



IMPACT ASSESSMENT 2024



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01 Executive Summary

1.1 EXECUTIVE SUMMARY: UNLOCKING THE POTENTIAL OF YOUTH THROUGH KFC MINI CRICKET

Cricket has long held a special place in South Africa's sporting tapestry, capturing the hearts of millions and transcending boundaries. Amid this backdrop, the KFC Mini Cricket Programme has emerged as a transformative force, providing young boys and girls with a gateway to the world of cricket while nurturing a host of life skills and values.

This study serves as a critical step in substantiating the claims surrounding KFC Mini Cricket's impact on South African youth, cricketing talent development, character building, and community engagement. This research in this report aims to address this need by investigating the tangible and intangible outcomes of KFC Mini Cricket, aligning with KFC's commitment to understanding the programme's broader impact.

1.2 RESEARCH APPROACH

The study employs a comprehensive research approach, blending insights from desktop analysis, interviews, surveys, literature review, and existing data from KFC and Cricket South Africa. It also considers the evolving digital landscape and online discourse surrounding KFC Mini Cricket. The findings aim to provide valuable insights that validate the programme's impact and contribute to its continuous improvement and evolution as a flagship grassroots sports development initiative in South Africa.

1.3 RESEARCH FINDINGS

1.3.1 Reaching Millions: A Testament to Scale and Commitment

The KFC Mini Cricket Programme stands as a testament to the power of scale and commitment. With an impressive total of 2.5 million participants trained, it has created an enduring legacy of youth engagement. Each year, 123,000 young cricketers continue to benefit from the programme, reflecting sustained enthusiasm and the capacity to inspire new generations of cricket enthusiasts. Furthermore, the programme has experienced consistent growth, with over 40,000 additional participants joining annually since 2010. The engagement of 6,600 schools underscores its reach into educational institutions, promoting physical activity among the youth.



1.3.2 Building on a Foundation of Values and Inclusivity

At its core, the KFC Mini Cricket Programme is not just about cricket but about building character, fostering values, and promoting inclusivity. Coaches, parents, and past participants overwhelmingly agree that the programme cultivates qualities such as teamwork, communication, trust, accountability, respect, leadership, adaptability, and resilience. It serves as a catalyst for personal development, imparting essential life skills that extend far beyond the cricket pitch.

1.3.3 Championing Equality and Diversity

The programme's commitment to equality and diversity is unwavering. It provides equal opportunities for participants of all backgrounds, skill levels, genders, and abilities. Moreover, it fosters a sense of inclusion, ensuring that everyone feels welcome and valued. Interactions across racial and class backgrounds are commonplace, bridging social divides and promoting social cohesion. The programme encourages participants to appreciate different cultures and backgrounds, creating a multicultural environment where diversity is celebrated.

1.3.4 Parent-Child Bonding and Community Engagement

Beyond the participants, the KFC Mini Cricket Programme has a ripple effect that strengthens the bonds between parents and children. A significant majority of parents acknowledge the programme's role in parent-child bonding. It has also succeeded in engaging parents and guardians, with high percentages reporting their involvement in watching matches. This sense of community engagement extends to coaches, who play a pivotal role in nurturing young talents and fostering positive values.

1.3.5 From Grassroots to Global Aspirations

The programme's impact extends beyond the grassroots level. It has identified and nurtured young cricketing talents, directing them to Development Hubs and Regional Performance Centres. Moreover, it provides opportunities for participants to meet Proteas players and attend cricket games, inspiring dreams of representing the nation on the global stage. To date, 120 players have gone on to represent various National Teams, exemplifying the programme's role in shaping future cricket stars.

1.3.6 A Positive Digital Presence and Corporate Social Responsibility

In the digital realm, the KFC Mini Cricket Programme has maintained a positive online presence. It stands as a testament to KFC's commitment to corporate social responsibility, enhancing the brand's reputation and credibility.

1.4 LINKING TO SUSTAINABLE DEVELOPMENT GOALS (SDGS) AND NATIONAL DEVELOPMENT PLAN (NDP)

The programme's impact aligns with several SDGs, including health and well-being (SDG3), quality education (SDG 4), gender equality (SDG 5), reduced inequalities (SDG 10), sustainable cities and communities, (SDG11), peace, justice and strong institutions (SDG16) and partnerships for the goals (SDG 17). It also resonates with South Africa's NDP, which emphasises youth development, social cohesion, and inclusive growth.

1.5 UNLOCKING POTENTIAL: INFERRING BROADER IMPACT

While the direct impact of the KFC Mini Cricket Programme is evident, its broader influence is inferred. The programme has the potential to foster social cohesion, bridge divides, and contribute to building a more inclusive and equitable society. By nurturing values, promoting equality, and instilling a sense of belonging, it lays the groundwork for a brighter and more unified South Africa.

The results of the logic model are shared in the image below.

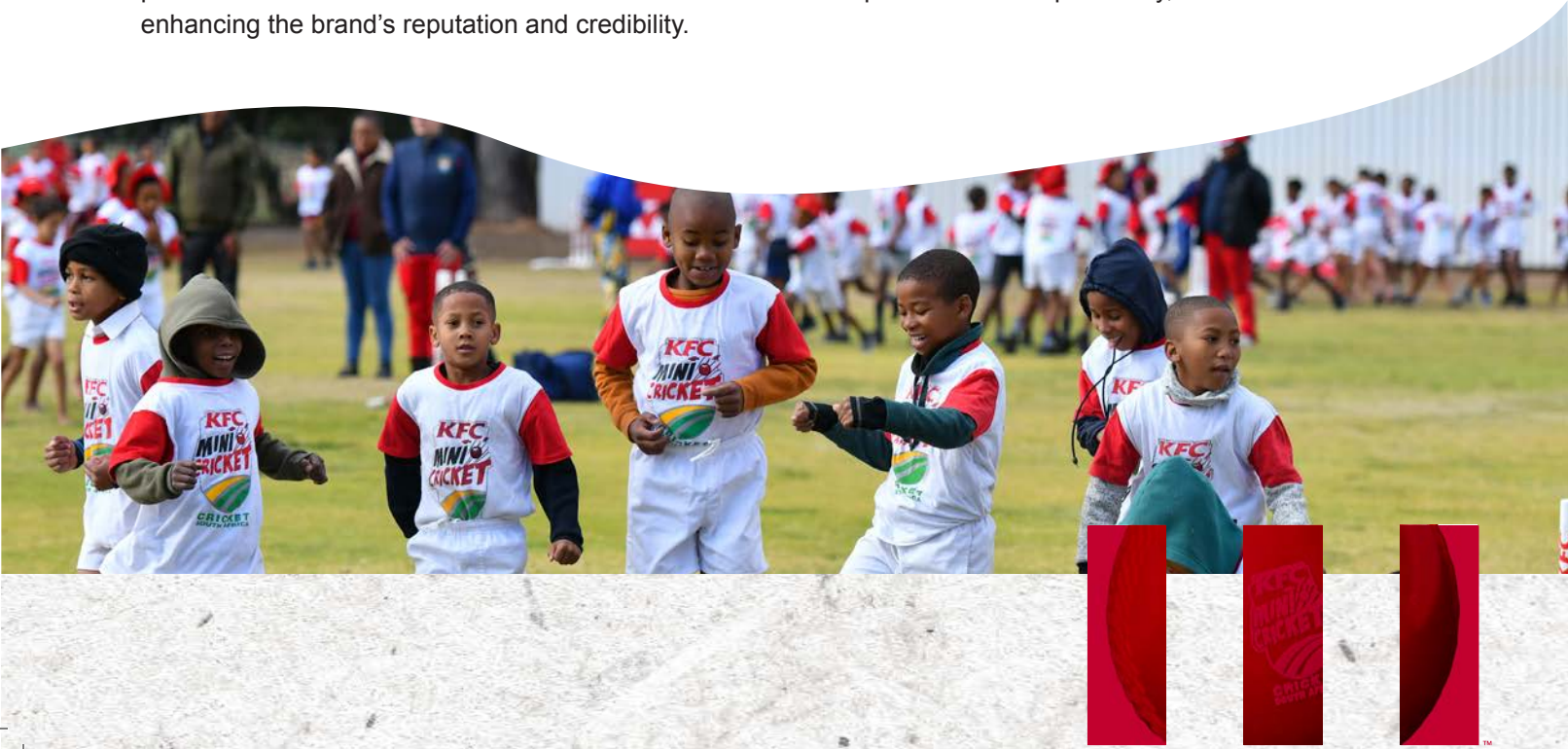
1.6 RECOMMENDATIONS

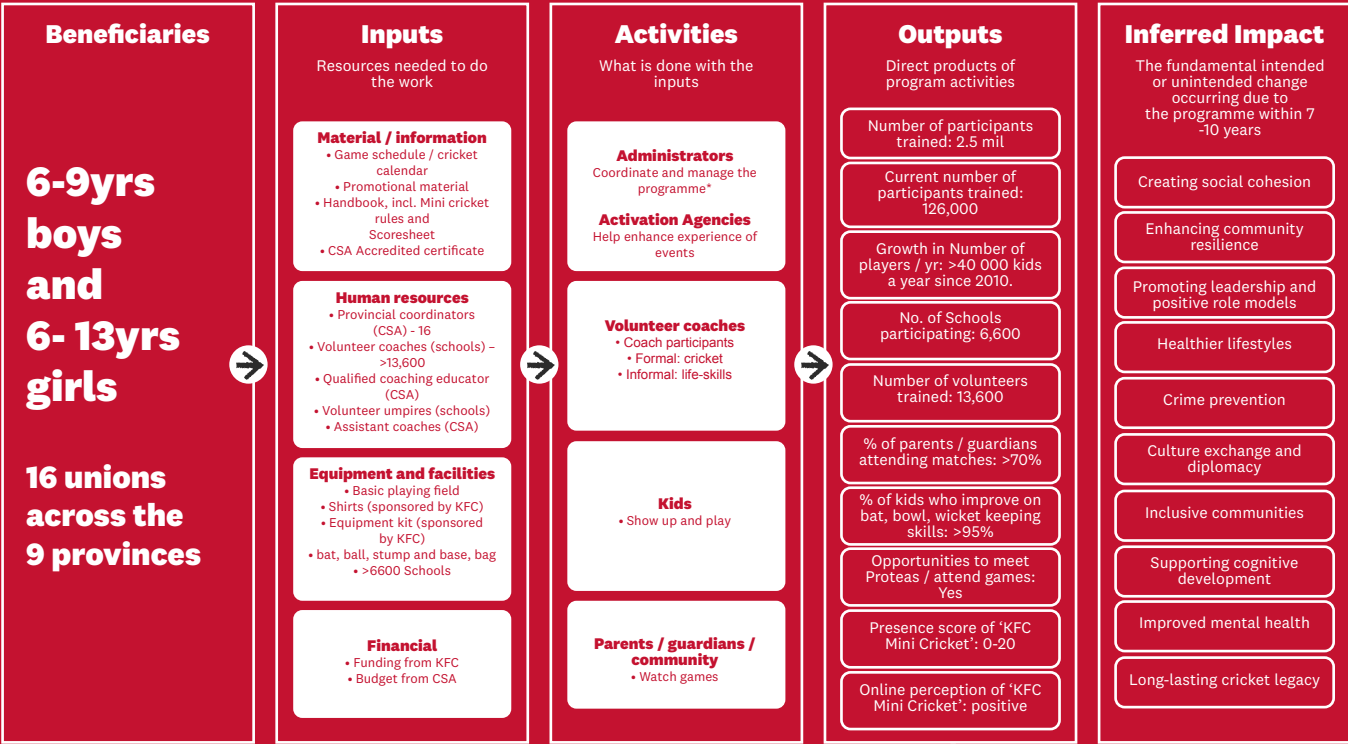
Based on the findings of the research, we recommend a more systematic approach to the rewards and incentives associated with the volunteer coaches. With respect to the programme design, we recommend that more attention be paid to inclusion of people with disabilities. The overall score for this indicator was lower than for indicators related to inclusion with respect to gender, social class and skill level. Additionally, although a lot is being done already, coaches find resources and transportation for children to be their greatest challenge, and there is scope for investigating how to further support in this area.

In order to make stronger claims about the direct outcomes of the programme, a final recommendation is to conduct simple pre- and post-season assessments of children, coaches and parents in order to track progress and advancement of various indicators.

1.7 CONCLUSION

The KFC Mini Cricket Programme is more than just a game; it is a force for positive change, empowerment, and inclusivity. Its reach, values, and commitment to youth development make it a beacon of hope, inspiring generations of cricketers and shaping responsible citizens. As it continues to expand its horizons and touch more lives, its impact on South Africa's future is a testament to the transformative power of sport.





02

Background to KFC Mini-Cricket

KFC MINI-CRICKET: LEVELLING THE PLAYING FIELD IN SOUTH AFRICA. MORE THAN JUST A GAME

In the heart of South Africa, where cricket is more than just a game, the KFC Mini-Cricket programme has emerged as a beacon of hope, unity, and talent development. This flagship programme has grown to become an integral part of the nation's sporting landscape, nurturing young talent and fostering a deep love for the game.

The story of the KFC Mini-Cricket programme in South Africa can be traced back to a desire to make cricket more accessible to children from diverse backgrounds. Cricket, traditionally regarded as a sport for the elite, was in need of a transformation to break down social barriers and tap into the undiscovered talent within the country's youth. KFC, one of South Africa's leading fast-food chains, partnered with Cricket South Africa to continue the initiative of mini-cricket in 2011. The programme's core objective was to introduce cricket to children between the ages of 6 and 13, regardless of their socio-economic backgrounds. What started as a modest initiative has gathered momentum, spreading its wings to reach all corners of the country.

The programme actively collaborates with local schools, clubs, and communities to create a nurturing environment for young cricketers. Schools became the epicenters of cricket development, and hundreds of thousands of children are exposed to the game.

Volunteer coaches are the heartbeat of the KFC Mini-Cricket programme in South Africa. Their selfless dedication and passion for the game are the driving force behind the programme's success. These individuals, often drawn from local communities, generously contribute their time and expertise to nurture young cricketing talent. They not only teach the fundamentals of the sport but also instill values of sportspersonship, teamwork, and perseverance in the children they coach. Volunteer coaches play an irreplaceable role in ensuring that the KFC Mini-Cricket programme remains accessible, inclusive, and impactful, ultimately helping to shape the future of cricket in the nation.

At the heart of KFC Mini-Cricket is its commitment to skills development. The programme provides young cricketers with access to top-notch coaching and equipment, allowing them to hone their skills and realise their potential. This focus on development has been instrumental in nurturing a new generation of talented cricketers in South Africa.

One of the programme's most remarkable achievements has been its emphasis on inclusivity and diversity. KFC Mini-Cricket has strived to break down racial and gender barriers, creating a platform where children of all backgrounds can come together to play and learn. This commitment to diversity has not only enriched the sport but also the nation's social fabric. KFC Mini



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Over the years, KFC Mini-Cricket has received numerous accolades and recognition for its contribution to the development of cricket in South Africa. It has played a pivotal role in identifying and nurturing young talents who have gone on to represent South Africa at various levels.

The KFC Mini-Cricket programme in South Africa is more than just a game; it is a testament to the transformative power of cricket and community engagement. From its humble beginnings to its national recognition, it has become a symbol of hope and opportunity for thousands of young South Africans. As the programme continues to evolve and expand its reach, it remains a compelling example of how sports can change lives and build bridges across diverse communities.

03

Introduction to Study

3.1 RATIONALE FOR THE STUDY

The KFC Mini Cricket programme stands as an iconic and monumental initiative within the realm of grassroots sports development in South Africa. Lauded as the nation's largest grassroots sports development programme, KFC Mini Cricket has, over the years, garnered significant attention and acclaim for its contributions to the development of South Africa's future cricketing talents. However, as with any programme of this magnitude, there arises a pressing need for empirical validation of its purported impacts and benefits. This study serves as a critical step in fulfilling this need and shedding light on the tangible and intangible outcomes of KFC Mini Cricket.

Through this study, KFC aspired to investigate the broader impact of the programme and whether it does in fact 'level the playing field', by giving participants a chance to be the best versions of themselves. This study aims to test:

- 1. Foundations of Future Cricketing Heroes:** KFC Mini Cricket occupies a pivotal position as the first step in Cricket South Africa's 'pipeline to the Proteas.' The assertion that this programme lays the groundwork for future cricketing heroes is one that carries immense weight and warrants thorough examination. By conducting this study, we aim to substantiate this claim and provide empirical evidence of how participation in KFC Mini Cricket contributes to the development of potential cricket stars.
- 2. Holistic Development of Young Minds:** Beyond the boundaries of cricket, KFC Mini Cricket introduces children to essential life skills and values that are fundamental to becoming well-rounded individuals. These include teamwork, sportspersonship, integrity, discipline, confidence building, and the nurturing of friendships. This study seeks to validate the impact of the programme in fostering these character traits and equipping young participants with valuable life skills.
- 3. Promotion of Non-Competitive Ethos:** KFC Mini Cricket's ethos revolves around participation, physical activity, community building, and friendship rather than fierce competition. It is crucial to ascertain the extent to which this philosophy resonates with the programme's participants and communities. Through rigorous research, we aim to confirm whether KFC Mini Cricket truly embodies these values and principles.
- 4. Longstanding Sponsorship Commitment:** KFC's steadfast sponsorship of the KFC Mini-Cricket programme since 2010, with a commitment through 2025, underscores the programme's significance and the importance of evaluating its impact. This study aligns with KFC's commitment to continuous improvement and informed decision-making by providing an evidence-based assessment of the programme's effectiveness.



3.2 RESEARCH APPROACH

DEZ Advisory Services, in collaboration with Dr Tracey Toefy, senior lecturer at GIBS Business School, has had the privilege of embarking on a journey of exploration and discovery to assess the profound impact of KFC Mini Cricket. Our partnership was forged with a shared commitment to unveiling the transformative power of this programme and understanding the depth of its influence on the lives of those it touches. The journey began with research, blending the insights from desktop analysis and interviews. Through this initial phase, we crafted a draft logic model that served as the cornerstone of our study.

This logic model allowed us to identify key input, output, and outcome variables, enabling us to comprehensively assess the impact of KFC Mini Cricket. Armed with a structured framework, we embarked on a more rigorous and extensive study. Our comprehensive study encompassed a diverse range of methodologies, embracing the voices and experiences of past participants, dedicated coaches, and supportive parents. Surveys were thoughtfully crafted and distributed to these integral stakeholders, providing us with quantitative data that offered valuable insights into the programme’s effectiveness. In parallel, we engaged in in-depth interviews with key stakeholders who have played pivotal roles in the journey of KFC Mini Cricket. These conversations, brimming with wisdom and passion, enriched our understanding of the programme’s impact.

To provide a broader context and enhance the depth of our analysis, we conducted an extensive literature review. This review encompassed a myriad of academic research, relevant publications, and empirical studies. It allowed us to situate KFC Mini Cricket within the broader landscape of such initiatives, drawing on international best practices and informed perspectives.

Furthermore, our analysis delved into the existing data tracked by KFC and Cricket South Africa (CSA) pertaining to the Mini Cricket programme. This rich repository of information provided us with valuable historical insights and trends, enabling us to gauge the programme’s evolution over time.

In addition to our comprehensive research methodologies outlined above, we recognised the importance of capturing the evolving digital landscape and the sentiments expressed through social media channels. In an era where conversations happen in the virtual realm as much as in the physical world, understanding the sentiment and online discourse surrounding KFC Mini Cricket became essential to our assessment of its impact.

In this report, we will present the findings of our comprehensive study, unveiling the impact of KFC Mini Cricket on individuals, communities, and the broader landscape of South African cricket.

04

Overview of Findings of Study:
Logic Model

4.1 THE LOGIC MODEL: A STRATEGIC APPROACH TO IMPACT ASSESSMENT

In the pursuit of comprehensively assessing the impact of the KFC Mini Cricket programme, our study embraced a methodological framework known as the “logic model.” This strategic approach was chosen for its ability to provide a structured and systematic foundation for evaluating the programme’s outcomes and impacts, aligning inputs with outputs, and illuminating the pathways through which the programme influences its participants. The adoption of a logic model for this study was driven by several reasons that underscore its suitability for the task at hand.

A logic model serves as a visual representation of the theoretical framework that underpins a programme’s design, operation, and expected outcomes:

- **Beneficiaries:** The individuals or groups who directly benefit from the programme.
- **Inputs:** Inputs represent the resources, materials, and support required to implement the programme. This can include financial resources, human resources, materials, equipment, and any other assets needed to carry out programme activities.
- **Activities:** Activities outline the specific actions, interventions, or processes that the programme will undertake using the provided inputs. These activities are typically aligned with the programme’s objectives and goals.
- **Outputs:** Outputs are the direct and immediate results or deliverables of programme activities and should be quantifiable.
- **Outcomes:** Outcomes represent the changes, effects, or impacts that result from the programme’s activities. They are typically categorised into immediate, intermediate, and long-term outcomes. Immediate outcomes are the immediate changes or effects resulting from activities. Intermediate outcomes reflect the short- to medium-term changes that occur as a result of the programme. Long-term outcomes are the broader, more farreaching changes that the programme aims to achieve.
- **Impact:** Impact is the long-term and overarching effect or influence that the programme seeks to have on individuals, communities, or the broader environment. It reflects the programme’s ultimate goals and the changes it aspires to bring about in the long run.

The logic model provides the necessary scaffolding to assess the programme’s contributions to cricketing talent development, character building, and community engagement in a structured and evidence-based manner. As we delve deeper into the findings and outcomes of our study, the logic model has served as a fundamental tool for understanding the KFC Mini Cricket’s, ultimately, the measured impact of the programme.



4.2 BENEFICIARIES OF KFC MINI CRICKET

The KFC Mini Cricket programme caters to a diverse group of beneficiaries, focusing on specific age groups and reaching across South Africa's provinces. These beneficiaries include:

- 1. Boys Aged 6-9 Years:** The programme introduces boys aged 6 to 9 years to the fundamentals of cricket. It serves as their first step into the world of cricket, offering not only cricketing skills but also valuable life lessons.
- 2. Girls Aged 6-13 Years:** KFC Mini Cricket is inclusive and welcomes girls aged 6 to 13 years. It provides them with opportunities to develop cricket skills while fostering selfconfidence, leadership qualities, and a passion for sports.
- 3. Nationwide Coverage:** The programme operates in all nine provinces of South Africa and spans across 16 cricket unions. This extensive reach ensures that both urban and rural communities have access to the benefits of KFC Mini Cricket.

By targeting these specific age groups and maintaining a presence across the nation's provinces and cricket unions, KFC Mini Cricket remains committed to promoting inclusivity, diversity, and equal opportunities in sports development. These beneficiaries represent the core of the programme's mission, which is to inspire and empower South Africa's youth in cricket and personal growth.

4.3 INPUTS FOR KFC MINI CRICKET

The KFC Mini Cricket programme operates with a range of essential inputs that collectively contribute to its functionality and effectiveness. These inputs can be categorised into four key areas:

1. Material / Information:

- Game Schedule / Cricket Calendar: A well-structured game schedule and cricket calendar provide the necessary framework for planning and organising matches, practices, and events, ensuring a smooth flow of activities within the programme.
- Promotional Material: Promotional materials play a pivotal role in creating awareness and attracting participants to the programme, helping to foster a sense of excitement and engagement.
- Handbook, including Mini Cricket Rules and Scoresheet: A comprehensive handbook, complete with rules and scoresheets, serves as a valuable reference guide for both players and coaches, ensuring clarity and consistency in the programme's activities.
- CSA Accredited Certificate: The issuance of CSA accredited certificates serves as a valuable recognition of participants' achievements, motivating them to excel further.

2. Human Resources:

- Provincial Coordinators (CSA): A team of 16 provincial coordinators, under the auspices of CSA, play a crucial role in overseeing and managing the programme's operations at the regional level.
- Volunteer Coaches (Schools): With over 13,600 volunteer coaches in schools, the programme benefits from a committed group of individuals who impart their cricketing knowledge and skills to young participants.
- Qualified Coaching Educator (CSA): The presence of a qualified coaching educator within CSA contributes to the professional development of coaches and ensures a high standard of coaching.
- Volunteer Umpires (Schools): Volunteer umpires in schools provide essential officiating support during matches and events. Assistant Coaches (CSA): Assistant coaches affiliated with CSA play a supporting role in enhancing the coaching infrastructure of the programme.

3. Equipment and Facilities:

- Basic Playing Field: Access to basic playing fields provides participants with a suitable environment to practice and play cricket.
- Shirts (Sponsored by KFC): Sponsored shirts by KFC not only serve as uniforms but also contribute to a sense of identity and unity among participants.
- Equipment Kit (Sponsored by KFC): The provision of equipment kits, including bats, balls, stumps, bases, and bags, sponsored by KFC, ensures that participants have the necessary resources for active participation.
- >6600 Schools: The programme's reach extends to more than 6600 schools across South Africa, creating a widespread platform for participation.

4. Financial:

- Funding from KFC: The financial support provided by KFC forms a critical component of the programme's sustainability and allows for the implementation of various activities.
- Budget from CSA: CSA's budgetary allocation further strengthens the programme's financial stability and supports its continued growth and impact.

4.4 ACTIVITIES WITHIN KFC MINI CRICKET

Within the framework of KFC Mini Cricket, various stakeholders engage in a range of activities that collectively contribute to the programme's success. These activities can be categorised as follows:

Administrators:

Coordinate and Manage the Programme: The administrators play a pivotal role in overseeing and managing the day-to-day operations of the programme. They ensure that all aspects of KFC Mini Cricket, from scheduling events to maintaining resources, run smoothly and efficiently.

Activities include:

- Search for & recruit volunteer coaches
- Train coaches
- 9hr training session
- Conduct practical
- Oversee exam
- Create promotional material
- Host CSA forums / meetings
- Host workshops and seminars
- Manage Festivals
- Host Awards days
- Conduct evaluations
- Monthly reporting
- Provide coaches with support as and when needed
- Coordinate with schools
- Expose some kids to 'real' matches (e.g. T20)
- Design and implement PR / marketing campaign

Activation Agencies:

- Help Enhance the Experience of Events: Activation agencies work towards enhancing the overall experience of events and activities within KFC Mini Cricket. They contribute to the creation of engaging and memorable experiences that leave a positive impact on participants.

Volunteer Coaches:

- Coach Participants: Volunteer coaches form the backbone of the programme, imparting their cricketing knowledge and skills to young participants. They provide formal coaching in cricket techniques and informal coaching in essential life skills, fostering holistic development among participants.

Kids:

- Show Up and Play: The young participants, the heart of KFC Mini Cricket, actively engage in the programme by showing up to participate in matches, practices, and events. Their enthusiasm and dedication drive the spirit of the programme.

Parents / Guardians / Community:

- Watch Games: Parents, guardians, and members of the community actively participate by watching games and events. Their presence not only supports the young participants but also fosters a sense of community engagement and togetherness.

4.5 OUTPUTS OF THE KFC MINI CRICKET PROGRAMME

This section begins to share the tangible results and achievements of the programme. These outputs provide a clear



picture of KFC Mini Cricket’s reach, engagement, and influence. Importantly, they serve as vital indicators for assessing the programme’s effectiveness in achieving its goals.

Total Number of Participants Trained:

The KFC Mini-Cricket Programme has left an indelible mark on the lives of millions of young boys and girls, with an impressive total of 2.5 million participants trained. This figure, gleaned from the CSA 2022 fact sheet, underscores the immense scale and reach of the programme. It is a testament to KFC’s unwavering commitment to grassroots sports development and creating opportunities for the youth.

Current Number of Participants Trained per Year:

As of 2022, an astonishing 126,000 boys and girls continue to benefit from the programme annually. This figure, drawn from the CSA 2022 fact sheet, demonstrates the sustained engagement and enthusiasm of participants year after year. It also reflects the programme’s ability to inspire new generations of cricket enthusiasts.

Growth in Number of Participants Trained per Year:

An impressive testament to the programme’s consistent growth, the number of participants trained has surged by over 40,000 kids each year since 2010. This remarkable achievement, as reported in the CSA 2022 fact sheet, highlights the programme’s ongoing appeal and the positive impact it has had on communities across South Africa.

Number of Schools Participating:

The programme has successfully engaged a network of 6,600 schools, fostering a culture of cricket at the grassroots level. This data, sourced from the CSA 2022 fact sheet, underscores the programme’s reach into educational institutions and its role in promoting physical activity among the youth.

Number of Volunteers Trained:

With over 13,600 dedicated volunteer coaches trained, the KFC Mini-Cricket Programme has harnessed the power of grassroots support. These volunteers are the backbone of the programme, imparting valuable cricketing skills and life lessons to the next generation of players.

Number of Games Played:

An impressive testament to the programme’s dynamism, over 45,000 matches are played during a full season, providing participants with invaluable hands-on experience and fostering a competitive spirit.



Percentage of Parents / Guardians Watching Matches:

A resounding affirmation of the programme’s community engagement, 93% of past parents and 71% of past participants report that their parents watched their matches. This level of involvement highlights the sense of unity and support the programme has cultivated among families.

Percentage of Kids Who Improve on Bat, Bowl, Wicket Keeping Skills:

The results speak for themselves: 98% improvement in skills, as reported by current coaches, and 95% as reported by former coaches. These figures underscore the programme’s ability to enhance participants’ cricketing abilities.

Opportunities to Meet Proteas / Attend Games:

The programme offers participants invaluable opportunities to meet Proteas players and attend cricket games, serving as a source of inspiration and aspiration. This was confirmed by the current and former coaches, as well as the former participants.

Presence Score of KFC Mini-Cricket:

As measured by Brand24, the programme’s presence score in 2023 stands at 0-20, reflecting its visibility and influence in the digital landscape.

Online Perception of ‘KFC Mini Cricket’:

In 2023, Brand24 data reveals a positive online perception of ‘KFC Mini Cricket,’ reinforcing the programme’s positive image and reputation.



SMART Indicator	Value	Source
Total number of participants trained	2.5 mil	CSA 2022 fact sheet
Current number of participants trained / yr	126,000 boys and girls	CSA 2022 fact sheet
Growth in number of participants trained / yr	>40 000 kids a year since 2010	CSA 2022 fact sheet
Number of Schools participating	6,600	CSA 2022 fact sheet
Number of volunteers trained	13,600	CSA 2022 fact sheet
Number of games played	>45 000 matches during a full season	CSA 2022 fact sheet
Percentage of parents / guardians watching matches	93% as reported by past parents 71% as reported by past participants	DEZ Advisory survey
Percentage of kids who improve on bat, bowl, wicket keeping skills	98% as reported by current coaches 95% as reported by former coaches	DEZ Advisory survey
Opportunities to meet Proteas / attend games	Yes	Past Questionnaire DEZ Advisory survey
Presence score of KFC Mini-Cricket	0-20 in 2023	Brand24
Online perception of 'KFC Mini Cricket'	Positive in 2023	Brand24

4.6 OUTCOMES OF THE KFC MINI CRICKET PROGRAMME

Parent-Child Bonding:

The KFC Mini Cricket programme has been instrumental in fostering a strong bond between parents and their children. A substantial 77% of current parents and 69% of former parents agreed a great deal or a lot that the programme provides an excellent opportunity for this vital connection. This engagement underscores the programme’s value beyond cricket, nurturing family relationships through sport.

Advancement to Hardball Cricket:

A critical measure of success for any developmental sports programme is the progression of its participants. For the KFC Mini Cricket programme, this success is reflected in the 40% of current parents and 35% of former parents who report their children advancing to hardball cricket. Impressively, 53% of past participants also attest to this progression, indicating a significant impact of the programme on skill development.

Spotting Young Talent:

The KFC Mini Cricket programme has proved to be a fertile ground for identifying and nurturing young talent. With over 2,000 talented players directed to Development Hubs and Regional Performance Centres, as highlighted in the CSA 2022 fact sheet, the programme is a beacon for scouting and developing future cricket stars.

Exposure Beyond Hometown:

Exposure to new environments is a critical component of growth, and the KFC Mini Cricket programme has successfully provided this. The DEZ Advisory survey indicates that 47% of current coaches and 54% of former coaches, along with 52% of current parents and 48% of former parents, agree a great deal or a lot on the programme’s role in offering exposure for their children outside their hometown.

Increased Affinity for KFC Brand:

The DEZ Advisory survey analysis revealed that coaches, parents, and past participants strongly associate KFC with cricket, chicken, and the slogan ‘finger licking good.’ They also express positive sentiments, associating the brand with community, development, support, and great tasting food.

Equal Opportunities for All Abilities:

The inclusivity extends to participants with disabilities, where 81% of current coaches and a majority of parents and past participants acknowledge the programme’s efforts to include all abilities, promoting a sense of belonging and empowerment.

Inclusion and Valuing Diversity:

A remarkable 87% of current coaches and a high percentage of former coaches, parents, and past participants agree that KFC Mini Cricket fosters a sense of inclusion, ensuring everyone feels welcome and valued.

Interactions Across Racial and Class Backgrounds:

The programme has facilitated interactions across racial and class backgrounds, with over 90% of coaches and a significant majority of parents and past participants reporting such interactions, highlighting its role in bridging social divides.

Provision for Active Participation Across Genders:

An overwhelming majority of coaches, parents, and past participants agree that KFC Mini Cricket provides ample opportunities for participants of all genders to be actively involved, showcasing its commitment to gender inclusiveness.

Provision for Participants with Disabilities:

The programme also receives recognition for its provision to include participants with disabilities, with agreement from coaches and parents alike, thereby promoting an environment of equality and respect.

Awareness and Appreciation of Different Cultures:



The DEZ Advisory survey reveals that a high percentage of coaches and parents feel that the programme has made them more aware and appreciative of different cultures and backgrounds, fostering a spirit of multiculturalism.

Development of Collaborative Skills:

Skills for collaborating with diverse backgrounds have been significantly developed through participation in the programme, with coaches, parents, and past participants acknowledging its impact.

Development of Teamwork:

The KFC Mini Cricket programme has proven to be a powerful catalyst in developing teamwork among its participants. An impressive 91% of current coaches and a strong majority of former coaches (83%), current parents (82%), and former parents (84%), along with 77% of past participants, agree a great deal or a lot that the programme has helped to cultivate this essential quality.

Enhancement of Communication Skills:

Effective communication is a fundamental skill, and participation in Mini Cricket has been key in its development. The data shows that 89% of current coaches, 78% of former coaches, 82% of current parents, and a significant 74% of former parents, as well as 77% of past participants, agree that the programme has greatly improved participants’ communication skills.

Fostering of Trust:

Trust is a cornerstone of any team sport, and KFC Mini Cricket has effectively instilled this trait. A notable 86% of current coaches and 74% of former coaches, along with 79% of current parents and 67% of former parents, in addition to 72% of past participants, agree that the programme has been instrumental in developing trust among its participants.

Building Accountability:

The programme has also been successful in teaching accountability, with 85% of current coaches and 73% of former coaches acknowledging its impact. Furthermore, 78% of current parents and 71% of former parents, along with 75% of past participants, agree that Mini Cricket has helped develop a great deal of accountability.

Cultivating Respect:

Respect is another value that Mini Cricket has effectively nurtured, with 92% of current coaches and 87% of former coaches agreeing on its development. This sentiment is echoed by 86% of current parents and a significant 76% of former parents, as well as 86% of past participants, indicating a widespread recognition of the programme’s influence.

Encouraging Leadership:

Leadership skills have been significantly enhanced through participation in Mini Cricket, with 87% of current coaches and 79% of former coaches agreeing a great deal or a lot on this outcome. Additionally, 79% of current parents and 66% of former parents, along with 76% of past participants, recognise the leadership development fostered by the programme.

Promoting Adaptability:

Adaptability, a key trait for personal and professional success, has been one of the quality outcomes from the programme. An impressive 86% of current coaches and 70% of former coaches agree that the programme has greatly helped in this area. The parents’ perspective is also positive, with 79% of current parents and 72% of former parents, and 78% of past participants affirming this development.

Strengthening Resilience:

The KFC Mini Cricket programme has played a significant role in building resilience among its participants. According to the survey, 82% of current coaches and 69% of former coaches, as well as 73% of current parents and 70% of former parents, and 74% of past participants agree that the programme has helped them become more resilient.

Instilling Discipline:

Discipline has been recognised by a significant number of coaches as one of the positive outcomes of the Mini Cricket programme. Although exact percentages are not provided, the frequent mention by coaches in past questionnaires indicates a notable impact on participants’ discipline.

Building Confidence:

The programme has also been pivotal in building confidence, with 79% of current parents and 70% of former parents expressing strong agreement. The effect is also acknowledged by 63% of past participants, who agree that Mini Cricket has greatly contributed to their selfconfidence.

Developing Strong Morals and Values:

KFC Mini Cricket is credited with helping to build strong morals and values, with 71% of current parents and 57% of former parents agreeing a great deal or a lot. Moreover, a noteworthy 76% of past participants recognise the programme’s role in their moral development.

SMART Indicator	Value	Source
Agreement that Mini-Cricket provides an opportunity for parents to bond with their children	77% of current parents agreed a great deal or a lot 69% of former parents agreed a great deal or a lot	DEZ Advisory survey
Percentage of pupils in the programme advancing to hardball cricket	40% as reported by current parents 35% as reported by former parents 53% as reported by past participants	DEZ Advisory survey
Spotting / selection of stronger, younger players	Over 2 000 talented players directed them to respective Development Hubs and Regional Performance Centres	CSA 2022 fact sheet
SMART Indicator	Value	Source
Exposure outside of hometown	47% of current coaches agreed ‘a great deal’ or ‘a lot’ 54% of former coaches agreed ‘a great deal’ or ‘a lot’ 52% of current parents agreed ‘a great deal’ or ‘a lot’ with respect to exposure for their children 48% of former parents agreed ‘a great deal’ or ‘a lot’ with respect to exposure for their children	DEZ Advisory survey
Increased affinity of KFC brand	Positive sentiment	DEZ Advisory survey
Recognition of KFC Mini-Cricket events, festivals, and meeting professional cricketers as impactful and memorable experiences as reported by coaches	Mentioned by a significant number of coaches	Past questionnaire
Increased involvement in cricket and physical activity among KFC Mini-Cricket participants as reported by coaches	Mentioned by a significant number of coaches	Past questionnaire
Increased Community Upliftment and Youth Empowerment as reported by coaches	Mentioned by a significant number of coaches	Past questionnaire
Agreement that 'KFC Mini Cricket promotes equality among participants, regardless of their background'	84% current coaches somewhat or strongly agree 79% former coaches somewhat or strongly agree 75% current parents somewhat or strongly agree 68% former parents somewhat or strongly agree 76% past participants somewhat or strongly agree	DEZ Advisory survey



Agreement that "KFC Mini Cricket encourages diversity by including participants from various ethnicities, cultures, and communities"	86% current coaches somewhat or strongly agree 80% former coaches somewhat or strongly agree 76% current parents somewhat or strongly agree 73% former parents somewhat or strongly agree 77% past participants somewhat or strongly agree	DEZ Advisory survey
Agreement that "Through KFC Mini-Cricket, I gained a better understanding and appreciation of different cultures and backgrounds"	84% current coaches somewhat or strongly agree 73% former coaches somewhat or strongly agree 74% current parents somewhat or strongly agree 65% former parents somewhat or strongly agree 72% past participants somewhat or strongly agree	DEZ Advisory survey
Agreement that "KFC Mini Cricket provides equal opportunities for all participants, regardless of their skill level"	86% current coaches somewhat or strongly agree 78% former coaches somewhat or strongly agree 78% current parents somewhat or strongly agree 71% former parents somewhat or strongly agree 77% past participants somewhat or strongly agree	DEZ Advisory survey
Agreement that "KFC Mini Cricket provides	86% current coaches somewhat or strongly agree	DEZ Advisory survey
SMART Indicator	Value	Source
equal opportunities for all participants, regardless of gender"	80% former coaches somewhat or strongly agree 75% current parents somewhat or strongly agree 72% former parents somewhat or strongly agree 76% past participants somewhat or strongly agree	
Agreement that "KFC Mini-Cricket provides equal opportunities for all participants, regardless of ability (or disability)"	81% current coaches somewhat or strongly agree 72% former coaches somewhat or strongly agree 74% current parents somewhat or strongly agree 65% former parents somewhat or strongly agree 72% past participants somewhat or strongly agree	DEZ Advisory survey
"KFC Mini-Cricket fosters a sense of inclusion, where everyone feels welcome and valued"	87% current coaches somewhat or strongly agree 78% former coaches somewhat or strongly agree 78% current parents somewhat or strongly agree 73% former parents somewhat or strongly agree 78% past participants somewhat or strongly agree	DEZ Advisory survey
Interacted with people from different racial backgrounds during the KFC Mini-Cricket programme	94% current coaches 92% former coaches 78% current parents 83% former parents 79% past participants	DEZ Advisory survey
Interacted with people from different class backgrounds during the KFC Mini-Cricket programme	92% current coaches 90% former coaches 78% current parents 80% former parents 81% past participants	DEZ Advisory survey

Provision of opportunities for participants of all genders to actively participate by KFC Mini-Cricket	96% current coaches agree 92% former coaches agree 81% current parents agree 77% former parents agree 82% past participants agree	DEZ Advisory survey
Provision of opportunities for participants with disabilities to actively participate by KFC Mini-Cricket	69% current coaches agree 69% former coaches agree 68% current parents agree 59% former parents agree 67% past participants agree	DEZ Advisory survey
Percentage of people that feel more aware and appreciative of different cultures and backgrounds as a result KFC Mini-Cricket	75% current coaches agreed a great deal or a lot 62% former coaches agreed a great deal or a lot 62% current parents agreed a great deal or a lot 54% former parents agreed a great deal or a lot 64% past participants agreed a great deal or a lot	DEZ Advisory survey
Percentage of people that develop Skills for Collaborating with Diverse Backgrounds	83% current coaches agreed a great deal or a lot 71% former coaches agreed a great deal or a lot 67% current parents agreed a great deal or a lot 61% former parents agreed a great deal or a lot 71% past participants agreed a great deal or a lot	DEZ Advisory survey
The extent to which participation in Mini-Cricket helped develop the following quality: Teamwork	91% current coaches agreed a great deal or a lot 83% former coaches agreed a great deal or a lot 82% current parents agreed a great deal or a lot 84% former parents agreed a great deal or a lot 77% past participants agreed a great deal or a lot	DEZ Advisory survey
SMART Indicator	Value	Source
The extent to which participation in Mini-Cricket helped develop the following quality: Communication	89% current coaches agreed a great deal or a lot 78% former coaches agreed a great deal or a lot 82% current parents agreed a great deal or a lot 74% former parents agreed a great deal or a lot 77% past participants agreed a great deal or a lot	DEZ Advisory survey
The extent to which participation in Mini-Cricket helped develop the following quality: Trust	86% current coaches agreed a great deal or a lot 74% former coaches agreed a great deal or a lot 79% current parents agreed a great deal or a lot 67% former parents agreed a great deal or a lot 72% past participants agreed a great deal or a lot	DEZ Advisory survey
The extent to which participation in Mini-Cricket helped develop the following quality: Accountability	85% current coaches agreed a great deal or a lot 73% former coaches agreed a great deal or a lot 78% current parents agreed a great deal or a lot 71% former parents agreed a great deal or a lot 75% past participants agreed a great deal or a lot	DEZ Advisory survey
The extent to which participation in Mini-Cricket helped develop the following quality: Respect	92% current coaches agreed a great deal or a lot 87% former coaches agreed a great deal or a lot 86% current parents agreed a great deal or a lot 76% former parents agreed a great deal or a lot 86% past participants agreed a great deal or a lot	DEZ Advisory survey
The extent to which participation in Mini-Cricket helped develop the following quality: Leadership	87% current coaches agreed a great deal or a lot 79% former coaches agreed a great deal or a lot 79% current parents agreed a great deal or a lot 66% former parents agreed a great deal or a lot 76% past participants agreed a great deal or a lot	DEZ Advisory survey



The extent to which participation in Mini-Cricket helped develop the following quality: Adaptability	86% current coaches agreed a great deal or a lot 70% former coaches agreed a great deal or a lot 79% current parents agreed a great deal or a lot 72% former parents agreed a great deal or a lot 78% past participants agreed a great deal or a lot	DEZ Advisory survey
The extent to which participation in Mini-Cricket helped develop the following quality: Resilience	82% current coaches agreed a great deal or a lot 69% former coaches agreed a great deal or a lot 73% current parents agreed a great deal or a lot 70% former parents agreed a great deal or a lot 74% past participants agreed a great deal or a lot	DEZ Advisory survey
Agreement that KFC Mini-Cricket programme instils” Discipline”	Mentioned by a significant number of coaches	Past questionnaires
Agreement that KFC Mini-Cricket helps build confidence	79% current parents agreed a great deal or a lot 70% former parents agreed a great deal or a lot 63% past participants agreed a great deal or a lot	DEZ Advisory survey
Agreement that KFC Mini-Cricket helps build strong morals and values	71% current parents agreed a great deal or a lot 57% former parents agreed a great deal or a lot 76% past participants agreed a great deal or a lot	DEZ Advisory survey

Table 2 : Programme Outcomes

This comprehensive data illustrates the multifaceted impact of the KFC Mini Cricket programme, highlighting its success not only in promoting cricket skills but also in fostering personal growth, social inclusion, and community development. These outcomes reflect the programme’s comprehensive approach to development, extending beyond cricket to foster essential life skills and social values among its participants. The data confirms that the KFC Mini - Cricket programme makes children better human beings by society’s standards.

4.7 INFERRED IMPACT OF KFC MINI CRICKET PROGRAMME

The KFC Mini Cricket Programme has the potential to generate a broad spectrum of social, cultural, and personal impacts within the span of 7-10 years. These impacts, while not directly measurable, are inferred based on the outcomes and the far-reaching implications of the programme.

1. Creating Social Cohesion: Through the outcome of “Awareness and Appreciation of Different Cultures,” the programme lays the foundation for social cohesion. Over time, this increased awareness and respect for diverse cultures and backgrounds among participants may contribute to a more harmonious and unified society. As these young cricketers grow into adults, their inclusive mindset may influence their communities and workplaces, fostering a more integrated and tolerant South Africa.

2. Enhancing Community Resilience: The KFC Mini Cricket Programme, by instilling qualities like discipline, adaptability, and resilience in participants, may contribute to the resilience of communities. As these individuals become active members of their communities, they can help communities better withstand and recover from challenges such as economic downturns or natural disasters.

3. Promoting Leadership and Positive Role Models: The development of leadership skills among programme participants may lead to a generation of young leaders who actively engage in community development and social change. Over the years, this may result in a network of positive role models who inspire others to follow suit, thus creating a ripple effect of leadership and community upliftment.

4. Educational and Professional Success: The skills acquired through the programme, including teamwork, communication, and adaptability, may have a lasting impact on the educational and professional trajectories of participants. These skills can enhance their academic performance and prepare them for successful careers, ultimately contributing to economic growth and prosperity.

5. Healthier Lifestyles: By promoting physical activity and an active lifestyle, the programme may play a part in reducing the prevalence of health issues such as obesity and related diseases among participants. In the long term, this can lead to a healthier and more productive population.

6. Crime Prevention: The KFC Mini Cricket Programme’s role in keeping children away from crime-related activities and substances, especially in communities facing social challenges, can have a significant impact on crime prevention. Fewer young people engaging in criminal activities can lead to safer communities and a reduced burden on the criminal justice system.

7. Cultural Exchange and Diplomacy: As participants interact with peers from diverse racial and class backgrounds, they may become effective ambassadors for South Africa on the global stage. These experiences can foster an understanding of international cultures and promote diplomacy, potentially contributing to South Africa’s global standing.

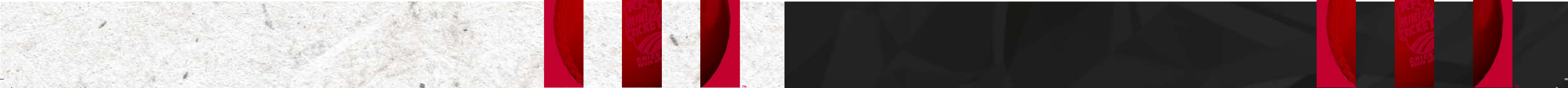
8. National Pride and Identity: The programme’s role in nurturing future Proteas players creates a source of national pride and identity. The success of South African cricket teams on the international stage can unite the nation, instilling a sense of belonging and pride among citizens.

9. Inclusive Communities: The programme’s emphasis on inclusivity for all genders and abilities may lead to a more inclusive society over time. Participants growing up with a mindset of equality and inclusiveness can contribute to breaking down societal barriers and creating a more equitable South Africa.

10. Supporting Cognitive Development: Research strongly supports the idea that physical activity, such as cricket, can enhance academic outcomes by increasing blood flow to the brain, boosting mental alertness, improving mood, and enhancing self-esteem. This positive impact is particularly evident in mathematics performance. Therefore, KFC Mini Cricket not only fosters physical health but can also contributes to the cognitive development of young participants, demonstrating its multifaceted benefits.

11. Improved Mental Health: Organized sports, like cricket, have been recognized for their potential to improve mental well-being. Participation in Mini Cricket offers an avenue for young individuals to combat emotional and behavioral disorders while fostering psychological resilience. While there are inherent pressures in sports, including stress and anxiety, the programme’s nurturing and supportive environment helps mitigate these risks.

12. Long-lasting Cricket Legacy: By identifying and nurturing young cricketing talent, the KFC Mini Cricket Programme is poised to leave a lasting legacy in South African cricket. The impact may extend beyond the programme’s duration, with future Proteas stars emerging from its ranks, carrying the nation’s hopes and aspirations. With 120 players have gone on to represent various National Teams, the KFC Mini Cricket programme undoubtedly contributes to the sustainability of the cricket pipeline in South Africa. While these impacts may take years to fully materialise, the seeds of positive change sown by the programme have the potential to shape a brighter and more unified future for South Africa.



05

The Broader Impact of the KFC Mini-Cricket Programme

The KFC Mini-Cricket Programme’s influence extends far beyond the boundaries of cricket fields, touching the lives of participants, parents, coaches, communities, and even the sponsors, KFC and Cricket South Africa (CSA). It is a testament to the profound ripple effect that grassroots sports initiatives can have on society.

Participants:

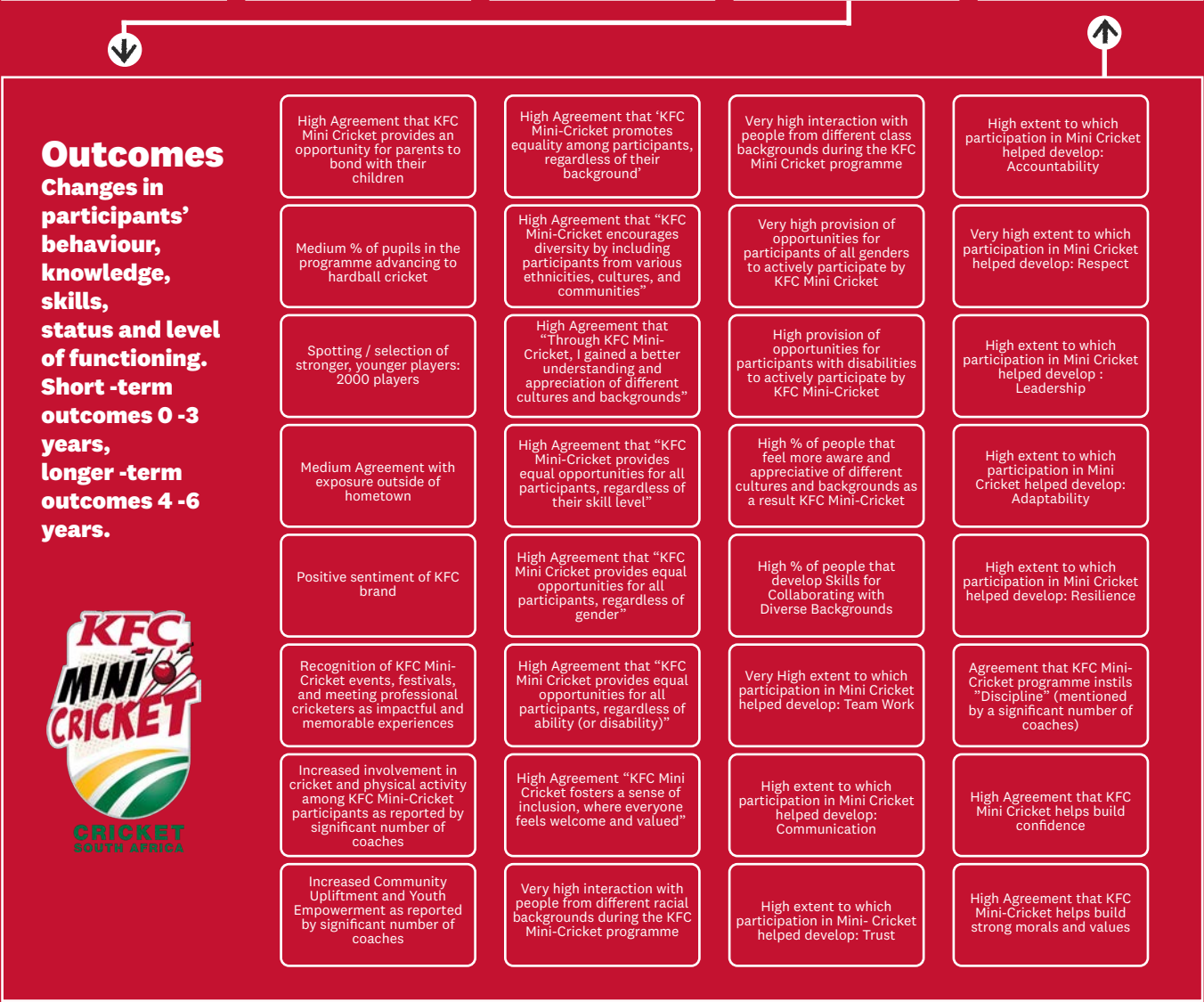
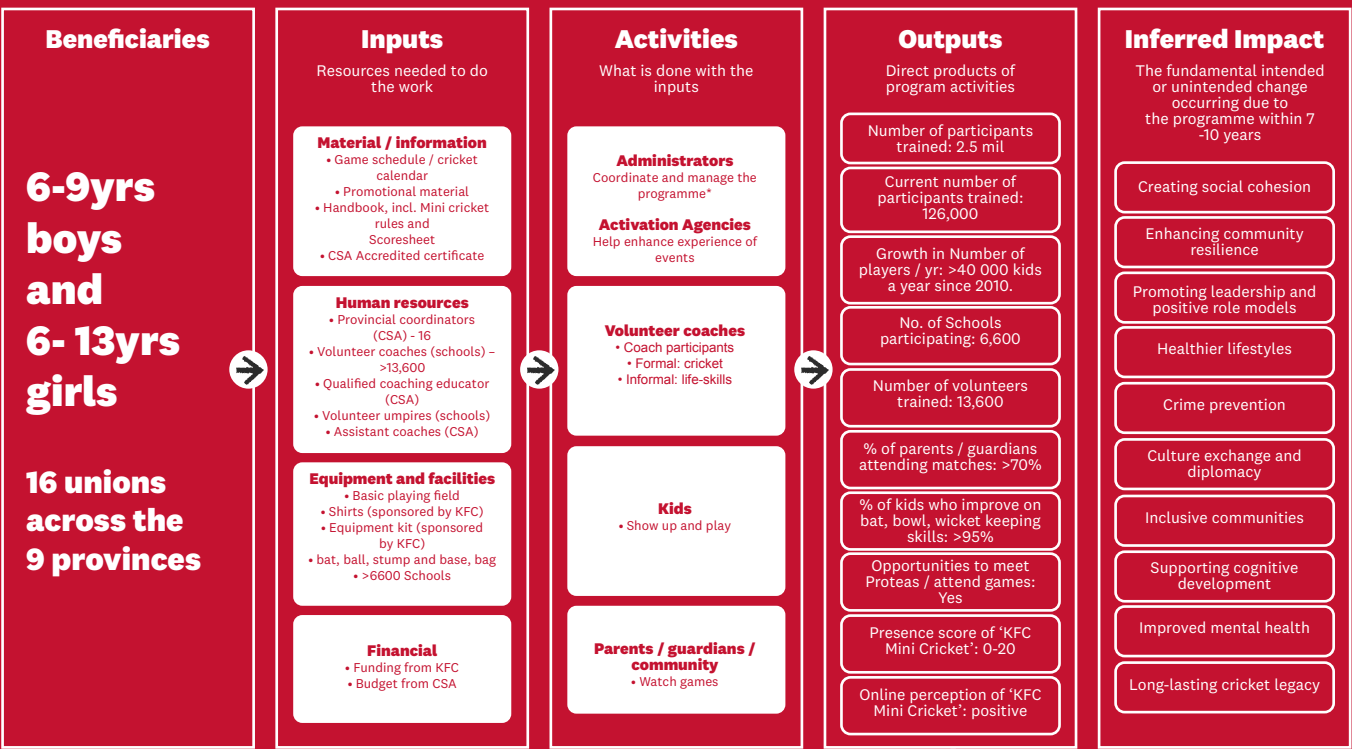
While the primary beneficiaries of the programme are undoubtedly the young boys and girls who participate, their involvement transcends the cricket pitch. As they grow and mature through the programme, they become ambassadors of values such as teamwork, respect, and inclusivity. These values become an integral part of their character, guiding their interactions in school, within their families, and later in their careers. For many, the programme serves as a launchpad for educational and personal development, setting them on a path towards academic success and productive citizenship. Furthermore, the programme’s emphasis on physical activity contributes to healthier lifestyles, reducing the risk of obesity and related health issues. In essence, participants are groomed not just as cricketers but as well-rounded individuals who bring positivity to their communities.

Parents:

The impact of the KFC Mini Cricket Programme is keenly felt by parents who watch their children grow through sport. It fosters a unique bond between parents and their offspring, as they share the joys and challenges of cricket. This shared experience strengthens family relationships and creates lasting memories. Moreover, parents become advocates for the values instilled in their children, reinforcing the importance of teamwork, discipline, and respect within their households. The programme’s commitment to gender inclusivity also resonates with parents, as they witness their children’s participation breaking down gender stereotypes and promoting equality.

Coaches:

Coaches play a pivotal role in shaping the lives of young cricketers. Beyond teaching cricketing skills, they become mentors who impart life lessons, values, and character development. The KFC Mini Cricket Programme equips coaches with the skills and knowledge to nurture the potential of their charges. In return, coaches experience personal growth and fulfillment, knowing that they are contributing to the development of not just skilled cricketers but responsible and empowered individuals. These coaches, often drawn from the local community, become pillars of support and role models for the youth. The programme’s impact on coaches extends to their personal lives, where they carry forward the principles of inclusivity, diversity, and equality into their communities.



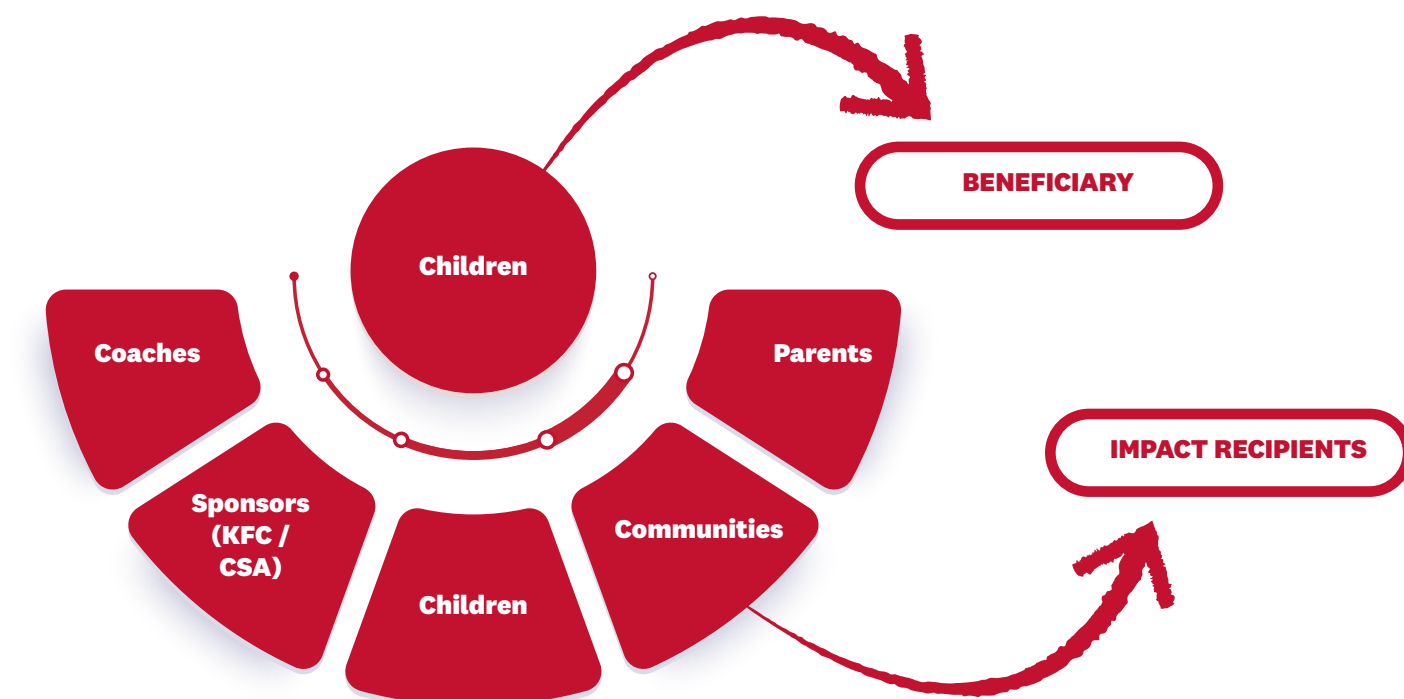
Communities:

The KFC Mini Cricket Programme is a community-building force. It unites communities through the shared excitement of children's cricket matches. These gatherings foster a sense of belonging and pride among residents. The programme's emphasis on community upliftment creates a positive social impact. It keeps children engaged in constructive activities, reducing their exposure to negative influences, and contributes to crime prevention. Moreover, by promoting multiculturalism and inclusivity, the programme bridges social divides and nurtures more harmonious communities. The cultural exchange and understanding fostered on the cricket field extend to interactions beyond the boundary, promoting social cohesion.

Sponsors (KFC and CSA):

KFC and Cricket South Africa are more than just sponsors of the programme; they are partners in shaping the future of South African cricket and society. Their support extends beyond financial contributions to a commitment to values, inclusivity, and grassroots development. By aligning their brands with a programme that stands for equality, diversity, and community, they showcase corporate social responsibility in action. The impact of their support is evident in the

positive online perception of 'KFC Mini Cricket,' which reinforces their brand image as socially responsible entities. Furthermore, their investment in identifying and nurturing young cricketing talent contributes to the long-term success of South African cricket, creating future Proteas stars who bring pride to the nation.



06

Linking KFC Mini-Cricket to the SDGs

The KFC Mini Cricket Programme is a remarkable embodiment of the principles and goals set forth by the United Nations in the Sustainable Development Goals (SDGs). As we delve into the impact and outcomes of this grassroots initiative, it becomes evident that it aligns closely with several key SDGs, contributing to the broader global agenda for a sustainable and equitable future.

1. SDG 3: Good Health and Well-being:

- Impact on Participants: The programme promotes physical activity and healthier lifestyles among its participants, contributing to the well-being of young boys and girls.
- Data: With over 2.5 million participants trained and a sustained engagement of 126,000 children annually, the programme addresses the goal of ensuring healthy lives and promoting well-being for all ages.

2. SDG 4: Quality Education:

- Impact on Participants: Beyond cricketing skills, the programme imparts valuable life skills and values, fostering holistic development and setting participants on a path toward academic success.
- Data: Engagement with 6,600 schools underscores the programme's role in promoting quality education and character development.

3. SDG 5: Gender Equality:

- Impact on Gender Inclusivity: The KFC Mini Cricket Programme actively promotes gender equality by providing equal opportunities to all genders.
- Data: High agreement levels among coaches and parents affirm the programme's commitment to gender inclusivity.

4. SDG 10: Reduced Inequalities:

- Impact on Equality: The programme fosters inclusivity and equality, irrespective of background, ability, or disability, contributing to a reduction in inequalities.
- Data: Strong agreement levels among participants, parents, and coaches affirm the programme's role in promoting equality among diverse groups.



5. SDG 11: Sustainable Cities and Communities:

- Impact on Community Development: The programme contributes to creating more sustainable and harmonious communities by promoting multiculturalism, bridging social divides, and keeping children engaged in constructive activities.
- Data: The high levels of agreement regarding community upliftment, interactions across racial and class backgrounds, and multicultural awareness reinforce the programme's role in building sustainable communities.

6. SDG 16: Peace, Justice, and Strong Institutions:

- Impact on Community Building: The KFC Mini Cricket Programme builds strong communities by fostering a sense of belonging, reducing crime-related activities, and promoting values of respect and inclusivity.
- Data: Evidence of the programme's positive impact on communities is seen in the high levels of agreement among coaches, parents, and participants regarding community upliftment and youth empowerment.

7. SDG 17: Partnerships for the Goals:

- Impact on Corporate Social Responsibility: The programme showcases a successful partnership between sponsors (KFC and CSA) and community development, reflecting the principles of corporate social responsibility.
- Data: Positive online perception of 'KFC Mini Cricket' and brand image reinforcement highlight the value of such partnerships in promoting societal well-being.

The KFC Mini Cricket Programme is a resounding example of how a grassroots sports initiative can be a catalyst for achieving the Sustainable Development Goals. Its impact extends to health, education, gender equality, reduced inequalities, community development, and partnerships, making it an invaluable contributor to the global efforts aimed at creating a better and more sustainable world. Through its commitment to values, inclusivity, and grassroots development, the programme not only produces future cricket stars but also nurtures responsible, empowered, and well-rounded individuals who carry the principles of the SDGs into their communities and beyond.

SUSTAINABLE DEVELOPMENT GOALS



07

Linking KFC Mini Cricket to the NDP

The KFC Mini Cricket Programme not only serves as a source of pride for cricket enthusiasts but also aligns seamlessly with the core objectives and values of the South African National Development Plan (NDP). This visionary roadmap for the nation, which outlines South Africa's developmental goals for the future, finds a remarkable partner in the grassroots cricket initiative, as we draw connections between the NDP's principles and the impact data from the programme.

1. Fostering Inclusive Participation:

- NDP Quote: "Our vision for 2030 is to create a society in which... no person will be discriminated against on the basis of race, gender, disability, sexual orientation, religion, or age."
- Data: High levels of agreement regarding gender inclusivity and opportunities for participants with disabilities affirm the KFC Mini Cricket Programme's commitment to inclusivity, aligning with the NDP's vision of an inclusive society.

2. Community Upliftment and Social Cohesion:

- NDP Quote: "Building safer communities through an active and participatory citizenry... fostering social cohesion... and community pride."
- Data: The programme's significant role in community upliftment, youth empowerment, and interactions across racial and class backgrounds reflects its contribution to safer and more cohesive communities, echoing the NDP's aspirations.

3. Education and Skills Development:

- NDP Quote: "Improving the quality of education and increasing learner retention rates."
- Data: Beyond cricketing skills, the KFC Mini Cricket Programme imparts essential life skills and values, contributing to holistic education and personal development, which aligns with the NDP's focus on improving education quality.

4. Health and Well-being:

- NDP Quote: "A long and healthy life for all South Africans."
- Data: Encouraging physical activity, promoting healthier lifestyles, and enhancing wellbeing among participants resonate with the NDP's vision for improved health.



5. Youth Empowerment and Leadership Development:

- NDP Quote: “Youth must take responsibility for shaping their own destiny.”
- Data: The programme’s role in youth empowerment, leadership development, and the fostering of essential qualities like teamwork, communication, trust, and adaptability echoes the NDP’s call for youth to shape their destinies.

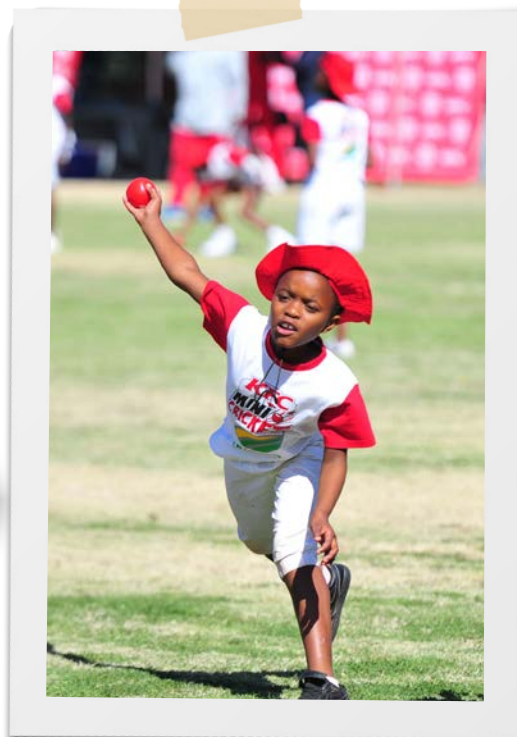
6. Crime Reduction and Social Development:

- NDP Quote: “Building safer communities... a strategy to combat corruption... [and] promoting social development.”
- Data: The programme’s contribution to keeping kids away from crime-related activities and substances, along with its emphasis on strong morals and values, aligns with the NDP’s goals of safer communities and social development.

7. Corporate Social Responsibility (CSR):

- NDP Quote: “A business sector that is committed to... sustainable development.”
- Data: The partnership between KFC and CSA in supporting the programme reflects the principles of corporate social responsibility and the alignment of businesses with national development goals.

KFC Mini Cricket stands as an exemplary embodiment of the South African National Development Plan’s core values and objectives. Through its commitment to inclusivity, community development, education, health, and youth empowerment, it actively contributes to the broader national agenda of creating a more equitable, inclusive, and prosperous South Africa. The impact data from the programme serves as tangible evidence of its role in advancing the NDP’s vision for the nation, making it a vital partner in the collective effort to shape a better future for South Africa and its citizens.



08 Conclusion: More Than Just a Game

The KFC Mini Cricket programme, often regarded as ‘More Than Just a Game,’ has undoubtedly left an indelible mark on South African youth, cricketing talent development, character building, and community engagement. Through rigorous research and a comprehensive assessment, we have gained invaluable insights into the profound impact of this grassroots sports development initiative.

This programme, which lays the Foundations of Future Cricketing Heroes, serves as the first steppingstone on Cricket South Africa’s ‘pipeline to the Proteas.’ Our study has not only substantiated this claim but has also shed light on the many ways in which KFC Mini Cricket contributes to nurturing potential cricket stars. Beyond cricket, it fosters the Holistic Development of Young Minds, equipping participants with vital life skills and character traits, including teamwork, sportspersonship, integrity, discipline, and confidence building.

One of the most striking aspects of KFC Mini Cricket is its Promotion of a Non-Competitive Ethos. This ethos, centered on participation, physical activity, community building, and friendship, resonates deeply with participants and communities alike. Our research confirms that the programme indeed embodies these values and principles, offering a refreshing perspective on sports development.

Furthermore, the longstanding sponsorship commitment from KFC, which has supported the programme since 2010, underscores its significance and the importance of evaluating its impact. This study aligns with KFC’s commitment to continuous improvement and informed decision-making by providing an evidence-based assessment of the programme’s effectiveness.

However, KFC Mini Cricket’s impact goes far beyond the boundaries of the cricket pitch. It extends to the lives of parents, coaches, communities, and even sponsors. Parents witness the positive transformation of their children, coaches play a vital role in shaping young minds, and communities experience upliftment and unity through sport. Sponsors like KFC and Cricket South Africa become catalysts for social change and cricketing excellence. In the spirit of ‘More Than Just a Game,’ KFC Mini Cricket also aligns with the United Nations Sustainable Development Goals (SDGs). It promotes quality education, gender equality, reduced inequalities, and partnerships for the goals. Additionally, it resonates with South Africa’s National Development Plan, contributing to social cohesion, youth development, and community well-being.

As we reflect on the impact of KFC Mini Cricket, we see a programme that transcends boundaries, cultures, and backgrounds, fostering unity and understanding. It builds character, instills values, and equips the youth with skills that extend far beyond the cricket field. In essence, it levels the playing field, ensuring that every participant has the opportunity to be the best version of themselves.



KFCTM

MINI CRICKET

Impact Assessment



CRICKET
SOUTH AFRICA



For more information on the KFC Mini-Cricket programme,

visit the website:

<https://purpose.kfc.co.za/mini-cricket/>

