

CASE STUDY: UBUNTU FOOTBALL

OVERVIEW

Ubuntu Football is a professional soccer academy with a residence and registered school. Their mission is to mentor and educate the next generation of great African leaders, society-changers and footballers.

THE CHALLENGE

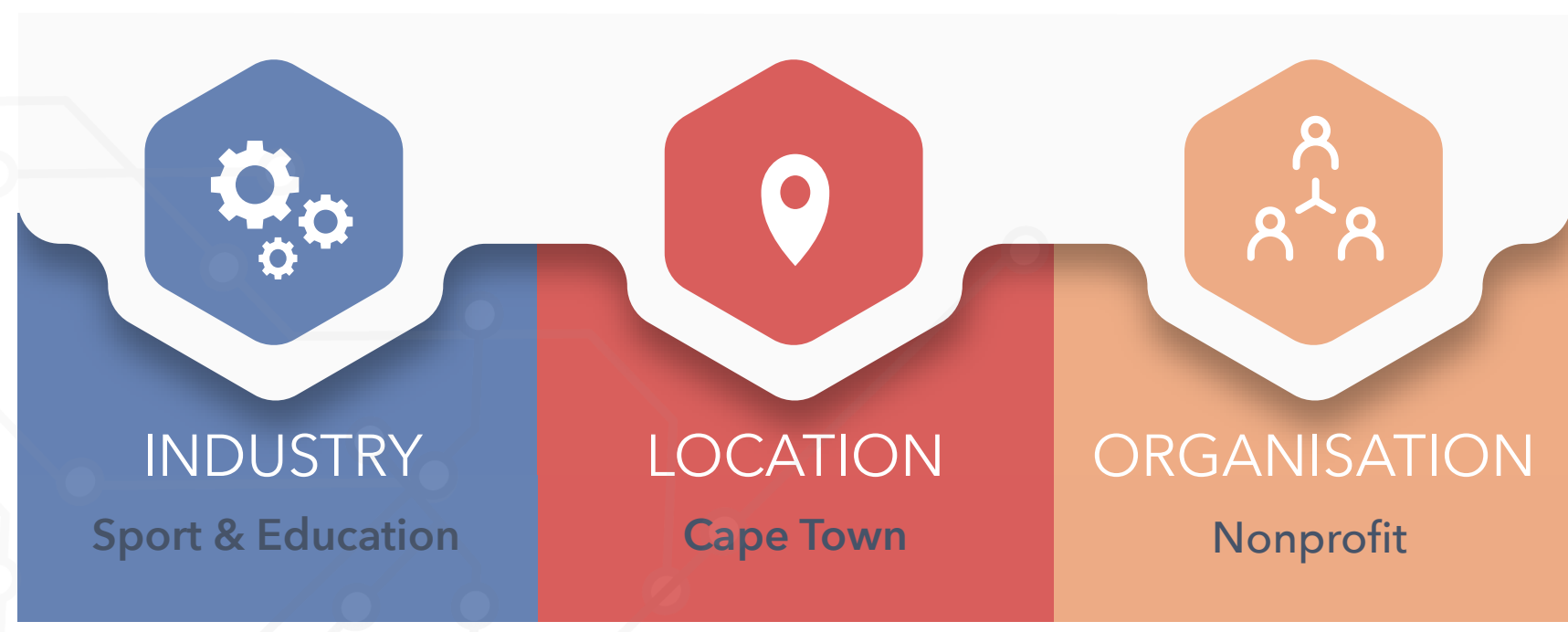
In March 2017, Shawn Buck, the online fundraiser for Ubuntu Football, approached Relativ for assistance with building their resource mobilisation capacity in preparation for a fundraising trip to the US. The potential of the trip was significant - meetings were arranged with a number of high profile individuals and organisations, including the management and players of the NFL team, the San Francisco 49ers and the MLS team, San Jose Earthquakes.

The goals of the project were to:

- ⇒ Build Resource Mobilisation Capacity & Strategy
- ⇒ Major Donor Relationship Management
- ⇒ Celebrity Fundraising Campaign Planning

WHAT WE DELIVERED

- > Mentoring sessions
- > Capability building in terms of fundraising tools & techniques
- > Collateral and presentation design
- > Support the development of video and printed marketing materials
- > Initiate monthly 'giving' campaigns



By trying to address the lack of great fathers, community leaders and role models in South Africa, Ubuntu Football focuses on providing quality soccer training, education, mentorship and leadership training, as well as a loving home at their residence.

“The trip went so well and because of my time with Relativ I was confident, prepared for everything and able to achieve the goals I set. I completely believe that it wouldn’t have gone as well without their help. We made money, we made connections and we were able to steward the relationship with Eric Reid (the captain of the San Francisco 49ers at the time) even more.”

Shawn Buck, Director of Development



RESULTS

Since that trip, Shawn has grown professionally, as a person, and as a fundraising professional. In addition, the organisation has been able to develop a better overall fundraising strategy, which has contributed to the survival of Ubuntu Football.

Ultimately, these starting points and foundational lessons have enabled Ubuntu to move from being a small, startup non-profit to becoming a more effective and impactful organisation.



IMPACT

- The organisation's income grew by 41% in one year
- Between US\$ 320k and 492k was fundraised in 24 months
- An established US donor base was formed
- Plans to fast-track the Ubuntu team's career development were put in place
- An overall increase in confidence was coupled with an increase in resource mobilisation capabilities

