



INSPIRING COMMUNITIES  
THROUGH YOUNG ROLE MODELS

# Balls to Poverty

Hi my name is Keifer Laxton I am travelling to South Africa, in order to provide coaching for children within the most deprived townships in the country, there will be the distribution of footballs and rugby balls to the kids within the poorest areas. I am travelling as a member of the Nottingham Academy, but with me will be students from the South Nottingham College.

## How it started

Joe Sargison was just 13 when he saw the film Cry Freedom\* but the images stayed with him. Seventeen years later he visited a Johannesburg township and bought a football for children who were playing barefoot with a punctured ball. Youngsters ran from everywhere to join in. That image stayed with him too. Later, working as director of the Football Performance Programme at South Nottingham College he was invited to take students to a tournament in South Africa. With thirty footballs stored in his house and powerful images stored in his heart, he saw an opportunity to return and make something positive happen. Joe teamed up with work colleague and close friend Gareth Norman to prepare for the first project in December it round in just under 4 months!

