

Sponsorship Impact Report 2024  
Impact Lens Financial Planning

# S4S

# SPORTS4SUCCESS

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## EXECUTIVE SUMMARY

1.0

This Impact Report details the significant advantages and outcomes stemming from Impact Lens Financial Planning's sponsorship of football match and training kits for Legend FC. It offers an overview of the positive effects resulting from the sponsorship, highlighting its importance for the team's players.

The sponsorship not only enhances the training experience for young players but also cultivates a sense of unity and pride within the team, as the purchase of new kits will drastically improve both practical aspects of training and team cohesion. Moreover, this sponsorship extends beyond immediate benefits to the team, fostering increased community engagement and showcasing a dedication to youth sports development.

Building on past successful partnerships with football clubs and companies in the UK, Legend FC has a proven track record of enriching players' training experiences and promoting team unity, particularly in an environment where aspiring players often lack basic necessities.

Under the guidance of the newly registered organisation Sports4Success (S4S), Legend FC is committed to facilitating a seamless process for ordering and delivering the training kits to players. With a clearly defined timeline for order placement, expected delivery, and distribution, both (S4S) and Impact Lens Financial Planning anticipate that the timely purchase of training kits will enhance training sessions and contribute to the ongoing success and development of the team.





## BACKGROUND

## 2.0

In a country where approximately 55% of the population is young, football serves not only as a sport but also as a symbol of hope and unity amidst various challenges. Football holds a unique significance in the hearts of Sierra Leoneans, transcending age, gender, and social status. Whether in bustling urban centers or remote rural communities, the passion for football binds communities together and inspires dreams of success on the field.

However, behind this excitement for football, there are serious challenges. Sierra Leone faces issues such as high youth unemployment, poverty, and social marginalisation. Many young people are stuck in tough situations, with few opportunities for growth and empowerment.

Decades of civil unrest and economic hardships have had a lasting impact on Sierra Leone's youth, making it hard for them to break free from these disadvantages. Limited access to education and job training also contributes to these difficulties. In addition, social issues like drug abuse, prostitution, and crime make things even tougher for young people in Sierra Leone.

Given this backdrop, there is an urgent call for comprehensive youth development programs that are financially supported to help address the underlying causes of these issues and provide young people with the necessary support and resources to thrive.



Sports4Success (S4S), the official charity for Legend Football Club, aims to support both education and sports programs in Sierra Leone by using existing and new relationships with businesses, organisations, and political stakeholders who share a similar mission and vision. Through strategic partnerships and collaborations, S4S seeks to expand access to high-quality sports and education opportunities, thereby enabling young individuals to cultivate essential skills, pursue their interests, and fulfil their potential.

By bridging the gap between available resources and existing needs, S4S aims to establish a sustainable framework for youth development, fostering positive change and long-term impact within communities across Sierra Leone. This objective will be realised by building upon the extensive work already achieved by Legend Football Club, which has established itself over the years as an organisation for young people to engage in football while also imparting values of teamwork, discipline, and resilience.

Legend Football Club's widespread involvement in community engagement and its established network serve as a testament to its commitment to grassroots football development. From running a successful Division 2 team and junior categories such as U12-U21 Academy to organising large-scale tournaments that unite communities and leading initiatives focused on empowering young girls and women in football, the club consistently demonstrates its dedication to fostering inclusivity and diversity within the sport.

Through collaborative efforts with Legend Football Club, S4S aims to build upon the club's legacy and further enhance opportunities for young individuals in Sierra Leone, enriching their lives and contributing positively to their overall development.







## WHAT WE DO

3.0

### Football Development

3.1

As a sports-focused organisation, S4S plays a pivotal role in nurturing the growth of football in Sierra Leone. Effective football programs not only improve the skills and opportunities for young players but also elevates their future aspirations.

Our impact in local communities goes beyond simply organising football matches. The organisation serves as a beacon of hope and inspiration for young individuals, providing them with opportunities to pursue their passion for football while simultaneously promoting personal and community development.

Through various grassroots initiatives, platforms are created for talent identification, skill development, and mentorship, enabling aspiring footballers to realise their potential and pursue opportunities both within and outside the country. Our commitment to excellence and professionalism sets a high standard for football development in the country. Through partnerships with local schools, youth organisations, and government agencies, S4S advocates for the importance of sports in education and social development. By promoting values such as teamwork, discipline, and perseverance, S4S not only develops talented footballers but also nurtures responsible and engaged young people who are positioned to contribute positively to society.





## WHAT WE DO

### Supporting Education

3.2

S4S educational sponsorship initiative, which includes financial assistance for school fees, books, and uniforms, helps bridge the gap between secondary education and tertiary education. By enabling young individuals to complete their secondary education, we prepare them for further studies in non-university tertiary institutions. Through our holistic approach to youth development, we prepare students not only for success in football but also for academic achievement.

Enhancing the quality of education in the communities we serve, we are indirectly contributing to the nation's educational development. Students who benefit from our programs are better prepared for their academic and football journey in a safe environment.





## WHAT WE DO

### Community Building

3.3

S4S community engagement efforts serve as a catalyst for unity and collaboration within local communities in Sierra Leone. We recognise the importance of fostering strong social bonds and empowering young people to actively participate in the Sierra Leone's growth. Through various initiatives and programs including Legend Youth Cup Festival, Youth Power League, S4S creates opportunities for community members to come together, share experiences, and work towards common goals.

One way S4S promotes community building is through the organisation of grassroots football tournaments and events. These activities bring people from diverse backgrounds together, transcending differences and fostering a sense of belonging and unity. By providing a platform for interaction and friendship, S4S creates opportunities for community members to connect, build relationships, and support one another both on and off the field.

S4S prioritises collaboration with local leaders, community organisations, and political stakeholders to address pressing social issues and promote sustainable development. Through partnerships and joint initiatives, the organisation uses resources and experience to tackle challenges such as education, health, and youth empowerment.

By working together towards common objectives, S4S and its partners strengthen social cohesion and foster a culture of collective responsibility and action within local communities.





# Legend Youth Cup Festival

**120**

Participating Teams

**1680**

Participating Players



Sports4Success



## Mission

"Our mission is to support young individuals in taking charge of their futures by nurturing their talents, providing education, and fostering character development. We aim to empower them to feel a deep sense of responsibility and self-empowerment, inspiring self-confidence and encouraging them to become leaders, both within themselves and within their communities."

## Vision

Our vision is to create inclusive pathways where individuals of all ages, genders, and backgrounds can actively participate in the national game whilst fostering a safe, enjoyable, and cohesive environment for all.



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Sports4Success



## IMPACT

5.0

## FINANCIAL SUPPORT

5.1

In the context of Sierra Leone, where economic challenges are prevalent, financial support plays a crucial role in the development of youth sports initiatives. Impact Lens Financial Planning's sponsorship specifically designated for the purchase of training kits, holds immense significance for the young players at Legend Football Club and the broader community. In Sierra Leone, access to adequate resources for sports development is often limited due to financial constraints. Many aspiring young athletes lack access to quality training facilities, equipment, and coaching due to the country's economic challenges. As a result, promising talents may go unrecognised, and opportunities for skill development and personal growth remain out of reach for many.

The financial support from Impact Lens Financial Planning bridges this gap by providing Legend Football Club with the necessary resources to acquire high-quality training kits for the 2024/2025 season. These kits are not merely items of clothing but essential tools that enable our players to train effectively, develop their skills, and compete at their best level. Moreover, the sponsorship uplifts the morale of our players, instilling a sense of value and recognition for their efforts in pursuing their sporting aspirations.

Furthermore, investing in youth sports initiatives has far-reaching benefits for the community at large. By providing opportunities for young individuals to engage in sports, the sponsorship promotes positive youth development, instills discipline, fosters teamwork, and cultivates essential life skills. Additionally, successful sports programs contribute to community cohesion, inspire hope, and serve as a source of pride and unity within Sierra Leonean society.



## TRAINING EXPERIENCE

## 5.2

This collaborative partnership between Legend Football Club, S4S and Impact Lense Financial Planning initiates a transformative change in training experience of young players. Its impact surpasses the provision of match & training kits; it reshapes the entirety of our training environment, offering numerous empowering benefits.

Primarily, the provision of new training kits enhances the comfort and functionality of training sessions. By introducing high-quality, durable training and match kits, we ensure players can train with optimal comfort and flexibility, enabling them to focus entirely on refining their skills and techniques. In Sierra Leone, where sports equipment is often scarce, the provision of top-tier training kits represents a significant upgrade, enhancing the overall training experience for players.

Furthermore, the new kits foster a sense of pride and professionalism among players, reflecting the identity and values of Legend Football Club. This helps to establish a sense of belonging, personal value, respect, and unity within the team. The matching uniforms serve as a visual representation of Legend Football Clubs collective identity, reinforcing team spirit and camaraderie among players.

Additionally, the kits provide players with a sense of personal value and respect, enhancing their playing potential and potentially inspiring and motivating them in other areas of their lives. This pride and unity not only strengthen team dynamics on the field but also extend to off-field interactions, fostering a cohesive and supportive team culture.



## COMMUNITY ENGAGEMENT

## 5.3

Beyond the immediate benefits to our team, the enhanced training experience facilitated by Impact Lens Financial Planning's sponsorship extends its impact to the broader community.

As young athletes represent beacons of inspiration and aspiration within Sierra Leone, the improved training environment and professional appearance of our team serve as powerful symbols of possibility and potential for aspiring athletes across the nation. By raising the standard of training and professionalism within the club we are inspiring future generations of athletes to pursue their dreams with determination and pride.

The partnership with Impact Lens Financial planning fosters a culture of pride, unity, and inclusivity within Legend Football Club. It represents a significant investment in the development of our players, empowering them to excel both on and off the field and serving as a catalyst for positive change within Sierra Leones sporting landscape.





## PARTNERSHIPS

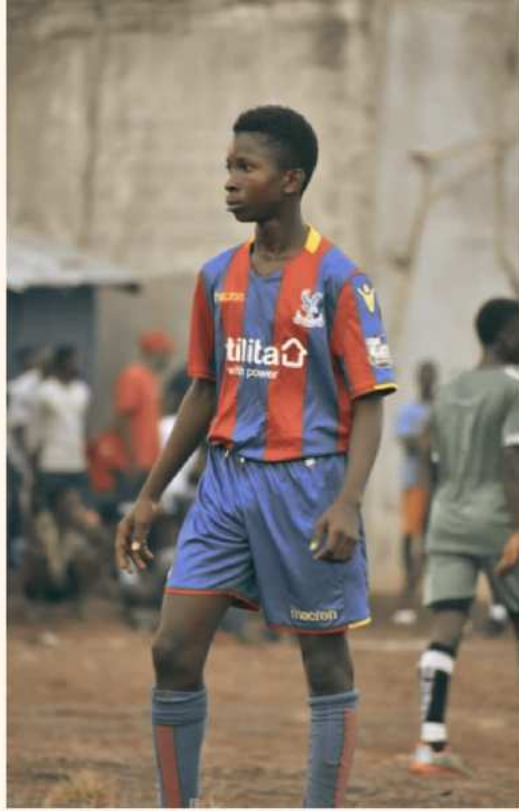
## 5.4

Legend Football Club has established strong relationships that have improved its reputation and gained widespread support. Looking back at the club's history, it's clear that it has consistently worked well with respected sports organisations, which has greatly helped its current position. These partnerships are based on shared values, showing the club's strong commitment to excellence, integrity, and active community involvement. This has solidified the club's image as a trustworthy and respected organisation in Sierra Leone.

The club's successful collaborations with UK-based football organisations, political stakeholders and football governing bodies in Sierra Leone, have played a pivotal role in establishing Legend Football Club's reputation for reliability and excellence. These partnerships highlight our dedication to improving the playing experience for young players in Sierra Leone.

As S4S steps in to support the ongoing development of Legend Football Club, we recognise the pivotal role of these past collaborations, offering clarity and assurance for any future partnerships. Therefore, in considering a partnership with Legend Football Club, Impact Lens Financial Planning can be assured of aligning with an organisation dedicated to trustworthiness, integrity, and positive impact.

Together, we embark on a journey characterised by collaboration, and a shared vision for meaningful change, both within the realm of sports and beyond.









# 10 YEARS SERVING LOCAL COMMUNITIES

## 750

Registered Players

## 3,560

Community Outreach

## 1500

Games played

The financial support provided by Impact Lens Financial Planning will make a substantial difference for Legend Football Club and its young players. By covering expenses such as training kits and potentially other related necessities, the sponsorship guarantees that the team has access to vital equipment, thereby enhancing the quality of their training sessions. This assistance not only improves the practical aspects of training but also cultivates a sense of unity and pride among the team members.

This partnership underscores our ongoing dedication to fostering youth sports development and promoting positive values within the community.

With the existing infrastructure established by Legend Football Club, S4S aims to leverage this partnership to support the growth of the young players, empowering them to pursue their love for football and strive for excellence both on and off the field.

- Founder



**Thank you for  
your support**