



KLABU

Introduction

10-2018

POWERING SPORTS FOR REFUGEES

Welcome to Klabu, which means 'club' in Swahili. We power sports for refugees and we make people care.

Why sports? For refugees sports is much more than a leisure activity. It's a **chance to develop and grow**. Klabu helps refugees on their way to a better future. How? By **building sports clubs** in refugee camps, settlements and cities around the world.

The payoff is huge - by spreading the Klabu message, we are not only helping refugees play sports. We're also **building bridges between young people in the western world and those in refugee life**. In a language that we all understand without a dictionary: sports.

Let's recruit the world to the Klabu club!





WHY KLABU?

In 2016, Klabu founder Jan van Hövell invited Eritrean refugee Fessaye to join his football team in Amsterdam.

Fessaye used to play in the national team of Eritrea, but after spending years living in refugee camps he was a bit out of practice. Jan was triggered to dig deeper and after research concluded there was **no structural solution to provide sports and games for young refugees** whereas there are 25 million refugees worldwide today with 50% aged under 18. So time for change!

Jan visited two refugee camps in Kenya and developed the Klabu concept together with local refugees, UNHCR and other NGOs.

In 2017, Jan quit his job as a commercial lawyer, set up the Klabu Foundation, formed a dedicated team and raised start-up funding to **pilot Klabu in the Kalobeyei Refugee Settlement** in Kenya, near South Sudan. So far, Jan has not taken any salary from the Klabu Foundation - he earns his money by DJ-ing in the weekends.



Kalobeyei Refugee Settlement in 2018: kick-off Klabu pilot

HOW IT WORKS

The Klabu system is simple, effective, and can easily be replicated around the world.

Our **primary focus** is on young refugees fleeing from '**forgotten crises**' far away from the cameras and microphones of this world, such as South Sudan and Chad. In such places sports are most needed.

Engagement of the local community is key to Klabu. Together with the local refugee community we build a **club house**, furnish the club house with **sports equipment and apparel** to play the local top-3 sports on the basis of a **library system**, and construct **playing fields**. We train the community to manage the club.

At the same time we create an **identity** for each sports club by giving it a name and manufacturing **special sports kits**. Sales of the kit through our webshop will **fund the sports club** (50% of proceeds) and future sports clubs to be set up in refugee camps, settlements and cities globally (other 50%).

The kits will also **raise awareness** for the situation of young refugees - this is much needed!





WHERE ARE WE TODAY?

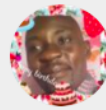
Today, Kalobeyei Spirit - the first Klabu sports club located in the Kalobeyei Refugee Settlement - is in full swing.

The Sports Council - a team of refugee and host community representatives - manages the rental of equipment and sportswear, our local partner LWF assists them on the ground and together with a Dutch architect we are preparing the **construction of a club house** surrounded by playing fields.

In parallel, the **Kalobeyei Spirit sports kit** is on its way. In partnership with an advertising agency we are preparing a **global campaign** to launch the kit in spring 2019, recruit the world to Klabu, boost sales and raise awareness.

Our **team** now consists of 12 professionals (1 fulltime) from diverse backgrounds. Several funding and strategic partners are also involved. Klabu would not exist without the endorsement of these partners, dedicated individuals and UNHCR.

In direct contact with Isaac,
proud Sports Council chairman in Kalobeyei



Isaac Kalobeyei



We are praying for you so you can add more uniforms


09:39

At least 10 pairs

09:40

KLABU is good Jan has makes people especially youths to enjoy

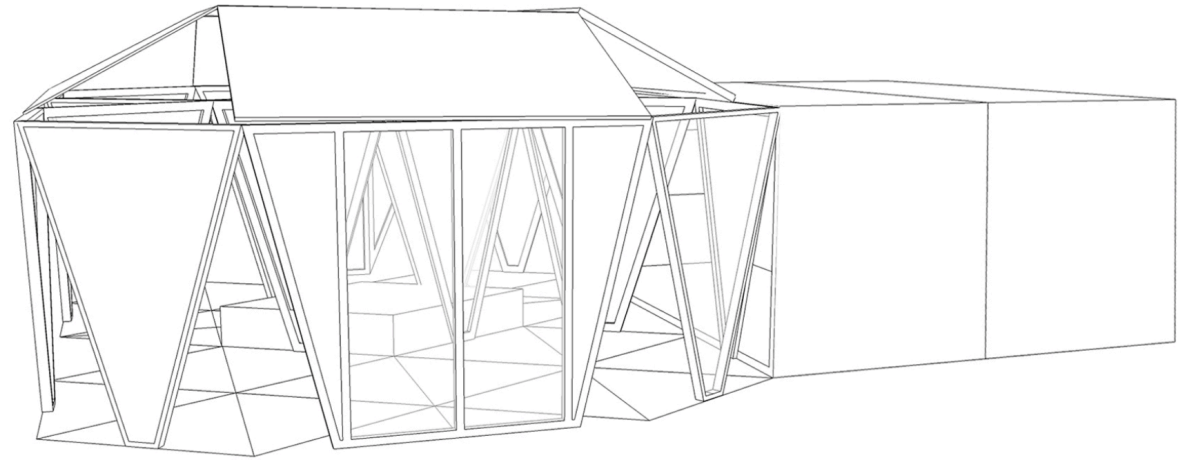
09:42

They like to use our  balls everyday

09:43

Thanks a lot Isaac, it looks v

Klabu Club House,
to be constructed in Fall / Winter 2018





DE BRAUW
BLACKSTONE
WESTBROEK



THE KLABU FOUNDATION & PARTNERS

Klabu Foundation was founded in Amsterdam in November 2017. We are very grateful for the great support received within our first year.

Yet, **Klabu has big plans**. This is not about building one sports club in one refugee camp. We want to equip millions of refugee athletes with the tools they need to play sports and build a better future.

Therefore **we are seeking for more funding and strategic partners**.



THE
LUTHERAN
WORLD
FEDERATION



THE WORLD'S TOP 10 REFUGEE HOST COUNTRIES



Next 2 years:

- 👍 **Setting up 10 Klabu Sports Clubs**
- 👍 **Costing EUR 50,000 per club**
- 👍 **Enabling 150,000 refugees to do sports**

WHERE WILL WE BE TOMORROW?

Today 1 in every 113 people on earth is a refugee.

And that won't change overnight. That means more young people moving away from their homes and far less opportunities for them to play sports.

Klabu wants to build sports clubs wherever they are needed: in refugee camps, settlements and cities. With the support of UNHCR, we have access to these sites.

For each Klabu we need 50,000 euro. Our goal is to set up 10 Klabu sports clubs within the next 2 years, enabling 150,000 refugees to do sports.

Together we can do this.

IN SHORT

Project

- + Specific focus: sports clubs as a tool for change
- + Bottom-up approach
- + Direct implementation, direct effect
- + Works everywhere: in camps, settlements and cities
- + Large impact: up to 15,000 beneficiaries per club
- + Scalable

Team

- + Small, focused and experienced
- + Independent and non-profit
- + Implementing partner on the ground
- + Endorsement and support by UNHCR

Financials

- + Reasonable amount needed per sports club (EUR 50k)
- + Small overhead

Fundraising

- + Sales sports kits / other apparel / merchandise
- + Sponsorship (e.g. sports kits)
- + Donations individuals, companies and funds



WANT TO GET INVOLVED AND JOIN THE KLABU CLUB?

YES!



ASANTE SANA / THANK YOU

jan@klabu.org / +31625222006 / +2547035223035