

KENYA YOUTH HOCKEY DEVELOPMENT



ANNUAL REPORT 2024

A PROSPEROUS YEAR OF GROWTH



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1. ABOUT US

Every child has talent, but in Kenya too few children get the chance to develop it. Nor does every child have the healthy opportunity to play sports. Based on these ideas, the Kenya Youth Hockey Development Foundation (KYHD) was established: an organization dedicated to underprivileged children, boys and girls, by providing support in three different areas: sporting, educational, and mental.

Each week, hockey programs are organized at (now) 5 different locations in Nairobi, mainly aimed at children between 8 and 14 years old. Some of the components provided by the foundation are:

1. Transportation to and from the training sessions.
2. A hot meal after the weekend training.
3. Hockey equipment (sticks, shoes, balls, etc.) through collaborations with Dutch clubs, where each extra stick offers the possibility to support an extra child.
4. Partnering with high schools that provide scholarships to talented players who participate in the program.
5. Educating local trainers and coaches, stimulating sustainable development and growth within the local community.

Besides, we cooperate with schools that grant scholarships to our talented boys and girls to shine in their A1 hockey teams and up the game of the school squad.

These initiatives aim to provide opportunities, development, and support to disadvantaged children, with the aim of helping them build a better future.





2. IMPACT

A brighter Future through sports

Team sports offer a beacon of hope for children and youth living in poverty-stricken areas in Kenya. Participation can have a profound impact on their lives, providing physical, emotional, and social benefits that transcend their circumstances enabling them to overcome adversity, develop crucial life skills, and envision a brighter future. Since 2014, we build a sustainable foundation for a future full of opportunities. The building of mental resilience is embedded in our program and we broaden the children's horizon

- The **number of participating children grew**, boosted by new programs, extended school collaborations, and more under-8 players.
- **New initiatives** included schooling support, computer classes, mental well-being sessions, and the Rabobank Hockey Star Academy.
- **Hockey** clubs Breda, Voordaan, Zutphen, Forescate, Leonidas & Groningen donated sticks, gear & outfits generously.

300

Young Talents

500+

Hockey Events
PY

25

Local Volunteers

10,000

Meals Served

5

Hockey sites

40

Scholarships

3. INTRODUCTION

Our Most Dynamic Year Yet!

In 2024, we placed a stronger emphasis on supporting girls, recognizing that they are often more vulnerable in society, face fewer opportunities, and therefore require additional attention. This commitment was reinforced by the unwavering support of our existing sponsors, the exciting addition of six (!) new sponsors to our community, and the dedication of our local volunteers, who continue to play an essential role in shaping the program.

Our impact was further amplified through strong partnerships that enabled us to expand our reach, introduce new initiatives, and strengthen the foundation's capacity to empower young athletes. Whether through sports, education, or mental well-being programs, we have worked tirelessly to provide the tools and opportunities that allow children-especially girls-to build resilience, develop confidence, and unlock their potential.

The results have been impressive: increased participation, scholarship opportunities, enhanced training programs, and new collaborations that have deepened our engagement with communities across Kenya. With every training session, every scholarship awarded, and every meal provided, we have seen firsthand how hockey is more than just a sport-it helps drive change, shaping the futures of the children we support.

Erik van der Dussen
Founder





4. PARTNERSHIPS

Lenana Community



Obama Community



Impala Club



Hockey, social and educational initiatives
that we endorse.

Mwiki Community



City Park (KHU)



Agenga School



Bungoma School



4.1 PARTNERSHIPS – LENANA

Transforming Lives

Building Resilience, Teamwork, and Opportunity for Lenana's Youth

The youth from Lenana, along with their coaches and mentors, have been KYHD's priority for a long time for a simple reason: the combination of sport, education, and mental resilience has a lasting impact on the lives of these highly motivated and focused children. They understand that hockey is their chance to transform their lives and already look up to role models from their neighborhood, such as Coach Mozes. Once a young player himself, he is now a key figure in the national team.

The program was initiated to provide children with the opportunity to learn and play hockey, teaching essential skills, promoting teamwork, physical fitness while instilling values such as discipline, sportsmanship and resilience.

Through the foundation's generous funding, we have been able to acquire equipment and secure a training ground. Beyond financial support, their belief in our mission has provided us with resources and network necessary to engage the children.

The impact on the children has created a sense of belonging, where children form lasting friendships and develop a commitment to their health and well-being.

For next year, we hope to strengthen our partnerships and introduce advanced training sessions: Together we can achieve more success.



4.2 PARTNERSHIPS – OBAMA

Hockey for Change

Empowering Youth, Building Community, and Fostering Future Champions

Obama, located in eastern Nairobi, is home to Obama Hockey Academy, a hub where children nurture their talents through hockey. Since 2021, the Academy has thrived with support from a foundation that provides essential equipment such as sticks, balls, training shoes, jerseys, and mouth guards, ensuring safety and enjoyment during sessions. Weekly meal programs further enhance the children's experience, while school scholarships have eased parents' financial burdens.

Hockey, once unfamiliar in Obama, has transformed the community. The sport keeps children actively engaged, steering them away from negative influences. It fosters unity, bringing kids from diverse backgrounds together, creating friendships, and strengthening bonds among families.

The children's enthusiasm is evident in their dedication to early morning and evening training sessions. Beyond the game, they have gained valuable life skills and resilience.

As their coach, I've benefited from the foundation's support, earning certifications and honing my skills. Seeing the children's joy during training inspires me daily. My goal for next year is to travel to hockey-leading nations like the Netherlands, to enhance my coaching expertise and continue growing Obama Hockey Academy. Together, we aim to build a brighter future for youth through hockey.





4.3 PARTNERSHIPS – IMPALA

Empowering Futures

Nurturing Skills, Confidence, and Opportunities for Nairobi's Vulnerable Youth

This Academy is based at the Impala Club, on Ngong Road, Nairobi. It is a CSR initiative aimed at positively impacting vulnerable children in the community through hockey, fostering life skills, education opportunities, and keeping them engaged. We currently have sixty participants aged 5 to 15, supported by volunteer coaches, friends and the KYHD Foundation.

The KYHD Foundation has provided essential support including full playing kits, hygiene items for older girls, meals at sessions, mental resilience training, transport for coaches, coaching certification training, tournament fees, and occasional school fees assistance, recently introduced computer classes for 14 girls which integrate the regular school curriculum.

The program offers kids a constructive pastime with sessions 3-4 times a week that enhance their physical fitness and discipline. Parents report improved self-confidence; one girl received a full hockey scholarship while four others returned to school thanks to KYHD financial support. In September our girls formed a partnership with BHBC Breda club girls in Holland.

For next year, we aim to sustain our program's consistency while enhancing coaching certifications and increasing competition exposure. We hope for more computer class participants and measurable academic improvements, and grow our relationship with KYHD and the BHBC Breda girls team.



4.4 PARTNERSHIPS – MWIKI

Launching a New Chapter

Empowering Futures at Mwiki

With the growing support from our community of donors, who empower us to create meaningful impact, we are thrilled to report the onboarding of an additional youth hockey initiative: Mwiki Hockey. This initiative aligns perfectly with the Foundation's objectives. Mwiki Hockey is a community-driven program designed to support underprivileged children by offering access to sports, and mental health strengthening.

Located in Mwiki, a low-income settlement, the program is spearheaded by a dedicated head coach who also teaches at Mwiki Secondary School—a day school where many students are idle during weekends and holidays. The program engages local children, keeping them off the streets and away from common challenges such as drug abuse. Beyond hockey training, the coaches conduct motivational sessions and mental health talks. In instances where participants face food insecurity, the coaches often mobilize resources to provide meals.

Our collaboration with Mwiki Hockey began in 2023 when the head coach joined our youth coaching sessions led by Herman Kruis.

Despite limited resources, the four passionate coaches launched the program, driven by their vision of hockey as a stepping stone to brighter futures for these children.

In 2024, Mwiki Hockey officially became part of the KYHD family, amplifying its impact. The donation of hockey gear, uniforms, and new shoes for all participants has significantly boosted talent development and positioned Mwiki Hockey as an emerging academy.

Looking ahead to 2025, we aim to expand our support further by funding post-training meals and launching computer literacy classes, ensuring holistic development for the children.



4.5 PARTNERSHIPS – CITY PARK

Rising to New Heights

Empowering Young Athletes

What defines the overall programme is vividly reflected at City Park: 2024 has been a year of remarkable growth across multiple fronts—more children in training, better equipment, enhanced player and coach education, stronger psychosocial support, improved hockey performance, and a thriving feeding program.

This incredible growth stems from the children themselves, who eagerly bring their friends and neighbors into the program, as well as the warm, family-like atmosphere and the engaging learning experiences during sessions.

We remain committed to promoting education through partnerships with schools that offer high school scholarships to our young athletes based on their hockey talents. These schools, in turn, receive hockey equipment as part of the collaboration.

Our mental health initiative empowers adolescent girls to understand, express, and manage challenges effectively, building resilience for life.

Equipping our coaches with top-notch hockey knowledge is another priority. Coaches have already completed the Kenya Hockey Union Level 1 course, with another group set to follow suit in January. Later that month, they will also have the opportunity to attend the FIH Level 1 course in Nairobi.



4.6 PARTNERSHIPS – AGENGA SCHOOL

Empowering Girls Through Hockey

Nurturing Academic and Athletic Excellence

Ageng'a High School is a mixed boarding and day school with 523 students, located in Migori County, western Kenya. Established in 1972, the school introduced hockey in 2021 under the leadership of the current Deputy Principal, Mr. Aloise Owino.

In 2023, Ageng'a partnered with the Kenya Youth Hockey Development program, welcoming the first batch of 11 players in January. That year, the school competed in the regional finals held at Kisii School but unfortunately did not secure a win. Determined to improve, the school intensified training efforts. In 2024, a second batch of 7 players joined through the Kenya Youth Hockey Development program. The school again reached the regional finals, this time in Kisumu, where they narrowly lost to Nyamira Girls.

Currently, the team is actively preparing for the 2025 school games, with aspirations to perform better and qualify for the nationals for the first time.

As the coach, I would like to express my heartfelt gratitude to the Kenya Youth Hockey Development program for their unwavering support of the school and its players, whose number now stands at 28 girls. Thanks to consistent training and the provision of equipment, Ageng'a High School has made remarkable progress, becoming a powerhouse in hockey within the Nyanza region.

Academically, the players are equally committed to excellence, with guidance from the teaching staff. We continuously encourage them to work hard in their studies, and we believe they will succeed. The parents, though generally supportive, face financial challenges. I hope that the Kenya Youth Hockey Development program will continue providing assistance to support the girls' academic and athletic development.

In 2025, the first two players from the hockey team will sit for their KCSE exams. I am confident they will excel, marking yet another milestone for Ageng'a High School



4.7 PARTNERSHIPS – BUNGOMA

Breaking New Ground

Bungoma High's Journey to Hockey Excellence

Hockey was previously not among the sports supported by Bungoma High School, but thanks to the Foundation's invaluable support in providing equipment, the sport has begun to flourish. The collaboration began when the school granted 10 scholarships to talented hockey players who were already part of the KYHD program, paving the way for these students to continue their development.

With over 30 players from Form One to Form Four, the team has been able to train effectively and foster a growing passion for hockey. The school administration is now actively supporting students involved in the program, and hockey is becoming embraced across the entire institution. Motivated and ambitious, the boys are determined to compete with elite schools such as Musingu, St. Antony's, and Friends School Kamusinga.

With sights set on the National Championships in 2025, Bungoma High School is eager to achieve outstanding results and establish itself as a rising force in hockey.





5. OTHER INITIATIVES

Computer Circus



Mental Resilience



Rabobank Academy



Mental resilience and academic progress

5.1 COMPUTER LEARNING CIRCUS



Kenya Youth Computer Learning Circus

Bridging Sports and Education through Digital Empowerment

The Kenya Youth Computer Learning Circus, is a spin-off of the Kenya Youth Hockey Development foundation. It has started in 2024 when Rabobank Kenya availed amortized, but very well-functioning Laptops for the benefit of the children that are in the Hockey Program. With the funding of Stichting Wierda Baas, we were empowered to design, test and implement computer classes for two groups of girls that are in the hockey program.

As per Dec 30th we ran:

- 20 sessions for a group of 16 girls
- 10 sessions for a another group of 20 girls.

Most girls are still at Primary school.

The education curriculum has enabled the girls to explore the academic world under guidance in relation to their school curriculum from the ministry of education. The interactive program progressively advanced students' digital literacy and practical skills.

- It began with an introduction to computers
- This was followed by understanding hardware and software, focusing on components, operating systems, and applications.
- Students learned basic computer operations, including using peripherals and navigating systems, before progressing to managing the desktop interface, creating and organizing files, and exploring word processing and spreadsheets.
- Internet navigation, email basics, and online safety were also covered, culminating in review and practice sessions to consolidate their skills.
- Last but not least: the two groups, Impala (16 girls, 20 sessions) and Lenana (20 girls, 10 sessions), participated in academic activities on mathematics, English, and science.

Using a learner-centered approach, they conducted internet-based research.

Science covered living organisms, anatomy, and health; English focused on communication and grammar; Mathematics emphasized problem-solving and operations

Despite still having a limited number of laptops available collaborative learning and a hands-on approach boosted their confidence, with exam performance averaging 67.35%.



5.2 MENTAL RESILIENCE

Life Skills and Mental Well-being Program

Fostering Resilience and Empowerment

In 2024, the mental well-being program designed for girls aged 14-18, was implemented to provide holistic support to the scholarship recipients. The sessions were led by Psychologist Maria and Coach Jacky, with a total of 12 two-hour sessions, which included lunch.

This initiative is highly positive, but it has surfaced severe challenges faced by the girls: adverse childhood experiences, mental health struggles, social isolation, and low self-esteem. Despite these difficulties, the girls demonstrate remarkable potential in leadership, emotional intelligence, academics, and creative expression.

The program focused on Personal hygiene, Building healthy relationships, Substance safety awareness and Academic goal-setting.

Outcomes and Impact

The mental well-being program emphasized a holistic approach to growth, blending academic and personal development. Mindfulness practices, resilience-building activities, and collaborative problem-solving were integral to the sessions.

Key achievements included:

- Improved Self-Esteem: Pre- and post-program assessments revealed significant self-esteem growth in participants, driven by activities that emphasized teamwork and trust.
- Empowerment: Participants reported feeling better equipped to navigate academic and social challenges, contributing to their overall confidence and success.

This initiative underscored the value of integrating mental well-being into educational programs, reinforcing our commitment to nurturing empowered, resilient, and academically accomplished young women.



5.3 RABOBANK ACADEMY

Rabobank Kids Academy

Empowering Young Athletes Through Education

In November 2024, the Rabobank Hockey Stars program was launched as a new initiative under the Kenya Youth Hockey Development (KYHD) foundation. Designed for girls aged 10-14 from Lenana, this one-month program aimed to strengthen social development and financial literacy through interactive sessions led by Rabobank employees. The program was conducted at the Rabobank Office and combined structured learning with hands-on activities.

The sessions were led by eight Rabobank employees, who worked closely with 15 girls from Lenana School, dividing them into small groups to ensure personal engagement and mentorship. Each session included a lunch break, fostering an informal and open learning environment. Despite the short duration, the initiative demonstrated the power of combining financial education with teamwork and social interaction. The girls displayed curiosity, adaptability, and growing confidence in handling new concepts and working in teams.

Program Focus Areas

- Personal Development – Interactive icebreakers, self-expression exercises, and understanding core values.
- Financial Literacy – Introduction to money management, budgeting, and saving through engaging activities.
- Teamwork & Problem-Solving – Practical exercises that encouraged collaboration, critical thinking, and leadership.

Outcomes and Impact

The Rabobank Hockey Stars program provided the girls with valuable life skills and a deeper understanding of financial concepts in a fun and engaging way.

Key achievements included:

- Increased Financial Awareness: Through games like Monopoly and budgeting exercises, participants developed a basic understanding of saving and money management.
- Improved Social Confidence: Interactive sessions allowed the girls to engage with professionals, strengthening their communication skills.
- Stronger Teamwork Skills: Group challenges reinforced cooperation, strategic thinking, and problem-solving.

The lessons will continue in 2025, with plans to expand and enhance the program for future cohorts. Rabobank employees played a key mentorship role, equipping young athletes with essential skills that extend beyond the hockey field.





6.NEW MEDIA

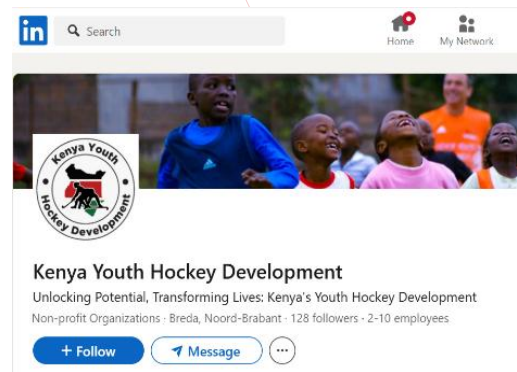
Sharing insights

To keep the Kenya Youth Hockey Foundation growing and thriving, it’s important to share our work, impact, and vision with our partners and supporters.

In 2024, we made great strides in strengthening our marketing and communication by launching LinkedIn and Facebook and becoming more active on Instagram. These platforms help us connect with our community, engage with partners and sponsors, and showcase the daily impact of our programs-while hopefully inspiring even more people along the way.

Looking ahead to 2025, we plan to expand our reach further, continue growing our online presence, and improve our website to better highlight our initiatives. By strengthening our communication strategy, we hope to build a larger network of supporters and create even more opportunities for collaboration and growth.

These initiatives aim to provide opportunities, development, and support to disadvantaged children, with the aim of helping them build a better future.



www.linkedin.com/company/kenyan-youth-hockey-development/



<https://www.instagram.com/kenyayouthhockey/>



www.kenyayouthhockey.com



<https://www.facebook.com/KenyaYouthHockeyDevelopment/>



7. SUPPORTING HOCKEY CLUBS

The club **BH&BC Breda**, along with individual members and affiliated businesses, has been supporting the Kenya Youth Hockey Development initiative since its inception in 2014. In 2024, this collaboration reached a remarkable milestone with successful gear collection drives, funding for healthy meals, school fee sponsorships, and enabling participation in tournaments. A unique exchange program brought together two girls' teams – one from Kenya and one from Breda – where they got to know each other and forged connections through the power of sport.



MMHC Voordaan has been a loyal supporter for quite some time too and, in 2024, donated brand-new clothing, including training suits and full match kits, following a change in the club's kit sponsor and brand.



MHC Forescate has also remained a steadfast supporter, consistently collecting sticks, balls, goalkeeper equipment, and clothing for our young hockey players.



In 2024, we were delighted to welcome three new clubs as supporters: **MHC Zutphen**, **RHV Leonidas**, and **Hockeyclub Groningen**. Their contributions have been invaluable and are greatly appreciated.



RED HOCKEY CLUB
"Supporter"

8. OUR SPONSORS

The supporters of Kenya Youth Hockey Development play a vital role in enabling our mission: to offer vulnerable Kenyan children and youngsters a new perspective through hockey. As we reported, the increased support of our existing sponsors and exciting addition of six new sponsors to our community, we have been able to make an record impact.

Thanks to their trust and support, young people in Kenya gain access to opportunities that inspire and empower them, both on and off the field. These contributions go beyond financial support – they lay the foundation for growth, community, and a hopeful future.

1. Rabobank Kenya (Representative Office)
2. Janus Vaten BV
3. Oryx Stainless Group BV
4. Royal Swinkels Family Brewers
5. Indezon Werken BV
6. Stichting Familiefonds Wierd-Baas
7. Stichting Planet-C
8. Stichting Van der Linden Fonds
9. Stichting Katholieke Wezenverzorging Breda
10. Ottenhoff Tandartspraktijk en Tandartspraktijk Middelweerd

+ Donor(s) that prefer to remain anonymous



Rabobank



stichting familiefonds
Wierda-Baas

9. MEET THE TEAM (I)

The KYHD team comprises the management team, board members, and, most importantly, our dedicated local coaches. Additionally, the foundation thrives thanks to the unwavering support of numerous individuals in both the Netherlands and Kenya, whose contributions drive our projects and growth.



Erik van der Dussen, Founder & Manager, works as a strategy and risk consultant in East Africa, moved to Nairobi in 2014. A lifelong hockey player, he won his first league title at the age of 48 only and founded KYHD, inspired by children's joy on the pitch.



Jet de Graeff, Manager, is a Nairobi-based strategy consultant, joined the foundation in 2024 after relocating with her partner. A former Dutch premier league and national youth hockey player, she supports fundraising, social media, and training kids on the pitch, which she finds rewarding.



Floris Carlier, Chairman, is a senior leader in the banking sector with extensive experience in both Dutch and international environments. Floris plays hockey at MMHC Voordaan. He strongly believes that sports teaches children essential life skills.



Joost van Mierlo, Secretary, is a partner at De Voort Advocaten I Mediators in Tilburg. With years of experience, Joost brings invaluable expertise to the foundation. He continues to enjoy playing hockey in his spare time.



Luc Kersten, treasurer, is site manager in chemical manufacturing, has played hockey at HDM and HC Breda for 15 years. A three-time ZOAT participant, he supports KYHD, believing team sports foster youth development through a blend of fun and discipline.

9. MEET THE TEAM (II)

A total of 22 coaches are actively engaged in various neighborhoods within our program, playing a crucial role in the foundation. All are local and deeply familiar with the children, their culture, and their backgrounds, maintaining daily contact with them. Beyond training and coaching, they serve as role models both on and off the field, positively influencing the communities the children come from.

Many of our coaches are former participants of the Kenya Youth Hockey Development Program, embodying the program's long-term impact. The foundation supports them by providing equipment, personal mentorship, and opportunities for professional development. This year, 19 coaches successfully completed the FIH Level 1 coaching course under the guidance of Herman Kruis. Additionally, all our coaches have completed the Kenya Hockey Union (KHU) Level 1 coaching certification as a foundational requirement.

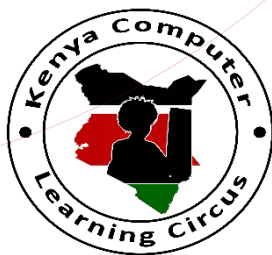
We remain committed to investing in the education and development of our coaches, ensuring



10. KEY ENABLERS

The rich portfolio of hockey initiatives we enable and endorse, coupled with the generous support from Dutch hockey clubs and our sponsors, exemplifies the broad and deep collaboration at the heart of KHYD. Beyond this, we must also acknowledge our key enablers, whose contributions are crucial to the success of key program aspects. These include:

- Herman Kruis, Hockey Academy Coach Educator at the International Hockey Federation
- Maria Kimathi, Psychologist
- Kenya Youth Computer Learning Circus
- Omnifreight
- Kenya Hockey Union
- KNHB
- Sikh Union Hockey Club
- Verbunt Hockey BV
- Decathlon
- Omnifreight Shipping & Transport
- Jipe Wellness Consultancy (Child Sport Psychology)





11. FINANCIAL CHAPTER (I)

Our Policies and Operations

- The foundation adheres to a prudent financial policy aimed at building a reserve equivalent to 50% of the annual budget. This reserve provides us with the flexibility to implement new projects, such as the recent expansion of supported youth hockey initiatives in Nairobi from four to five. Additionally, the reserve serves as a financial buffer, enabling us to absorb potential losses resulting from the withdrawal of one or more sponsors.
- Regarding the balance sheet, two key points are important:
 1. First, we operate on a cash basis. This means that financial obligations are settled immediately upon arising. As a result, no items such as creditors are found on the liabilities side of the balance sheet.
 2. Second, we do not include (second-hand) materials in the balance sheet, whether donated by sponsors or purchased by us. In practice, we have found that participants handle materials more carefully when ownership is transferred to them rather than when they are provided on loan. This approach helps preserve the materials and ultimately benefits us more. Therefore, no materials are listed on the assets side of the balance sheet.

OUR STATEMENTS ARE AVAILABLE UPON REQUEST

