



Annual Report 2025

Increasing Impact

Making vulnerable children strong for life



2025 at a Glance

529 Young Talents	8 Active Programmes	42% Female Participants
41 Scholarships	26 Local Coaches	1200+ Trainings & Games

Our Sustainable Development Goals



SDG 3 • Good Health & Well-Being

Hockey gives children access to regular physical activity in environments where sport infrastructure is scarce. The Foundation also integrates mental well-being sessions and basic health education into every programme.



SDG 4 • Quality Education

KYHD uses hockey as a lever to keep children connected to schooling. Scholarship placements at secondary boarding schools provide access to quality education otherwise out of financial reach, and the Computer Learning Circus builds digital skills aligned to the Kenyan national curriculum.



SDG 5 • Gender Equality

Over 42% of KYHD's participants are female - a figure the Foundation is committed to raising toward parity. On the scholarship side, parity has already been achieved, with girls comprising 49% of all scholarship recipients. KYHD prioritises female participation through girls-focused scholarship cohorts, dedicated mental resilience sessions, and hygiene support programmes.

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I. Foreword

The year 2025 has been the most ambitious year in the history of Kenya Youth Hockey Development. From five programmes to eight, from 300 participants to over 500, and from a small network of Dutch supporters to a growing community of institutions and individuals committed to making children stronger and more resilient for life - the Foundation has taken a decisive step toward becoming the organisation we have always believed it could be.

What strikes me most is not the numbers, but the stories behind them. Bella, who first picked up a hockey stick at City Park ten years ago, graduated top of her class from Agenga High School and is now applying to university while interning with Haki Designs. Ng'ara and Mandela, who came to us as small children, are now coaching the next generation. A church community in Machakos started a programme in a field next to Daystar University, and 59 young people are now playing hockey every Saturday. These are not coincidences - they are the compounding returns of a decade of investment in children.

In 2025 we also became more deliberate. We introduced a formal Monitoring & Evaluation tracking system, aligned our work to the UN Sustainable Development Goals, and launched a communications strategy to share our story with the broader world. These are the foundations of a professionalised organisation that can attract the institutional funding needed to scale.

None of this happens without the coaches on the ground, the Dutch clubs who send sticks and kit, the sponsors who provide the financial base, and the partners who open doors. To every one of you - thank you. The children of Kenya Youth Hockey Development thank you.

Erik van der Dussen

Founder and Manager, Kenya Youth Hockey Development



II. About KYHD

Kenya Youth Hockey Development (KYHD) was founded in 2014 when Erik van der Dussen, originally from Breda, relocated to Nairobi for work. Looking for a hockey club, he connected with Kenyan former international Tom Olal, who had started a youth initiative with the Kenya Hockey Union but with almost no resources or equipment. What began with donated sticks from HC Breda has grown into a structured Foundation operating eight programmes across Nairobi and its surrounding regions.

Our Mission

KYHD exists to provide underprivileged children in Kenya with access to hockey, education, and mental well-being support - giving them the tools to build stronger futures. We believe that sport is more than a game: it is a vehicle for discipline, resilience, friendship, and aspiration.

Our Three Pillars

Every programme KYHD runs is built around three interconnected pillars:

Sporting development - structured weekly hockey training, coach-led sessions, competitive fixtures, and access to professional pitches through partnerships such as the Sikh Union Series.

Educational pathways - scholarship placements at secondary boarding schools, digital skills training through the Computer Learning Circus, and a growing exploration of post-school pathways including internships and university support.

Mental well-being - dedicated sessions for adolescent girls covering mental resilience, hygiene, healthy relationships, and goal-setting, led by qualified psychologists and supported coaches.

What We Provide

Each programme provides: transportation to and from training sessions; a hot meal after weekend training; hockey equipment (sticks, shoes, balls, kits) sourced through Dutch club donations; scholarship placements at boarding high schools for talented players; and ongoing coach education and certification through the Kenya Hockey Union and the International Hockey Federation. As of January 2026, the Foundation has distributed over 480 hockey sticks, 397 pairs of shoes, and 333 balls across its eight programmes - with full kit inventory tracked per site and updated regularly.

Theory of Change

KYHD's model is designed to create compounding impact over time. A child joins a community hockey programme at age six. Over the following years they develop physical fitness, discipline, and friendships. High-performing players are identified for scholarship placements at boarding schools, accessing quality education that would otherwise be out of reach. The Foundation is now actively exploring post-scholarship pathways - including employment support and university applications - to extend the journey further.

The most tangible proof of this theory is the coaches themselves. Moses, Mandela, Ng'ara, and Brian all joined KYHD as children. Today they are among the Foundation's most experienced coaches, giving back to the communities that shaped them. This cycle of return - children growing into leaders who invest in the next generation - is at the heart of what makes KYHD sustainable.

III. Programmes

Programme	Est.	Number	Female %	Ages	Description
Hockey Programmes					
City Park	2014	96	33%	6-18	KHU grounds, Westlands. Saturday training with meal; monthly tournament.
Lenana	2018	52	42%	6-19	Tuesday, Thursday and Saturday sessions. Led by Leon, building on Moses's legacy.
Obama	2022	89	39%	5-19	Eastern Nairobi. Daily holiday sessions; Fri-Sun during term. Sunday meal.
Impala	2023	70	46%	5-18	Impala Club, Ngong Road. 3-4x per week. Hockey, computer classes and well-being.
Mwiki	2024	63	67%	8-18	Mwiki Secondary School. Once weekly during term; thrice during holidays. majority female participation.
Good Samaritan	2025	25	44%	8-19	Soweto-Kayole orphanage. Hockey and ICT; sport and digital education combined.
Lukenya	2025	59	24%	7-17	Athi River, Daystar University pitch. Saturdays 3-6:30pm; four times weekly during holidays.
Park Road	2025	34	38%	7-19	Founded by David Omwaka and his son Mattu, Kenya national team player. Saturdays and holidays.
Subtotal		488	41%	5-19	
Scholarship Programmes					
Agenga High School	2023	20	100%	14-18	Migori County. KYHD's first scholarship partner, born from a visit to City Park.
Misunugu High School	2024	11	0%	14-18	Kakamega County. Four-year placement covering tuition, transport and hockey supplies.
Bungoma High School	2024	10	0%	14-18	Bungoma. Scholarship intake has made hockey a fully embedded school sport.
Subtotal		41	49%	14-18	
Total		529	42%		

Training Across the Network

In 2024 KYHD reached 300 young people across five hockey programmes and three scholarship schools. In 2025 that number grew to 529 - an increase of approximately 50% in one year. This growth has two distinct dimensions. First, three new programmes launched: Good Samaritan Home, Lukenya, and Park Road together brought 118 children into the KYHD network for the first time. Second, and equally important, the five existing programmes continued to deepen their reach within their own communities. Obama grew to 89 participants, Impala to 70, and City Park to 96, reflecting both the organic pull of word-of-mouth and the increased resources that new sponsors made available. Growth was not simply a function of opening new sites - it was also the result of existing programmes earning the trust of more families year on year.

Each programme runs to its own rhythm, shaped by the circumstances of its community. Some train multiple times a week; others focus their intensity into weekends and school holidays. What remains consistent across all eight sites is the approach: certified local coaches, structured sessions, post-training meals where resources allow, and a deliberate effort to make the pitch a space where every child feels safe, challenged, and valued.

Across the full network, 42% of all participants are female - a figure the Foundation is actively working to raise toward parity. Encouragingly, on the scholarship side parity has already been achieved: 20 girls and 21 boys are currently on four-year placements, a 49%/51% split that demonstrates what deliberate effort can deliver. The programs launched in 2025 aim to bring the gender ratio of the full network towards 50%/50% split.

"What I see on the pitch every week is not just children playing hockey. It is children learning to trust each other, to get back up when they fall, and to believe they are worth investing in. That is what this network is really for."

- Meshack Senge, Head Coach, KHU - former Kenya national team player



A. City Park

Westlands, Nairobi · Kenya Hockey Union Grounds

Participants	Female	Male	Coaches	Training Frequency
96	32 (33%)	64 (67%)	5	Saturdays + weekday sessions

Background

City Park is the founding programme of KYHD, launched in 2014 on the grounds of the Kenya Hockey Union in Westlands. It is where everything began - and where the Foundation's culture of openness, discipline, and joy was first established. Today it remains the largest and most established site, serving 96 children from the surrounding community and acting as a model for all programmes that have followed.

From the Field

In 2025 City Park continued to grow in reach and quality. Coaches completed advanced certification through the Kenya Hockey Union, and the mental health initiative for adolescent girls entered its second year. The programme's family-like atmosphere continues to draw new participants: children bring their neighbours and friends, and the pitch on a Saturday morning buzzes with energy and purpose.

"City Park is where I learnt that I could be more than what my neighbourhood expected of me. I come back every weekend because I want the younger ones to feel that too."

- Felix Kimani, 16 years old, City Park



B. Lenana

Lenana, Nairobi

Participants	Female	Male	Coaches	Training Frequency
52	22 (42%)	30 (58%)	3	Multiple sessions per week

Background

The Lenana programme has been a KYHD priority since its early years. It is led by Moses - a national team player who himself grew up playing in Lenana and came through the KYHD system as a young boy. His presence as head coach is the programme's most powerful asset: the children see in him a direct, living proof that hockey can open doors. In 2025 the programme served 52 children and continued to deepen its combination of sport, education, and mental resilience. In late 2025, Moses was accepted into the Kenyan military - a proud milestone and testament to the character KYHD builds. Leon has since taken over as head coordinator, continuing the programme Moses established over the years.

From the Field

Advanced training sessions were introduced in 2025, building on the foundation laid in prior years. Coaches supported children not only on the pitch but in their daily lives, maintaining regular contact with families and schools. The programme continues to produce players who move into the scholarship pipeline, with Lenana contributing participants to both Agenga and Bungoma schools.

"When I was young, Moses was already a hero in this neighbourhood. Now I train under him. That means everything."

- Brian Mwiti, 15 years old, Lenana



C. Obama

Eastlands, Nairobi · Obama Hockey Academy

Participants	Female	Male	Coaches	Training Frequency
89	35 (39%)	54 (61%)	6	Mornings, evenings and weekends

Background

Located in eastern Nairobi, Obama Hockey Academy was established in 2022 and has grown rapidly into one of KYHD's most active programmes. It is led by Mandela, who like Moses began as a KYHD participant himself and has since become a certified coach and community leader. In a neighbourhood where the sport was previously unknown, hockey has transformed the social landscape: it brings children from different backgrounds together, engages parents, and keeps young people constructively occupied.

From the Field

In 2025 Obama reached 89 participants - its highest-ever number - including 35 girls. The programme runs early morning and evening sessions to accommodate school schedules, demonstrating a commitment and enthusiasm that extends well beyond the standard weekend training format. Equipment provided by Dutch clubs ensured that every player had proper kit, and meal programmes continued after each session.

"Seeing the children's joy during training is what drives me every day. Hockey gave me a future - I want to give that to each of these kids."

- Mandela, Head Coach, Obama



D. Impala

Ngong Road, Nairobi · Impala Club

Participants	Female	Male	Coaches	Training Frequency
70	32 (46%)	38 (54%)	4	3-4 sessions per week

Background

Based at the Impala Club on Ngong Road, this programme operates as a CSR initiative embedded within one of Nairobi's established sporting clubs. It serves 70 children aged 5 to 18, with a notably balanced gender split of 46% girls. In September 2025 the girls' team deepened an exchange partnership with BH&BC Breda in the Netherlands, creating a cross-cultural connection that has proven motivating for players on both sides.

From the Field

The Impala programme continued to expand its offering beyond hockey in 2025. Computer classes for girls were deepened, with participants completing the full curriculum. Mental resilience sessions for girls aged 10 to 14 continued under the guidance of Psychologist Maria. One girl received a full hockey scholarship to a boarding school in 2025, and four others returned to formal schooling thanks to KYHD financial support.

"My daughter's confidence has changed completely since she joined. She speaks up at school now. She has goals."

- Parent, Impala programme



E. Mwiki

Mwiki, Nairobi · Mwiki Secondary School

Participants	Female	Male	Coaches	Training Frequency
63	42 (67%)	21 (33%)	4	Saturdays and public holidays

Background

Mwiki officially joined the KYHD family in 2024 and spent 2025 consolidating its identity as the Foundation's most female-led programme by participation. Located in a low-income settlement in northern Nairobi, the programme is run by coaches who also teach at Mwiki Secondary School - giving them unique insight into the children's lives and challenges. With approximately 70% female participation, Mwiki is a model for what intentional gender-inclusive programming can achieve.

From the Field

In 2025, computer literacy classes were launched at Mwiki, expanding the programme's reach beyond the hockey pitch. The programme's coaches continued to run motivational and mental health talks alongside their regular coaching sessions, creating a holistic environment in which children feel seen, safe, and supported.

"These children come to training even on holidays. That tells you everything about what hockey means to them."

- Coach Wesley, Mwiki



F. Good Samaritan Home

Soweto-Kayole, Nairobi

Participants	Female	Male	Coaches	Training Frequency
25	11 (44%)	14 (56%)	1	Weekly sessions + ICT classes

Background

Good Samaritan Children's Home is a registered orphanage in Soweto-Kayole that has cared for abandoned, abused, and orphaned children for over two decades. In late 2025 KYHD launched a hockey and digital skills programme at the home, reaching 25 children aged 8 to 19. For children who have already faced exceptional hardship, the programme offers structure, physical activity, and a sense of belonging that complements the care they receive at the home.

From the Field

The programme combines weekly hockey sessions with ICT literacy classes, making it the first KYHD site to formally integrate sport and digital education from the outset. The children at Good Samaritan take to hockey with remarkable enthusiasm - in an environment where the day-to-day can feel uncertain, the routine of training and the pride of being part of a team provides something genuinely stabilising. The programme is coordinated by Emily, working alongside Coach Mandela. The Foundation looks forward to deepening this partnership in 2026.

"Hockey has given these children something to look forward to every week. You can see it in how they carry themselves."

- Emily, Programme Coordinator, Good Samaritan Home



G. Lukenya

Athi River, Machakos County · Daystar University Grounds

Participants	Female	Male	Coaches	Training Frequency
59	14 (24%)	45 (76%)	6	Saturdays and public holidays

Background

The Lukenya programme was born from the initiative of a local church community in the Machakos County region, south-east of Nairobi. Head coach Ian Smith Orunga and five colleagues began training children on available open ground, driven entirely by their belief in what sport could do for their community. Daystar University subsequently provided access to their hockey pitch, giving the programme a proper surface and a permanent home. In 2025 KYHD formally adopted Lukenya into its network, providing equipment, kit, and coaching support.

From the Field

With 59 participants and six coaches, Lukenya is one of KYHD's fastest-growing programmes. The majority of participants are boys, making gender balance a clear development priority for 2026, when the Foundation aims to expand to 100 participants. The church-rooted origins of the programme give it a strong community foundation and high parental engagement. A funding application to Stichting Bear for Help was submitted in 2025 to support this expansion.

"We started with almost nothing - a patch of ground and a group of children who wanted to play. Now we have a pitch, proper equipment, and a network behind us. The future of Lukenya Lions is bright."

- Ian Orunga, Head Coach, Lukenya



H. Park Road

Railway Quarters, Nairobi

Participants	Female	Male	Coaches	Training Frequency
34	13 (38%)	21 (62%)	2	Saturdays and public holidays

Background

Park Road is KYHD's newest programme, and perhaps its most personal. It was founded by Dave, one of the Foundation's long-standing coaches, alongside his son Mattu - who himself grew up playing at KYHD and has since gone on to represent Kenya in the national hockey team. The programme is based in the Railway Quarters of Nairobi, a close-knit community with a strong sporting tradition. It embodies the most powerful argument KYHD can make: that investing in children produces leaders who invest in the next generation.

From the Field

Park Road completed its first full year of operations in 2025, reaching 34 participants across a mixed group of boys and girls. The programme benefits from Mattu's profile as a national team player - his involvement sends a clear message to young players that their ambitions are not out of reach. The Foundation provided full equipment support and coach training through coaches Brian Mwangi, Daniel Bullen, and Mathias Gularire, and the programme is expected to grow significantly in 2026 as word spreads through the community.

"I grew up at KYHD. It changed my life. Now I want to give that to the children in my neighbourhood - that same belief that something more is possible."

- Mattu, Co-founder, Park Road



IV. Youth Hockey Competition

In 2025 KYHD partnered with the Sikh Union Club - one of Nairobi's most established multi-sport clubs, home to the Dashmesh Hockey Stadium - to launch the Sikh Union Series: a structured competitive tournament giving KYHD players the experience of playing on a professional-standard astroturf pitch for the first time.

The Series ran over ten days. Six teams participated - three boys' teams and three girls' teams - drawing approximately 120 KYHD players as participants and a further 80 spectators from the wider community, bringing total attendance across the tournament to around 200. For many players, stepping onto the Dashmesh Stadium pitch was the first time they had played on anything other than bare earth or grass. The experience was deliberately aspirational: this is what top-level hockey looks and feels like, and it is within reach.

"Playing on that pitch changed how I see myself as a hockey player. I knew I belonged there."

- KYHD player, Sikh Union Series 2025.



V. Scholarships

The KYHD scholarship programme is one of the Foundation's most direct interventions in the educational futures of its participants. High school boarding school placements remove financial barriers, provide access to structured academic environments, and - crucially - keep talented young players on a developmental pathway that combines sport with education. The programme began organically: the headmaster of Agenga High School visited City Park, saw what the Foundation was doing, and recognised an opportunity to strengthen his school's hockey programme while providing life-changing access for talented girls. From that initial conversation, a model was born that has since expanded to three schools.

A. Agenga High School

Location	Students	Gender	Years Active
Migori County, Western Kenya	20 (2025 cohort)	100% Female	Since 2023

Agenga High School is a mixed boarding and day school with 523 students, located in Migori County. Hockey was introduced in 2021 under Deputy Principal Mr. Aloise Owino. From 2024 the scholarship package was expanded to include medical expenses and mental well-being sessions alongside tuition, transport, school fees, and hockey supplies. The first KYHD cohort of 11 girls arrived in January 2023; a second cohort of 7 girls joined in 2024. By 2025 the total KYHD cohort stood at 20 girls, and the school has become a competitive force in regional hockey in the Nyanza region. The team is preparing for the 2025 national schools championships.



B. Misunugu Boys High School

Location	Students	Gender	Years Active
Misunugu, Kakamega County	11	100% Male	Since 2024

Misunugu Boys High School receives KYHD scholarship students from the boys' programmes, primarily City Park and Lenana. The school provides a structured academic environment alongside competitive hockey opportunities, and KYHD monitors the progress of scholarship holders termly. The partnership continues to grow, with new students considered each academic year based on merit and financial need.

C. Bungoma High School

Location	Students	Gender	Years Active
Bungoma, Western Kenya	10	100% Male	Since 2024

Hockey was not previously part of Bungoma High School's sporting offer until the Foundation provided equipment and scholarship placements. With over 30 players now registered from Form One to Form Four, the school has embraced hockey institution-wide. The boys are motivated to compete with established schools such as Misunugu and Friends School Kamusinga, with the national championships in their sights for 2026.

Gender balance across scholarship schools: 20 girls (49%) / 21 boys (51%) – parity on the scholarship side has been achieved. Sustaining and expanding this balance as cohorts graduate and new scholars are selected is a priority for 2026.



IMPACT STORY I

Bella's Journey: From City Park to University

Christabella Leticia – Bella – picked up a hockey stick for the first time at City Park when she was around eight years old. She did not know it then, but that moment would shape the next decade of her life. Over the years she became one of the programme's most committed players, earning a reputation for quiet determination on the pitch and strong academic performance off it.

Four years ago, the headmaster of Agenga High School – a school in Migori County, Western Kenya – visited City Park to see what KYHD was doing. He had heard there were talented girls in the programme, and he wanted to position Agenga as a school strong in sport. What emerged from that visit was a scholarship model that has since changed the lives of dozens of young women. Bella was among the first cohort selected.

Four years later, she graduated from Agenga as the top student in her class. She is currently applying to universities in the Nairobi area, with a focus on business and entrepreneurship. In the months between her high school graduation and the start of the university year, KYHD arranged an internship for her at Haki Designs – a Nairobi-based creative enterprise – giving her professional experience and income during a period that can be difficult for young graduates navigating the gap year alone.

While she waits for her university responses, Bella regularly returns to City Park and Obama to train with younger children and support coaches where she can. She has become, without intending to, exactly what KYHD hopes every participant will become: someone who received something meaningful, and chooses to give it back.

"Hockey taught me that I could compete. Agenga taught me that I could lead. Now I want to build something of my own. KYHD made me believe all of that was possible."

- Bella, Class of 2025, Agenga High School



IMPACT STORY II

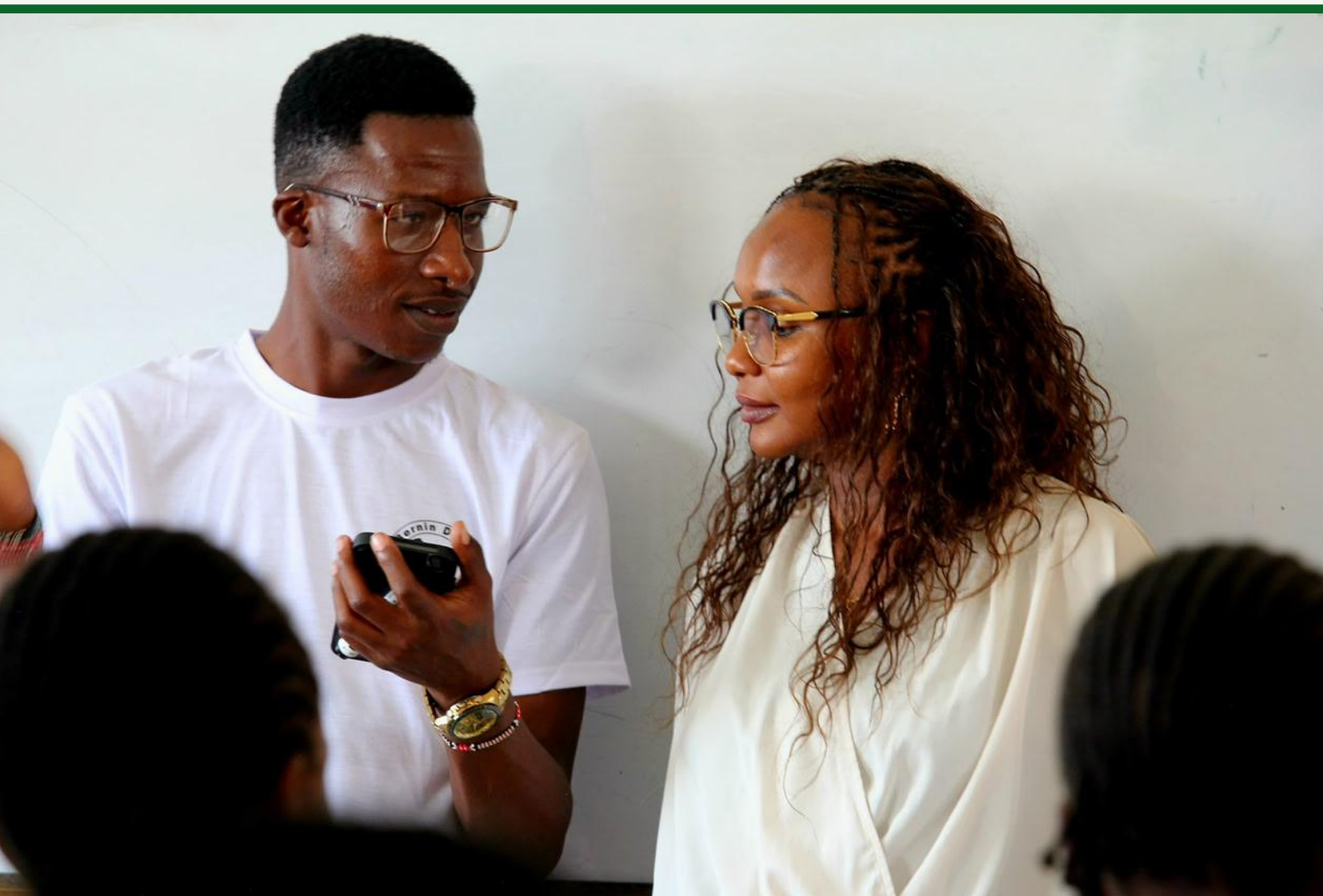
Ng'ara's story: From the streets to IT-entrepreneur

In 2014 Ng'ara came as a 14 year old boy to the program. He had few things to do, no direction, and hardly any positive incentives in his environment. Until he learned about Hockey. On the field he learned what perseverance means and that friendship, discipline and pleasure, can open up your world.

His commitment didn't go unnoticed. Thanks to our head sponsor Rabobank, Ng'ara got the chance to follow an IT-course and even got an internship at the bank. The same Rabobank later donated thirty laptops to the foundation, this is how the Computer Learning Circus was created, a place where children learn, discover and dream.

Today Ng'ara leads that programme himself. He is an entrepreneur, computer tutor and role model. What began as a game on a dusty field, grew to a life path full of chances.

Ng'ara proves: When you are in your power, everything is possible



VI. Beyond the Pitch

Hockey is at the heart of what KYHD does – but it has never been the whole story. The Foundation’s programmes extend well beyond the training sessions to address the broader circumstances in which its participants live. In 2025 three special initiatives gave children access to digital skills, mental health support and financial literacy.

A. Computer Learning Circus

Launched in 2024 as a formal spin-off of KYHD, the Computer Learning Circus provides structured digital literacy training to girls in the hockey programme. Laptops made available by Rabobank Kenya and funding from Stichting Wierda-Baas enabled the Foundation to design and implement a curriculum aligned to the Kenyan Ministry of Education’s requirements.

In 2025 the programme expanded to cover additional cohorts at Impala and Lenana. The curriculum covers introductory computing, hardware and software fundamentals, file management, word processing, internet navigation, email, and online safety. Academic sessions in mathematics, English, and science are integrated using internet-based research methods. Exam performance across participants averaged 67.35% in the 2024 inaugural cohort – a strong baseline for a brand-new programme operating with limited equipment.

“These girls arrive not knowing how to turn on a laptop. Within eight sessions they are writing emails and doing research online. The speed of learning is extraordinary.”

- Ng’ara, Computer Learning Circus Teacher



B. Mental Resilience Programme

The Mental Resilience Programme, designed for girls aged 14 to 18, continued in 2025 under the leadership of Psychologist Maria and Coach Jacky. Delivered in 12 two-hour sessions including lunch, the programme addresses personal hygiene, building healthy relationships, substance safety awareness, and academic goal-setting.

Pre- and post-programme assessments consistently show significant self-esteem growth among participants. The girls report feeling better equipped to navigate academic and social challenges, and coaches note visible changes in how participants carry themselves both on and off the pitch. The programme's greatest asset is the safe environment it creates – one in which young women feel able to speak openly about experiences they would rarely discuss elsewhere.

“Before this programme I didn’t think my feelings were important. Now I know they are. I know how to talk about them.”

- Happy Misango, aged 16, programme participant

C. Rabobank Hockey Stars Academy

In November 2024 the Rabobank Hockey Stars programme was launched at the Rabobank Kenya representative office, targeting girls aged 10 to 14 from the Lenana programme. Eight Rabobank employees led fifteen girls through a month of sessions covering personal development, financial literacy, and teamwork. The programme continues in 2025, with plans to expand to additional cohorts and deepen the financial education component.

Key outcomes from the inaugural cohort included improved understanding of money management and saving, stronger communication skills through engagement with professionals, and increased confidence in group settings. Activities such as Monopoly and structured budgeting exercises made financial concepts accessible and memorable.

“I never thought I would sit in a bank office learning about money. Now I have a savings plan. It feels real.”

- Rabobank Hockey Stars participant, aged 13



VII. Our Team

KYHD's work is made possible by a small, dedicated international management team and a network of 26 local coaches who are the Foundation's most essential asset. These coaches know the children, their families, their communities, and their challenges. They are present not just during training sessions but throughout the week – as mentors, role models, and trusted adults in the lives of the young people they serve.

A. Management and Board



Erik van der Dussen

Founder

A strategy and risk consultant based in Nairobi, Erik founded KYHD in 2014 after connecting with local hockey communities upon relocating from Breda. A lifelong hockey player, he remains the driving force behind the Foundation's growth.



Jet de Graeff

Project Manager

A Nairobi-based consultant and former Dutch premier league and national youth hockey player, Jet joined the Foundation in 2024. She leads project management, fundraising, and communications, and trains children on the pitch.



Floris Carlier

Chairman

A senior leader in the banking sector with extensive Dutch and international experience. Floris plays hockey at MMHC Voordaan and believes strongly in sport as a vehicle for life skills.



Joost van Mierlo

Secretary

A partner at De Voort Advocaten & Mediators in Tilburg, and an avid hockey player, Joost brings legal expertise and governance experience to the Foundation's board.



Luc Kersten

Treasurer

A site manager in chemical manufacturing with fifteen years of hockey at HDM and HC Breda, Luc oversees the Foundation's financial management and reporting.

B. Our Coaches

The Foundation's 26 local coaches operate across all eight programmes, maintaining daily contact with participants and their families. All coaches have completed the Kenya Hockey Union Level 1 certification as a minimum requirement; 19 completed the FIH Level 1 course in 2024 under the guidance of FIH Academy Coach Educator Herman Kruijs. A total of 12 have progressed to FIH Level 2 in 2025. The coaches are further supported by a qualified psychologist, who has been providing Mental Wellness training to KYHD's participants and providing tools to the coaches to equip them to support the children from their respective roles.

What makes the coaching network particularly powerful is its origins. Moses, Mandela, Ng'ara, and Brian all joined KYHD as children. They did not set out to become coaches – they simply never left. That continuity, that loyalty to the community that shaped them, is the Foundation's most durable form of sustainability.

Our Coaches at a Glance

26 Coaches	1 Qualified Psychologist
7 Years Average Tenure	30% Female Trainers
12 Certificate Upgrades in 2025	48% Hold FIH Level 2 or higher



VIII. Partners and Supporters

KYHD's fundraising strategy is built on four deliberate pillars: corporate sponsors, foundation grants, hockey club donations, and events-based fundraising. This diversification is intentional – it ensures that the Foundation is not dependent on any single source of income, and that the community of people invested in its mission is as broad as possible. Dutch club donations have collectively equipped the Foundation's programmes with over 480 hockey sticks, 397 pairs of shoes, and more than 300 balls and 130 jerseys. The Foundation is deeply grateful to every individual, club, and organisation that has contributed to making 2025 possible.

A. Supporting Hockey Clubs



BH&BC Breda

The founding partner of KYHD, active since 2014. In 2025, BH&BC Breda continued gear collection drives, funded meals, supported school fees, and sponsored tournament participation. A sister-club exchange between Kenyan and Breda girls' teams remains one of the programme's most meaningful cross-cultural initiatives.



MHC Zutphen

Welcomed as a new supporting club in 2024, Zutphen's contributions have already made a tangible difference to equipment levels across the Foundation's programmes.



MMHC Voordaan

A loyal supporter for several years, Voordaan donated brand-new training suits and full match kits in 2024 following a kit sponsor change. Their consistency and generosity set a standard for club partnerships.



MHC Forescate

A steadfast contributor of sticks, balls, goalkeeper equipment, and clothing. Forescate's donations are channelled directly to children who would otherwise not have access to proper equipment.



HC 's-Hertogenbosch

Joined the KYHD network in 2025, providing kit and gear donations led by their star player Frederique Matla. Their support reflects the breadth of the Dutch hockey community's engagement with the Foundation's mission.



Hockeyclub Groningen

The newest club partner in the network, Groningen's contributions in 2024 and 2025 have been warmly received and are greatly appreciated by the children who benefit from their generosity.

B. Key Enablers

Beyond financial sponsors and equipment donators, KYHD's programmes are made possible by a network of individuals and organisations who contribute time, expertise, and infrastructure.

Herman Kruis	FIH Academy Coach Educator. Led the FIH Level 1 coaching certification for 19 KYHD coaches.
Sikh Union Club	Nairobi's established multi-sport club, home of the Dashmesh Hockey Stadium. Host of the 2025 Sikh Union Series, providing KYHD players with access to a professional-standard pitch.
Maria Kimathi	Psychologist. Leads the Mental Resilience Programme alongside Coach Jacky.
Kenya Hockey Union (KHU)	National governing body. Hosts the trainings at City Park Hockey Stadium
FIH	International Hockey Federation. Partner in coach education and institutional support.
Omnifreight Shipping & Transport	Logistics partner facilitating the shipment of equipment from the Netherlands to Kenya.
Verbunt Hockey BV	Supplier of goalkeeper and training equipment.
Decathlon	Sports equipment partner.
Jipe Wellness Consultancy	Child Sport Psychology. Supports the mental well-being dimensions of the programme.
SGA Security	Hockey Goals provider and development partner
Kenya Youth Computer Learning Circus	The digital education spin-off, providing structured ICT training to girls in the programme.



C. Our Ambassadors

The KYHD foundation would be nowhere without its ambassadors, who help us with the connections to hockey clubs, donators and anyone who wants to support the foundation. They are our representatives in their own local Dutch community and they have spent together with their families and friends time and effort to make the foundation more visible to the wider public.



Ruurd Buitenhuis is an entrepreneur and the first officially appointed KYHD ambassador. He visited Kenya with his family, including his son Bouwe Buitenhuis – a defender at Hockeyclub Rotterdam playing in the Dutch Hoofdklasse. Bouwe led training sessions at City Park, donated kit, and became an immediate role model for the children.



Sjoerd Verhoeve has supported KYHD for three to four years. In early 2026 he visited Kenya for the first time with his sixteen-year-old daughter and her friend, who had independently raised €5,000 for the Foundation. His visit transformed a long-standing financial commitment into direct, firsthand experience of the programme's impact on the ground.



Peter Matla was instrumental in establishing the Good Samaritan Home partnership in 2025 and visited Kenya with his family, including his daughter Frédérique Matla – a Dutch international and member of the Netherlands women's national team, and top scorer at the 2016 Junior World Cup. Her profile and involvement brought significant visibility to KYHD and inspired the children she met.

D. Our Sponsors

The following sponsors provide the financial foundation that makes every training session, every meal, every scholarship, and every special initiative possible. Their trust in KYHD's mission is the enabling force behind everything described in this report.

 Rabobank Kenya	 Janus Vaten BV	 Oryx Stainless Group BV
 Royal Swinkels Family Brewers	 Indezon Werken BV	 Stichting Familiefonds Wierda-Baas
 Stichting Planet-C	 Ottenhoff Tandartspraktijk / Tandartspraktijk Middelweerd	 Stichting Garcia Foundation
Stichting Katholieke Wezenverzorging Breda	Rolido Beheer BV	Stichting Van der Linden Fonds
Mperium B.V.	Stichting Sipkema	Stichting WHAM Fonds
Anonymous Donor(s)	Is your name missing? Contact us: info@kenyayouthhockey.com	

IX. Communications and Reach

In 2024 KYHD built its communications presence from the ground up. In 2025 the Foundation deepened that presence, grew its online audience, and learned important lessons about platform risk. Sharing the Foundation's work is not a vanity exercise - it is how KYHD attracts new sponsors, keeps existing partners engaged, and holds itself publicly accountable to its mission.

Our Channels

Channel	Status	Followers / Subscribers	Highlight
LinkedIn	Active	215 followers	Best post: 242 likes, 10 reposts
YouTube	Active	17 subscribers	12 videos; 1,263 views
Facebook	Active	15 followers	Active since mid 2024
Instagram	Active (again)	Peak: 235 followers	Under review for 2026

Website: The website covers the Foundation's mission, individual programme pages, scholarship profiles, annual reports, news, and supporter pages in both English and Dutch. In 2025 the news section was updated with articles on coach certification, the Computer Learning Circus graduation, and the Jasiri Youth Hockey Series launch. Updating programme pages to reflect the three new 2025 sites and revised participant counts is a priority for early 2026.

LinkedIn: LinkedIn is KYHD's most strategic channel, growing from 15 to 215 followers since launch. The best-performing content is consistently people-driven: a post featuring Bouwe Buitenhuis at City Park generated 242 likes and 10 reposts - the Foundation's most shared piece of content to date. In 2026 the priority is activating the ambassador and board network as amplifiers and moving to a more consistent posting rhythm.

YouTube: KYHD's YouTube channel has published 12 videos accumulating 1,263 total views, functioning as a growing documentary library of programme life. Best performers are the Impala Academy profile (252 views) and the Matla family visit (146 views). In 2026 the Foundation aims to publish at least one new video per programme.

Facebook and Instagram: Facebook has been active since mid-2024 with 15 followers. Content quality is strong but reach remains limited. KYHD's Instagram account, which had reached a peak of 235 followers, was removed by the platform in 2025 following an automated content review; multiple appeals were unsuccessful. KYHD has relaunched the page in 2026.

2026 Communications Goals

Website: Update the website to reflect all eight programmes, revised participant counts, and the 2025 annual report

Grow Following: Grow LinkedIn to 500+ followers through consistent posting and ambassador amplification. Expand the YouTube library with at least one new video per programme

Social Media: Evaluate Instagram relaunch with a clear content protocol, or redirect toward LinkedIn video, YouTube and other platforms.

Ensure cross-platform consistency: Every piece of content on Facebook or YouTube is also shared on LinkedIn

X. Financial

Financial Policy and Approach

KYHD operates on a cash basis: all financial obligations are settled immediately upon arising. The Foundation maintains a target reserve equivalent to 50% of the annual budget, providing a buffer against sponsor withdrawal and the flexibility to launch new initiatives - as demonstrated by the expansion from five to eight programmes in 2025.

Equipment donated by Dutch clubs is transferred directly into the ownership of participants. This policy - treating kit as a gift rather than a loan - has proven to increase children's care for their equipment and reduces replacement costs over time. As a result, donated materials do not appear on the balance sheet.

XI. Looking Ahead: 2026

2025 was a year of expansion. 2026 is a year of deepening. The Foundation enters the new year with eight active programmes, a growing coaching network, and a clearer picture than ever of who its children are and how they are developing. Four priorities will shape the year ahead.

1. Raising the Quality of Every Programme

Our goal for 2026 is to ensure that every hockey programme offers the same core set of services: structured training, post-session meals, transport support, computer literacy classes, and mental well-being sessions. Today, provision varies across sites. Closing that gap is not just about fairness - it is about ensuring that a child's experience of KYHD does not depend on which programme they happen to attend. Alongside this, we aim to pursue FIH Level 3 certification for 10+ coaches under Herman Kruis, while continuous learning and development remains a commitment for every coach in the network. A coaching team that keeps growing is the Foundation's most reliable guarantee of programme quality.

2. Deepening Our Partner Network

KYHD's Dutch hockey club network is one of its greatest assets. In 2026 we will deepen those relationships through more active social media engagement, increased kit collection drives, and continued visits and direct communication between partner clubs and our Nairobi programmes. We want every supporting club to feel the impact of their contribution throughout the year.

3. Building a More Resilient Sponsorship Base

Alongside sustaining existing sponsor relationships, KYHD will actively seek to onboard one to two new sponsors in 2026 - focusing on family offices, charitable foundations, and equivalent networks. Diversifying our funding base makes the Foundation more attractive to larger institutional funders over time. This year we will develop clearer sponsorship offerings that make it straightforward for new partners to engage at the right level for them.

4. Post-Scholarship Pathways

As the first cohort of KYHD scholarship girls graduates from high school, the Foundation is actively exploring what comes next: employment support, internship placements, university application guidance, and eventually tertiary education funding. The goal for 2026 is to define a structured post-scholarship framework that can be offered to every graduating scholar.

5. Continued Growth

With existing programmes deepening their reach and new sites continuing to develop, the Foundation is targeting growth toward 600 or more participants in 2026. Every new participant must be supported to the same standard as those already in the network - but the demand is there, the coaches are there, and the Foundation's track record gives us confidence the ambition is within reach.

"We have been building since 2014. The children of the Kenya Youth Hockey Development are not a project. They are the point."

- Erik van der Dussen, Founder



Kenya Youth Hockey Development

Making vulnerable children strong for life

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