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ANNUAL REPORT

2023

Dear Parents,

We wish to thank you for the support you accorded us this year and as we come to the end we feel it has been successful. We set ambitious goals all the same. We wanted to create an environment that allowed kids to play football with passion, determination and team spirit, but also with tenacity. This involved large investments in the team and the decision to make a number of structural and organisational changes. A look at the past year shows us that we made the right decisions - the change is already bearing fruit. The team had a great year, improving on the previous one while also playing a more pleasing style of football in all categories.

At times we certainly felt that we had unnecessarily spent more on rebuild and equipment, had some difficulty in running operations occasioned by delayed payments but we nevertheless cruised on

We are now ranked amongst the best academies in the country and East Africa. In light of the many changes we have made, we view this as a remarkable success and as a springboard for the future.

While we are confident that we are well positioned for what lies ahead, we intend to be even more ambitious in the coming year. Nakuru city football academy has no reason to relent and can in good conscience be more vocal about its clear-cut goals: we want to become the Kenyan landmark and solidify our position as one of Africa's best teams.

INTRODUCTORY REMARKS

We introduced a number of coaches to our technical team and that has made us efficient in our weekly operations.

Elisha Ingosi joined us as Goalkeeper coach joining the highly experienced Jadu they have worked together and it's no surprise we have produced the best goalkeepers in each category in our last two major tournaments and capped it all with National team call up for Jamal Kamau.

Harrison George joined us from St Joseph youth and is now coaching our under 15s alongside Vincent Angwenyi. They steered the team to second place finish in the FKF elite league and also had Peter Juma called up for National duty. In the Arusha tournament we bowed out at the Quarter finals a big improvement from last year when we lost all our group matches.

Wilson Onyango joined us as our kit manager and standby coach for under 7, Victor Obare also joined as head coach for Under 7s. This category is the most difficult to train in any set up and we salute our coaches who joined Lorna Chillo to run the mountainous task. We bowed out at the semifinals in Arusha and lifted the champion's trophy in Rausha kipaji with another podium finish in the PIPPSA mini Olympics.

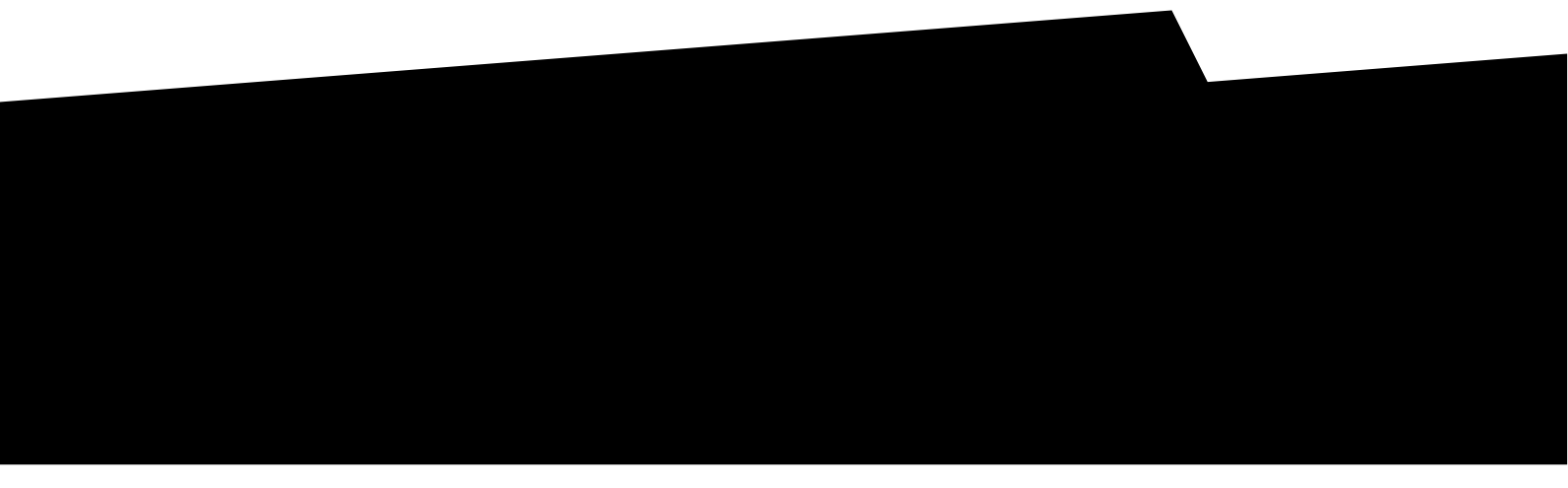
Joseph Kwandeka joined us as the Under 9s Coach alongside Mabuka Nicolas and Evans omondi. They steered the team to the finals in Rausha kipaji and quarter finals in the two teams we registered for Arusha tourney.

Coach Moses Juma moved from U11 to coach the U13s where he brought stability together with his able assistant Alex Iregi. They are handling the challenging stage of kids undergoing first and second puberty. Here kids develop changes in their growth and this affects their attitude towards people, activities and even places. The duo has however learnt each kid in the category and handled them with care and understanding and have been integral in advising parents as well.

We brought in Peter Koech as our Physio to join Soniah in the medical department and we are glad to have had only two major injuries throughout the year and thanks to their continuous monitoring on the strength and conditioning for the u15s and u17s. Alfred our goalkeeper suffered a fracture in training and was out for a few months same as Junior but we are glad they all returned to action and had solid performances in Tanzania.

Finally in the coaching department we had Joseph Kairo joining us for the u11s. He has brought in expertise and gets easily with players, he is also the coaches, parents and fans favourite as he mixes humour and football bringing tranquility to the team.

In the equipments department we have purchased a high number of footballs, space markers bibs and cones. This remains to be one challenging area because of wear and tear. We also need to adjust our goalpost sizes for the under 13s and add more dummies to aid our training routines.



MANAGEMENT REPORT

LOOKING BACK

Discipline

In 2022 we had a challenge in foul language at the training centre by kids where we had a few sanctioned and one expelled, this year a lot has changed as our coaches have emphasized on social cohesion, inclusivity and done numerous Csr activities where we sensitized our players on being mindful of others. We have still expelled three players on repeated theft cases. We always try to rehabilitate with the help of parents before making such tough decisions.

Tactical

Under the guidance of Chris we have managed to translate our philosophy and style of play to our coaches who have in turn passed the same information to the kids across all age categories. We try to play identically regardless of the sides we are playing in the end doing a 1 4 3 3 formation for the seniors. First touch training, decision making in tight spaces and dribbling for our players is what we emphasize week in week out. For the seniors awareness of transition moments and creation of space is an art we endeavour to teach them to attain mastery. We will keep improving

Technical

In the league matches we played we have used a similar approach and with our set up development is key. We focus less on the results. The league enables our coaches to assess key technical aspects they have trained the players on. Passing both short range and long range, receiving the ball both ground and aerial, shooting are the most areas we focus on, we also put mental aspect here where we gauge the decision making, creativity and concentration of players.

Physical

We have noted with concern that our players are small in stature and this is where we need parents to assist us in the nutrition part. We have had challenges playing with teams from Uganda and we can only address that by ensuring our players consume the right food at the right time and also stay hydrated always. We recommend high carbohydrate food before training and a few days to matches, these ensure they have energy to train and play. After all exercise we recommend high protein food and should be consumed not later than 50 minutes after training. The water they take should also be isotonic or with a few tea spoons of salt. We will also keep advising at an individual level as bodies vary as well as muscle reception to training

DEVELOPMENT OF THE MARKET AND COMPETITIVE ENVIRONMENT IN THE 2023 YEAR

Sponsorships

For the year 2023 we term it a success having secured kit sponsorship from the Dentist limited, Nakuru parts and tools and AKSHAR limited.

We also launched the advertisement boards at the field partnering with Njoro Cool waters, The Dentist limited and Akshar.

Our partnership call is still open and we call on our parents to market their brand through our social media platform and the training field as well. We ended the year being nominated as one of the best sporting facilities in the Region.

National Team

Two players were called up to the Under 15 National team and we mark that as a milestone given that was our first ever national duty call ups.

Peter Juma and Jamal Kamau were the players picked for national duty. Peter a midfielder and Jamal a goalkeeper represented us well with Jamal featuring against Burundi and Somalia. We endeavor to send more to the national assignments to expose the level of talent here in Nakuru.

Equipment expenditure

Balls remain our biggest expenditure as we acquire different sizes each month to keep up with tear and wear. We keep replacing the equipment to maintain the high level of standards and ensure our players get the best in order to actualize what the coaches demonstrate.

Coaches training

Three of our coaches completed their Caf D badges in 2023 while two completed the Caf C course in Nairobi. Two coaches also applied for the LEIPZIG coaching course in Germany and are awaiting response. In the coming year we will have a coaches clinic here in Nakuru followed by other capacity building activities.

FKF Elite League

Our under 15 team participated in the Rift valley FKF Elite league giving a chance for the players to showcase their talent and the coaches to assess them as well. We finished as runners up behind Rush fc and 3 of our players were selected for the Under 15 Elite camp in Nairobi where they played against teams from other regions.

Mashinani Feeding Program

We launched the feeding program for the less fortunate players we support at the academy. We have over 50 players commonly referred to as the Mashinani team, they are a big part of the academy and despite the poor background they come from we have witnessed immense talent from them. They push our players beyond limits and they actualize our vision of social cohesion. They learn from each other and we are glad to have them on board. We have started providing lunch for the players in conjunction with our partners and we wish to continue this in the coming year. Any parent wishing to donate food stuffs for this course is highly welcomed.

Education program

We value education and through football we have managed to secure scholarships for our players both in secondary and primary level. Omar Rashid is in his second year at Strathmore while Hussein Ali is in his third year at Kabarak. In 2023 Nevvine Omondi joined Kabarak University while Jamal Kamau and Kevin Omondi joined Menengai High school. Emmanuel Buk joined Mukumu boys.

We have enrolled 3 of our under 19 players to take up driving courses and two of our coaches as well, we wish to get more partnerships in TVET courses including beauty and hairdressing so as to make our players knowledgeable and have another skill set away from football.

We are starting mentoring program where we engage these players on life skills, entrepreneurship and financial literacy as well as conflict resolution to ensure we end up with whole rounded humans as they interact with the rest of the world.

We highly welcome partnerships and recommendations from our major stakeholders the parents.

CORPORATE SOCIAL RESPONSIBILITY

This year we had a chance to visit the Nakuru prisons where we gave gifts to the children living with their parents inside the prisons, we also gave toiletries to the prisoners. We planted trees at the Menengai crater region which is symbolic to our team as our crest symbolizes talent erupting from Nakurus Menengai crater.

The previous year we had visited the Juvenile prisons where we engaged the kids in those facilities and tried to mentor them and give hope to them. Our parents came through with used clothing and toiletries which we distributed to the less fortunate in the society. For 2024 we have lined up various activities to be spearheaded by Coach Desmond.

PICTORIALS













