



POST EVENT IMPACT *Report*

**SENSITIZATION AGAINST DRUG ABUSE,
CRIME AND HIV/AIDS (SADA)**

**FOOTBALL
TOURNAMENT**

2025



ORGANIZATION INFORMATION	
ORGANIZATION LEGAL NAME	ZAMPOLES EMPOWERMENT FOUNDATION
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COUNTRY	NIGERIA
DATE/PLACE REGISTERED WITH CAC	12TH JANUARY, 2024
YEAR FOUNDED	2018
ORGANIZATION WEBSITE	www.yesa.ng
CAC REG NUMBER	RC- 7298166

Project Overview

- Title:** Sensitization Against Drug Abuse, Crime and HIV/AIDS (SADA) Football Tournament 2025
- Organizer:** Young Entrepreneurs Summit Africa Initiative (YESA)
- Location:** Federal Capital Territory (FCT), Nigeria
- Duration:** 3 Days
- Theme:** Beyond the Game: Leveraging Sports to Tackle Drug Abuse, Crime and HIV/AIDS Among Nigerian Youth.

1. INTRODUCTION

The **SADA Football Tournament 2025**, organized by **Young Entrepreneurs Summit Africa Initiative (YESA)**, was a groundbreaking 3-day social impact event that combined **sports, sensitization, rehabilitation, and youth empowerment**. The event sought to address pressing social issues—**drug abuse, crime, and HIV/AIDS**—through the unifying and motivational power of football.

With active participation from youth, public agencies, and private partners, the initiative successfully created awareness, promoted health, and fostered behavioural change among young people in the FCT and beyond.

2. OBJECTIVES

- Sensitize young people on the **dangers of drug abuse, crime, and HIV/AIDS**.
- Promote **voluntary HIV testing**, counselling, and safer sexual practices.
- Provide a **platform for positive youth engagement** through football.
- Identify, rehabilitate, and mentor **drug users and vulnerable youths** through YESA's **Anti-Drug Abuse Ambassadors Mentorship (ADAAM)** Program.
- Empower selected beneficiaries through **entrepreneurship and skill development opportunities**.
- Strengthen **multi-sectoral collaboration** for youth-driven development and public health improvement.

3. PARTICIPATION & ENGAGEMENT

Football Players: 300 (Participated in the tournament across community youth clubs)

Spectators/Direct Sensitization Reach: 3,000+ (Engaged through awareness sessions, football matches, and media coverage)

HIV/AIDS Testing & Counselling: 800 Youths (Voluntarily tested and received post-test counselling and health information)

Condoms & Lubricants Distributed: 20,000 Units (Distributed to promote safer sexual practices and HIV prevention)

New ADAAM Enrollees: 73 Youths (Inducted as Anti-Drug Ambassadors under YESA's mentorship initiative)

Empowered Beneficiaries: 5 Youths (Received POS business kits)

4. THE ADAAM PROGRAM (Anti-Drug Abuse Ambassadors Mentorship)

The ADAAM Program is a flagship initiative of YESA designed to rehabilitate, mentor, and empower youth who have been exposed to or affected by drug use and risky behaviours.

Program Components:

- *Rehabilitation & Behavioural Therapy:* Through counselling and referrals, ADAAM supports youths struggling with substance use via structured rehabilitation pathways.
- *Mentorship & Peer Leadership:* Ambassadors undergo life skills training to serve as peer educators and role models promoting a drug-free lifestyle.
- *Skill Acquisition & Entrepreneurship:* The program links participants to vocational training and business empowerment; 5 were empowered as POS merchants via PocketMoni by Etranzact.
- *Community Advocacy & Outreach:* Ambassadors organize sensitization drives in schools, churches, and youth centres, expanding SADA's anti-drug message.

5. HIGHLIGHTS OF THE TOURNAMENT

1. Football & Unity

- 20 youth teams from across various communities in FCT competed in the SADA Cup.
- Each match opened with the **SADA Pledge**, reaffirming commitment to a **drug-free, crime free and HIV-free life**.
- The tournament encouraged discipline, teamwork, and community spirit.

2. Health & HIV Testing

- Conducted in partnership with FCT Agency for Control of AIDS (FACA), AIDS Healthcare Foundation (AHF), Institute for Human Virology, Nigeria (IHVN).
- 800 youth accessed **free HIV testing and counselling**.

- **20,000 condoms and lubricants** distributed during outreach.

3. Sensitization & Education

- Awareness sessions led by experts from **NDLEA, UNODC, Association of Resident Doctors- UATH**
- Topics included **drug prevention, mental health, safe sexual behaviour, and youth empowerment.**

4. Media & Public Engagement

The event received extensive media coverage, which amplified its message to millions across Nigeria.

- **TV Partners:** *TVC News, Arise TV, EFCC TV*
- **Online/Print Partners:** Aljazeera News, Newswire, News Century, The Nation News, Daily Legend, NAN, *and several youth-focused platforms.*
- Media coverage ensured **nationwide sensitization reach** across TV, radio, and social media platforms.

5. Prize Awards and Incentives

To further motivate participation and recognize excellence, the **SADA Football Tournament 2025** included **cash prize awards** for the top three teams:

Position	Prize	Benefit
1st Place (Champion)	₦1,500,000	Boosted team morale and rewarded outstanding performance; funds reinvested in community sports development.
2nd Place	₦1,000,000	Encouraged competitive spirit and commitment to teamwork among youth players.
3rd Place	₦500,000	Provided recognition for dedication and discipline, reinforcing values of perseverance and fair play.

Impact and Benefit:

- **Empowerment Through Reward:** The prize awards offered tangible incentives that encouraged discipline, hard work, and teamwork among participants.
- **Community Reinvestment:** Several winning teams indicated plans to reinvest part of their prize into **youth sports equipment, coaching, and school outreach programs**, creating a ripple effect of community development.

- **Behavioural Reinforcement:** By linking sporting excellence to positive social conduct and anti-drug advocacy, the awards served as **behavioural reinforcement tools**—proving that a drug-free, focused lifestyle leads to real success.
- **Encouragement for Future Participation:** The reward structure inspired other community clubs to prepare for future SADA editions, strengthening the sustainability and scalability of the initiative across states.

6. IMPACT AND ACHIEVEMENTS

1. Quantitative Impact Metrics

Impact Area	Indicator	Target / Baseline	Actual Achievement (2025)	% Achievement	Remarks
Youth Participation	No. of Football Players	200	300	150%	Surpassed target due to high community interest.
Direct Sensitization Reach	No. of Attendees at Event	2,000	3,000+	150%	Engaged through football matches, health talks, and community sessions.
HIV/AIDS Testing & Counselling	No. of Youth Tested	500	800	160%	Conducted by certified health professionals on-site.
Preventive Materials Distribution	No. of Condoms & Lubricants Distributed	10,000	20,000	200%	Promoted safer sexual practices among young people.
Mentorship & Rehabilitation	No. of Youth Enrolled into ADAAM Program	50	73	146%	Participants trained as Anti-Drug Ambassadors.
Economic Empowerment	No. of Youth Empowered through Entrepreneurship	3	5	167%	Sponsored by PocketMoni (Etranzact) as POS business owners.

Media & Sensitization Reach	Estimated Audience Reached (TV/Online/Social Media)	2 million	3 million+	150%	Coverage by TVC, Arise TV, AIT, and online platforms.
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2. Qualitative Impact Metrics

Dimension	Indicator / Evidence	Outcome / Observations
Awareness and Knowledge Increase	Post-event interviews and surveys	87% of youth reported improved understanding of drug abuse dangers, HIV prevention, and personal responsibility.
Behavioural Change Indicators	Commitment forms and SADA Pledge participation	Over 95% of participants signed and recited the SADA Drug-Free Pledge and expressed intent to influence peers.
Social Cohesion	Team participation and community interaction	Football matches fostered teamwork, inclusion, and reduced stigma around ex-drug users.
Health-Seeking Behaviour	Uptake of HIV Testing & Counselling	800 tested; 100% received post-test counselling; many requested follow-up referrals for continuous check-ups.
Youth Empowerment & Livelihoods	POS Empowerment Program	Beneficiaries now operate sustainable businesses, contributing to community stability and reducing relapse risk.
Rehabilitation & Mentorship	ADAAM Program follow-up	Ongoing mentorship sessions established for 73 ambassadors, creating peer-led anti-drug movements in their communities.

3. Broader Developmental Impact

Health Impact: Increased voluntary HIV testing and adoption of preventive behaviour. Reduced misinformation about HIV/AIDS transmission.

Economic Impact: Entrepreneurship support for five rehabilitated youth reduced

unemployment risk and improved livelihood stability.

Social Impact: Strengthened community cohesion, trust in youth programs, and collective responsibility for drug prevention.

Educational Impact: Enhanced awareness in schools through ADAAM ambassadors' outreach activities.

Policy & Institutional Impact: Improved collaboration between YESA, UNODC, NDLEA, NACA, FACA and private partners, reinforcing national anti-drug strategies.

4. Media & Public Awareness Metrics

The event recorded over 3 million combined impressions from TV, online, and social media. Major partners included TVC News, Arise TV, AIT, Aljazeera News, Newswire, News Century, The Nation News, Daily Legend, NAN, etc.

5. Summary of Key Metrics

Metric	Value	Indicator Type
Total Participants Engaged	3,000+	Output
Youth Tested for HIV	800	Outcome
Condoms Distributed	20,000	Output
Ambassadors Enrolled (ADAAM)	73	Outcome
Empowered POS Beneficiaries	5	Outcome
Media Reach	3 Million+	Outcome
Partnerships Strengthened	8 Institutional Partners	Systemic
Behavioural Change Adoption (Survey)	87% Positive Shift	Impact

6. Long-Term and Future Impact

- **Peer Advocacy Multiplier Effect:** 73 ADAAM ambassadors are now conducting local sensitization drives — projected to reach 15,000 youth within 12 months.
- **Health & Behavioural Change Sustainability:** 800 youth who accessed HIV testing are being linked to community health centres for continuous monitoring.
- **Economic Rehabilitation:** Empowered POS merchants have become advocates of economic independence, showing others that rehabilitation and reintegration are possible.

- **Partnership Growth:** Expanded relationships with UNODC, NDLEA, NACA, FACA, Etranzact and others for the national SADA rollout plan.

7. EVENT COORDINATION, SAFETY, AND CHALLENGES

Event Coordination and Safety

The **SADA Football Tournament 2025** was a model of effective coordination, discipline, and professionalism. Despite hosting over **3,000 attendees and 300 players**, the event recorded **zero incidents of violence or disorder** throughout its three days.

A detailed event management framework was established by the **YESA Organizing Committee**, which included the following measures:

- Deployment of **trained volunteer marshals** and **security personnel** in collaboration with community police units to maintain order and crowd control.
- Implementation of **clear entry and exit protocols**, ensuring safety and smooth movement of spectators, players, and health workers.
- Establishment of a **medical response unit** on-site for first aid and emergencies — although no incidents required intervention.
- Proper scheduling and coordination of matches, ensuring **timely kickoffs, fair play, and respect among teams**.
- Provision of adequate **refreshment zones, shade tents, and rest areas** to ensure comfort for all participants.

These strategies ensured that the entire event was **peaceful, inclusive, and youth-friendly**, demonstrating the unifying potential of sports when guided by purpose and social advocacy.

The absence of any violent occurrence also strengthened the credibility of YESA as a capable organizer of large-scale youth and community development events — reinforcing trust among stakeholders, security agencies, and sponsors.

Challenges and Lessons Learned

While the SADA Football Tournament 2025 achieved remarkable impact, it was not without significant operational challenges, particularly around **funding and sponsorship**.

1. Limited Sponsorship and Funding Constraints

The project was **80% self-financed** by YESA's leadership team and dedicated volunteers.

Despite early outreach to various organizations and corporate bodies, **many potential sponsors cited budget constraints**, especially due to:

- The **short notice period** before the tournament's scheduled date.
- The **end-of-year financial closure**, which restricted new funding approvals.

This limited available resources for key components such as:

- Scaling up **HIV testing booths and medical equipment** for wider coverage.
- Extending participation to additional community football teams.
- Expanding the **sensitization outreach** to more schools and rural youth clusters.
- Enhancing media visibility through broader paid advertising and community mobilization logistics.

2. Logistical and Volunteer Strain

Due to budget limitations, several logistical elements had to be executed through **volunteer-driven efforts**.

YESA's team demonstrated exceptional resilience and creativity by mobilizing local support for transportation, equipment, and communication, but these constraints placed additional strain on manpower and time.

3. Missed Partnership Opportunities

Several partner organizations — both governmental and non-governmental — expressed willingness to collaborate in future editions but were **unable to participate in 2025** due to limited timelines for budget processing. This highlights the need for **earlier event planning and partnership onboarding**, ideally 3–4 months before execution.

4. Lessons Learned

The experience reinforced the importance of:

- **Early engagement with sponsors and partners** to align funding timelines.
- **Longer publicity and mobilization periods** for broader stakeholder participation.
- Developing a **structured sponsorship framework**, clearly outlining visibility benefits and CSR alignment opportunities for corporate partners.
- Establishing a **SADA Support Fund**, which can provide continuity financing for youth empowerment and drug abuse prevention projects beyond single-event cycles.

5. The Way Forward

YESA remains optimistic and committed to building on the achievements and lessons of this year's event.

Efforts are already underway to **garner more institutional and private sponsorship** for upcoming projects in 2026, including:

- Expansion of the **SADA Cup to four states** (Anambra, Kwara, Rivers, and Zamfara).
- Launch of the **Guinness World Record “Drug-Free Pledge” Campaign** in Abuja.
- Broader implementation of the **ADAAM Mentorship and Empowerment Program**, focusing on rehabilitation, vocational training, and economic reintegration for at-risk youth.

By sharing this transparent post-event report and evidence-based outcomes, YESA hopes to **inspire confidence among sponsors, government agencies, and international partners**, ensuring that future SADA initiatives achieve even greater scale, inclusion, and impact.

8. UPCOMING PROJECTS (2026) — EVIDENCE-BASED JUSTIFICATION AND IMPACT PROJECTION

Following the outstanding success of the SADA Cup 2025 in the FCT, YESA will advance to Phase 1 of its national expansion strategy in 2026. This phase builds on insights from post-event impact assessments and baseline community surveys conducted across six states, highlighting urgent youth-related challenges in drug use, unemployment, and mental health awareness.

1. Evidence-Based Needs Assessment

Through collaborative community surveys, stakeholder consultations, and data from local NDLEA and NACA offices, YESA identified four major patterns driving youth vulnerability:

- **Rising Substance Abuse: Over 37% of respondents** (ages 15–30) admitted to experimenting with or being exposed to substance use.
- **Lack of Mentorship & Productive Outlets: 65% of youth** surveyed reported having no structured mentorship or access to skill acquisition programs.
- **Unemployment & Economic Pressure: 52% of respondents** cited financial hardship as a reason peers turn to drugs or petty crime.

- **Peer Pressure & Mental Health Strain:** Increasing social influence, depression, and absence of community engagement increase risk factors.

These findings reinforce the need for multi-dimensional interventions—combining **education, sports, mentorship, and entrepreneurship**—to mitigate youth vulnerability and strengthen national resilience.

2. 2026 Project Roadmap Overview

YESA’s 2026 program calendar aligns with **Nigeria’s National Drug Control Master Plan and SDGs 3, 8, and 16**, emphasizing health, decent work, and peace.

Quarter	Project Title	Location	Core Objective	Target Beneficiaries
1st Quarter (Q1)	SADA Cup – Anambra State	Awka, Anambra	Use football to sensitize youth on drug abuse and HIV prevention, promote peace and skill development.	5,000 youth (players, spectators, and students) in Anambra and neighboring states.
2nd Quarter (Q2)	Guinness World Record: Most People Taking a Drug-Free Pledge Simultaneously	FCT, Abuja	Mobilize 5,000 participants to publicly pledge against drug use—fostering behavioural commitment and creating global recognition for Nigeria’s youth movement.	5,000 direct participants; 3M+ media reach.
3rd Quarter (Q3)	SADA Cup – Kwara State	Ilorin, Kwara	Replicate FCT success; combine football with community health outreach and ADAAM recruitment.	5,000 youth; 1,000 HIV-tested; 100 ambassadors inducted.
4th Quarter (Q4)	SADA Championship Cup (National Finals)	Abuja	Bring together champions from FCT, Anambra, and Kwara for an elite youth showcase and national anti-drug summit.	15,000 total reach (onsite + media).

3. Detailed Description of Each Project

A. SADA Cup – Anambra State (1st Quarter 2026)

This first state expansion will focus on schools and community-based youth football clubs across Anambra and Enugu State. The event will blend football tournaments with anti-drug and crime sensitization, free HIV testing, and entrepreneurship clinics.

Key Partners: UNODC, NDLEA, NACA, EFCC, Anambra State Sports Commission, Ministry of Youth Development.

Expected Impact:

- 5,000 youth reached directly through matches and outreach.
- 700 tested for HIV/AIDS.
- 100 new ADAAM Ambassadors inducted.
- 20 youth trained in small business startup skills through YESA's empowerment hub.

B. Guinness World Record Attempt (2nd Quarter 2026 – FCT, Abuja)

YESA will organize a historic Drug-Free Pledge Event, aiming to break the Guinness World Record for the most people taking a drug-free pledge simultaneously.

Target: 5,000 participants, including NYSC members, students, youth organizations, churches, and community groups.

Objective: Symbolize a generational commitment to drug-free living, using evidence-based public pledging as a tool for behavioural change.

Expected Impact:

- Global media recognition and certification by Guinness World Records.
- Over 3 million online impressions through TVC, Arise TV, and partner platforms.
- Reinforcement of Nigeria's youth reputation for resilience and leadership.

C. SADA Cup – Kwara State (3rd Quarter 2026)

Replicating the success of the FCT and Anambra editions, the Kwara State SADA Cup will deepen inclusion by targeting youth in both urban and semi-rural communities in Kwara and other south-west states.

Key Focus:

- Recruitment and training of 100 ADAAM Ambassadors.
- Free medical outreach for 1,000 participants.
- Partnership with vocational centres for skill training and micro-grants.

Expected Impact:

- Reduction in youth vulnerability through sport-based empowerment.
- Improved community trust in government-youth partnerships.

D. SADA National Championship Cup (4th Quarter 2026 – Abuja)

The year will culminate in the SADA Championship Cup, a national tournament bringing together champion teams from FCT, Anambra, and Kwara.

Activities Include:

- National Anti-Drug, Crime and HIV/AIDS Leadership Summit.
- Exhibition of youth-led innovations and success stories from ADAAM beneficiaries.
- Recognition awards for sponsors and media partners.

Expected Outcomes:

- Strengthened youth networks across states.
- Institutionalized collaboration between NGOs, corporate sponsors, and development partners.

4. Projected Quantitative Impact (2026)

Indicator	2025 Baseline	2026 Projection	% Increase
Youth Directly Sensitized	3,000	15,000+	+400%
HIV Tests Conducted	800	2,500	+212%
Condoms & IEC Materials Distributed	20,000	60,000	+200%
ADAAM Ambassadors Inducted	73	300+	+311%
Youth Empowered with Businesses	5	50	+900%
Media Reach	3M impressions	10M+	+233%

5. Evidence-Based Monitoring & Evaluation Plan

YESA will apply a structured Monitoring, Evaluation, and Learning (MEL) framework across all 2026 interventions, leveraging:

- Pre- and Post-Activity Surveys to assess knowledge, attitude, and behaviour change.
- Impact Dashboards to track participant demographics, engagement, and follow-up outcomes.
- ADAAM Tracking Database for continuous mentorship progress and economic empowerment reporting.
- Quarterly Partner Review Meetings with UNODC, NDLEA, NACA, EFCC, and sponsors to evaluate lessons learned and refine approaches.

This data-driven approach ensures every SADA initiative remains accountable, replicable, and outcome-focused—turning statistics into real transformation stories.

6. Broader National Impact and Strategic Vision

Through these expansions and programs, YESA envisions:

- A national youth-led anti-drug movement grounded in mentorship and economic empowerment.
- A measurable reduction in youth drug initiation rates in target communities by 20% by 2027.
- Cross-sectoral collaboration between civil society, private sector, and government.
- The eventual establishment of a **National Anti-Drug Sports & Mentorship Festival**, making Nigeria a model for combining sports and behavioural reform.

9. CONCLUSION

The SADA 2025 Initiative has proven to be a highly effective model for using sports as a vehicle for behavioural change, health promotion, and youth rehabilitation. By integrating awareness, mentorship, health testing, and economic empowerment, YESA achieved measurable and sustainable outcomes that position the SADA program as a scalable national intervention model. YESA remains committed to **scaling the SADA movement nationwide**, creating a new generation of drug-free, purpose-driven youth who will build a stronger and healthier Nigeria.

The data-driven results serve as compelling evidence for continued donor support, government partnership, and private sector sponsorship.

10. PHOTOS FROM SADA 2025



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