



GREEN-KENYA
Since 2018

FOOTBALL ACADEMY ANNUAL REVIEW

20 25





ACADEMY DIRECTOR'S MESSAGE

The 2025 Annual Report reflects a year of growth, commitment, and steady progress for the Green-Kenya Football Academy. Guided by a clear vision to nurture young talent through quality coaching, competitive exposure, leadership development, and life-skills education, the Academy continued to deliver a structured, child-centred football programme. The year began with strong motivation from both coaches and players, supported by strategic planning meetings in January that helped align objectives, strengthen programme structure, and clarify player development pathways.

One of the highlights of the year was our participation in the Accenture League, which provided valuable competitive exposure and reinforced the confidence, discipline, and teamwork of our players. Throughout the year, 499 players actively took part in Academy sessions, benefiting from consistent, competency-based training delivered in a safe, inclusive, and enjoyable environment. We also held two parents' meetings, strengthening communication, building trust, and reinforcing the shared responsibility of supporting children's development both on and off the pitch.

As we look ahead, the Academy is taking important steps to expand access and deepen impact. We are remodelling our sponsored players programme to create more opportunities for children from less fortunate backgrounds to take part in organised sport. In the coming year, we will also sharpen our competitive focus by prioritising four key tournaments: the Accenture League, FKF Under 13 and Under 15 competitions, the Norway Cup, and the Diani Cup. These platforms will not only enhance player development and exposure but also reaffirm our commitment to providing meaningful pathways for young players to grow, compete, and thrive.

Ibrahim Salim
Academy Director



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About The Academy

Green-Kenya Academy “Ambassadors” is a Football Academy in Kenya, established in 2018, and is affiliated with the Kenya Football Federation. The Academy is located in Buruburu at St Joseph International School DIM in Phase 2, Donholm Epren Academy in Donholm and Mukuru kwa Ruben. G-K Football Academy provides comprehensive training for young players from 5 to 18 years, in a safe and conducive environment.



Vision

To provide children with transformative sports experiences that shape their journey into adulthood, offering opportunities to chase their dreams and grow into the next generation of leaders, with football as a cornerstone of their development.

Mission

To empower children from disadvantaged communities by harnessing their football skills through a child-centered approach, fostering growth, resilience, and opportunities for a brighter future.





SCHOOLS

- Thomas Burke Primary
- St Jude's Catholic Primary
- Brains Wealth Academy
- Vision Primary And Kindergarten
- St Joseph International Science School
- Epren Academy
- Peponi House School
- Hekima Educational Center
- St Diana Talent School
- Downstream Secondary School



SOCCER

Soccer plays a huge role in the communities we deliver our programs on daily basis, We provide a safe space and Coaches for Children to play football daily. All the Children in our programs have never played organized football beyond G-K program.

We ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. We do this with the help of physical education teachers.

EDUCATION

We ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. We do this with the help of physical education teachers



YEAR IN NUMBERS

In School Programme

499 PLAYERS



446 BOYS



53 GIRLS



98 Sessions
Delivered

Average attendance: 72%

Out-of-School Programme

144 PLAYERS



132 BOYS



12 GIRLS



93 Sessions
Delivered

Average attendance: 82%

Competitive Exposure:

18 league matches | 11 friendly matches



HIGHLIGHTS OF THE YEAR

Piloting the Emerging Leaders Program for young athletes, with a progressive focus on building leadership capabilities and shaping player mindsets both on and off the pitch, in partnership with Mirable Training Solutions and Australian Sports Leadership.

Player Development & Coaching Philosophy

Competitive participation remained central to player growth in 2025. The Academy took part in league and friendly matches throughout the year, allowing players to apply technical skills in real-game situations and build confidence under pressure.

Training emphasis evolved seasonally, focusing on:

- ⚽ Technical fundamentals (passing, dribbling, finishing)
- ⚽ Tactical awareness and decision-making
- ⚽ Communication, teamwork, and fair play
- ⚽ Physical conditioning and injury prevention, including gym exposure for Under-13 and Under-15 player





COMPETITIONS & ACHIEVEMENTS

- ⚽ 191 training sessions delivered across school and community settings
- ⚽ Strong school partnerships are reflected in high in-school attendance rates
- ⚽ Sustained competitive exposure through league and friendly matches
- ⚽ Improved player discipline, confidence, and tactical awareness
- ⚽ Strengthened parent engagement through structured meetings
- ⚽ Progress made in remodelling the sponsored players programme

COMMUNITY & FAMILY ENGAGEMENT

- ⚽ Parent meetings
- ⚽ Partnerships with schools or international organizations



Facilities & Safety Improvements

We continue to prioritise safe, professional, and well-equipped training environments by improving our pitches, upgrading training equipment, strengthening first-aid and safety protocols, and providing better gear and uniforms for our players. Looking ahead, our key dream is to develop a full 11-a-side turf pitch, a project that will greatly elevate the level of football in the community we serve by offering a safer playing surface, reducing injuries, enabling year-round training, and creating opportunities to host matches and tournaments; this facility will play a vital role in advancing player development, talent exposure, and community growth as we work together with parents, partners, and supporters to make this vision a reality.



TESTIMONIALS



What I love about Green-Kenya Football Academy is how it enhances your passion. Here we have great coaches. They make sure you are having fun as a player. Green-Kenya has taught me that football is not only a sport but it also enhances your discipline outside the pitch.

Mike Anthony

What I like about Green-Kenya Football Academy is the way we are always encouraged. When we make mistakes, we are able to make up and correct our mistakes. The league match was nice, we won and I am very happy.

Baros Kisigwa

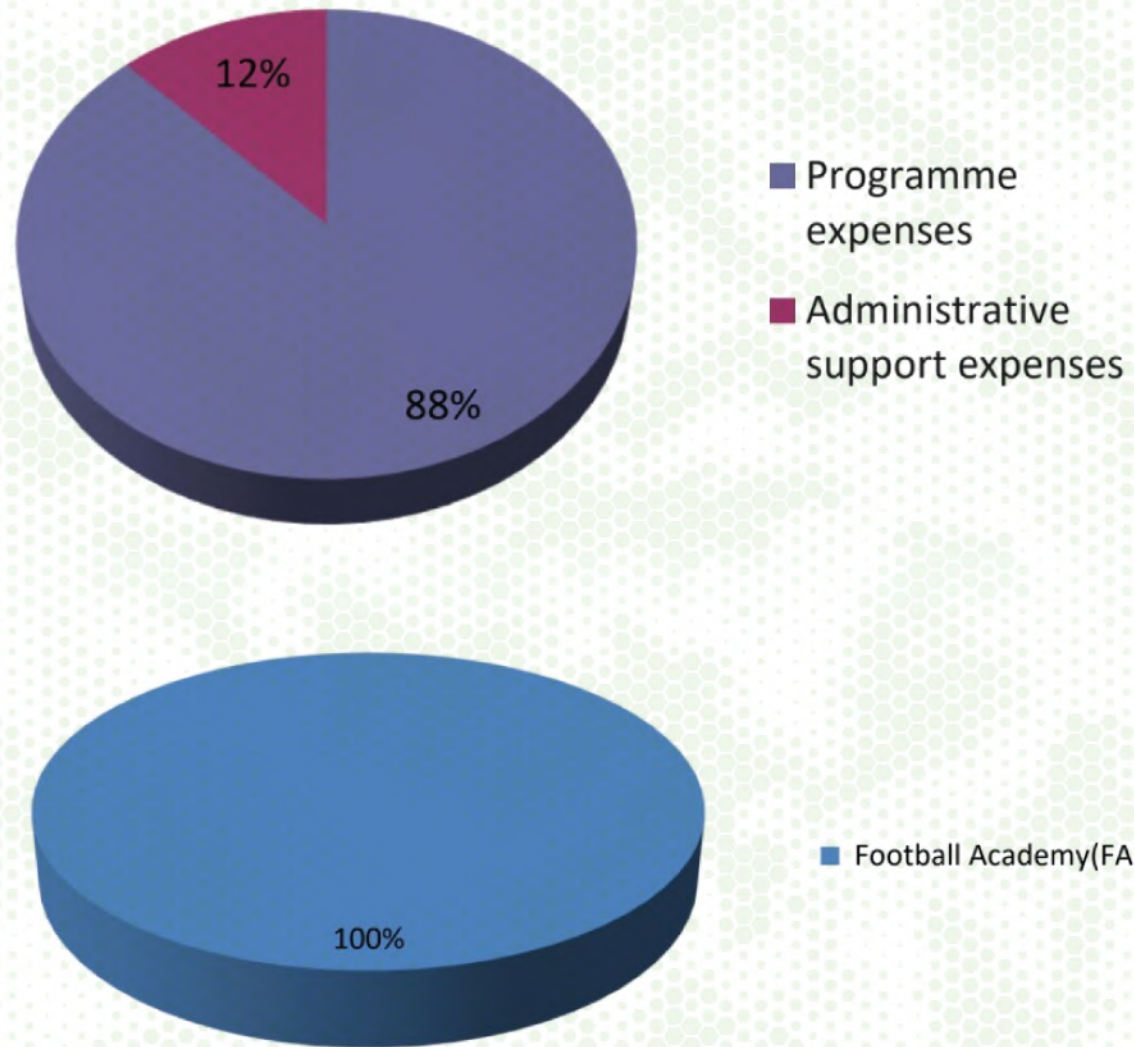


The thing I like most about Green-Kenya Football Academy is that we lose as a team and win as a team. Every time you make a mistake, it is always fixed. That is the thing I like most about Green-Kenya.

Ryan Kilelu



FINANCE



PARTNERS

- **Mirable Training and Business Solutions**
 - **Australian Sports Leadership**
 - **Alive and Kicking**
 - **Football Coaches Australia**
 - **Coaches across Continents**
- **Kenya Football Federation (FKF)**

Looking Ahead: Vision for Next Year

In 2026, the Academy will focus on:

- ⚽ **Strengthening parent communication around sessions, transport, and schedules**
- ⚽ **Improving transport reliability**
- ⚽ **Expanding girls' football initiatives and partnerships**
- ⚽ **Investing in coach education**
- ⚽ **Prioritising key competitive platforms:**
 - ⚽ **Accenture Rising Stars League**
 - ⚽ **FKF Under-13 and Under-15 competitions**
 - ⚽ **Norway Cup**
 - ⚽ **Diani Cup**



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Thank You

