa, C4C will expand to Rwanda, Senegal, and Kenya, leveraging regional hubs for operational efficiency and impact.

### Sustainability:

A mix of program fees, social enterprise revenue, and donor funding ensures long-term viability.

## Target Audience

Ideal participants for C4C are young African sports enthusiasts and aspiring professionals, athletes and student athletes and young community leaders and youth advocates aged 16-30 from across Africa.

## Value Proposition

Empowering the Next Generation of African Leaders in Sports through Holistic Industry Education, Experiential Learning, and Gender Equity.

## Theory of Change:

***If we empower young Africans with skills, knowledge, and networks in the sports industry, while promoting gender equity and inclusivity, then we will increase employability, confidence and access to professional networks and create a transformed, diverse African sports ecosystem with leaders driving innovation and excellence at home and abroad.***



[www.champs4change.org](http://www.champs4change.org)