

Ambassadors Football South Africa

2025 Impact Report – Transforming Lives Through Football

Ambassadors Football South Africa (AFSA) continues to use football as a tool to transform lives, develop leaders, and share hope through the love of Christ. 2025 has been a year of growth, deepened impact, and expanding influence across South Africa and Africa.

Coach Development: Building Leaders Who Multiply Impact

Year	Coaches Trained
2021	44
2022	48
2023	51
2024	45
2025	90

Total: 278 coaches trained in South Africa (2021–2025)

Year	Coaches Trained
2022	20
2023	100
2024	230
2025	160

Total: 510 coaches trained across Africa (2022–2025)

TREC Journey – Developing Coaches, Transforming Communities

The TREC (Training, Resourcing, Equipping, Churches/Coaches) Journey develops coaches through mentorship, discipleship, and football. In Cape Town, eight mentor coaches invest in 42 local coaches who serve 672 players weekly across eight communities. A Further three mentor coaches work with 14 other coaches, impacting 180 players across three locations in SA. These sessions combine football with life skills, spiritual growth, and leadership development, along with after-school support and home visits.

Africa Impact Highlights

Rwanda – 210 coaches trained, reaching 5,000–7,000 players weekly using the TTG curriculum. Liberia – 60 coaches trained, actively applying whole-life football coaching principles. Kenya – Ongoing partnerships and training initiatives expanding across East Africa.

Every trained coach represents a multiplier — influencing players, families, and communities. In 2025 alone, nearly 1,000 coaches across Africa and South Africa are using football to disciple and mentor over 10,000 young people each week. Your partnership fuels this growing impact and helps build communities of hope through football.

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CREATING SAFE SPACES ON THE FIELD WHERE CHILDREN CAN LEARN TO LIVE FROM THE FOUNDATION OF BEING LOVED BY FATHER GOD



TRAINING COACHES TO EMPOWER THE YOUTH OF AFRICA

