



BLACKCATS FOOTBALL ACADEMY REPORT



Introduction

Black cats Football Academy is committed to nurturing young talent and guiding children toward a positive future. Our mission is to keep young people away from the streets, drugs, and negative influences by engaging them in structured football activities, mentorship, educational support, and life-skills development.

The academy continues to provide a safe and supportive environment where children can grow both on and off the pitch while building discipline, teamwork, confidence, leadership, and responsibility.

Team Categories & League Participation

The academy consists of different categories for both boys and girls:

- Under 9
- Under 11
- Under 15
- Under 17
- Senior Team

Our teams actively participate in:

- Embu County League (senior team)
- Sub-County League (u-17 team)
- Girls County League
- Local and regional tournaments within and outside Embu County (u-9,11,13,15)

Through football, we aim to create opportunities, inspire hope, and empower young people to become responsible members of society.



2. Community Impact

Stories of Transformation

The Blackcats Football Academy has established itself as more than just a sports club; it is a vital pillar of community support and a safe haven for local youth. By leveraging the power of football, the academy fosters a positive, structured environment that effectively guides young people away from destructive paths and equips them with the tools needed for a brighter future.

Key Areas of Impact

Prevention & Safe Havens: Actively deters youth from drug abuse, crime, and negative peer pressure by keeping them engaged in consistent, productive activities.

Discipline & Education: Instills a strong sense of personal responsibility, encouraging players to maintain discipline and prioritize their education.

Character & Leadership: Cultivates essential life skills, including self-confidence, teamwork, resilience, and positive leadership qualities.

Health & Well-being: Promotes physical fitness, healthy lifestyle choices, and mental wellness through structured athletic training.

For many children from vulnerable backgrounds, the academy is a crucial turning point. It offers a profound sense of belonging, transforming lives by providing the mentorship, purpose, and clear direction needed to build a better tomorrow.



3. Player Development & Lifestyle Activities

More Than Football

To supplement our core athletic curriculum, Black Cats Football Academy integrates structured outdoor education and team-building initiatives—including hiking and camping—into its annual programming. We recognize that elite sports performance must be supported by emotional intelligence, mental resilience, and robust character.

These activities help players through:

Unbreakable Team Bonding: Players learn to support one another through real-world challenges, creating a tight-knit family culture.

A Breath of Fresh Air: Exposure to nature sparks curiosity, broadens horizons, and gives our youth a chance to experience the beauty of our country's landscapes.

Mental Wellbeing: Disconnecting from the intense pressure of matches provides critical mental refreshment, keeping our players enthusiastic and preventing burnout.

Grit and Endurance: Conquering a steep trail or setting up a campsite builds physical discipline and a "never give up" attitude that serves them well in life.

Leadership in Action: These trips naturally bring out the leaders within the group, teaching accountability, problem-solving, and mutual respect.

Such enrichment programs play a vital role in our holistic approach to youth development. They ensure that when our players put on the Black Cats jersey, they aren't just representing a football club—they are showcasing unity, strong values, and exemplary character.



4. Education & Scholarship Achievement

Changing Lives Beyond the Pitch

At Black Cats Football Academy, education remains a key pillar of everything we do. We know that a child's potential isn't limited to what they can do with a football at their feet, which is why we place a massive emphasis on academic growth.

Through our football networks, dedicated mentorship, and strong community partnerships, we are thrilled to see several of our boys and girls joining junior and senior secondary schools on well-deserved scholarships. This incredible achievement highlights our deeper purpose: we aren't just developing football talent; we are empowering our young players through education and creating genuine, lasting opportunities for their futures.

We truly believe that education and sports together are a winning formula that can transform lives. By offering these dual pathways, we are opening doors for children from disadvantaged communities, proving that with the right support, they can achieve greatness both on the field and in the classroom.

5. Conclusion

Invest in the Future

Black Cats Football Academy continues to serve as a beacon of positive impact in our community. Our dual-focused approach not only develops exceptional football talent but also mentors young people into becoming responsible, disciplined, and focused leaders of tomorrow.

We firmly believe that football is more than just a sport—it is a unique tool for driving social change, promoting education, and fostering community empowerment. Our programs keep youth grounded, motivated, and ambitious.

To keep this vital mission alive, we need your help. With your support, Black Cats Football Academy can expand its resources, reach underfunded neighborhoods, and continue providing life-changing opportunities to deserving young people. Your investment will directly help them achieve their dreams, both in sports and in education, creating a brighter future for our entire community.

*Prepared by: Head coach sammy
Assistant Kevin
Black cats Football Academy
Embu County, Kenya*

