



Cricket Unites is a global cricket initiative powered by the MCC Foundation, Cricket Without Boundaries and local delivery partners.

It puts social impact at the heart of cricket development, creating opportunities and pathways from the playground to the international stage.





Cricket Unites will:

- Provide a platform for the game to grow.
- Give young people an active role in how cricket engages with communities.
- Grow the women and girls game globally.
- Build capacity among local populations.
- Use cricket as a tool for social good.

Through targeted investment and in partnership with local organisations, Cricket Unites will seek to transform the role of cricket in communities around the world and evidence sustainable positive social impact.

PARTNERS

Based at Lord's Ground in London, MCCF are a cricket charity delivering projects across the UK and around the world. We provide free coaching and match play in order to empower all boys and girls to reach their full potential in the game, to unite and inspire communities, and to promote physical and mental wellbeing.



CWB works with partners around the world to grow the game of cricket, while using the sport as a platform for health education and social change. It is run almost entirely by the dedication and enthusiasm of its volunteers. Founded in 2005, CWB is one of the world's leading cricket development charities.



WHY SUPPORT CRICKET UNITES



Young people around the world face growing barriers to education, wellbeing and opportunity, driven by poverty, displacement, conflict and inequality.

Millions lack access to safe spaces, positive role models and pathways to develop life skills and confidence.

Sport has a unique power to respond — building resilience, inclusion and hope where it is needed most.





WHY SUPPORT CRICKET UNITES



Demonstrable ESG impact: youth empowerment, social inclusion, gender equality and refugee support across multiple countries.

High-profile, credible platform: backed by MCC and delivered with leading partners such as Cricket Without Boundaries and national boards.

Unique engagement opportunities: staff volunteering, brand visibility, events at Lord's and compelling storytelling from the field.



cricketunites.com

2025 IN NUMBERS

273,939

attendances in 2025

That's **751** children
playing cricket with
Cricket Unites every day!



19,037

hours of coaching
in 2025
across school, community
and tournament
programmes



30 Hubs

in Rwanda, Uganda, Kenya,
Nepal, Brazil and Lebanon



OUR PROJECTS

NEW in 2025!

Cricket Unites Brazil



Cricket Unites India



CURRENT PROJECT

FORMER PROJECT



A SCALABLE & REPLICABLE MODEL FOR GLOBAL IMPACT

Modular by design – coach education, cricket hubs, Changemakers, and playbooks can be delivered together or independently, depending on context and need.

Locally led, globally supported – delivery is owned by local coaches and partners, with collaborative technical support from Cricket Unites.

Train-the-trainer approach – builds sustainable coaching, tutoring, and leadership capacity at national and regional level.

CASE STUDY

Cricket4WASH shows how cricket can drive measurable health behaviour change when delivered through strong partnerships and quality training. Working with Sabal Nepal and Welthungerhilfe, we developed a six-session cricket-based curriculum.

Evaluated with 90 players, within 42 days students achieved near-universal understanding of key hygiene behaviours, eliminated harmful misconceptions, and significantly increased handwashing with soap and water — demonstrating the power of sport as a platform for lasting change.



CASE STUDY

Cricket Unites is proud to stand with the global #WithRefugees movement as a member of the Sport for Refugees Coalition, aligning its work with international efforts to use sport as a driver of inclusion, resilience and hope. From the Mahama Camp in Rwanda to the Alsama Cricket Project in Lebanon.

Cricket for Protection proves that cricket can be more than a game – it can be a safe haven and a pathway to belonging, leadership and lasting community change.



CASE STUDY

The Lions League is an innovative grassroots cricket competition in Serbia that brings the game to displaced and migrant communities, particularly refugees from Afghanistan. Hosted in Belgrade, the League was organised through a partnership between the Serbian Cricket Federation, Cricket Unites, and the ICC.

The tournament's format creates space for teams from refugee reception centres to compete alongside local players, helping reduce social isolation and build cross-community friendships through sport.



CASE STUDY

When “Tall” Eric Dusabemungu first joined cricket in 2007, the sport in Rwanda was still in its infancy. Through structured coaching and regular play, Eric developed from a raw fast bowler into a national team player, later captaining Rwanda.

Rather than stopping with his own achievements, Tall Eric became a coach, earning advanced qualifications and helping establish the Ndera cricket hub, a powerhouse of women’s cricket, and staying part of the Cricket Unites family as a coach and leader.



HOW WE **DO IT**



COACH **EDUCATION**
CRICKET **HUBS**
CRICKET **CHANGEMAKERS**
PLAY **BOOKS**
SPACES & **PLACES**
GLOBAL REFUGEE **FUND**

HOW WE DO IT



COACH EDUCATION ➔

Cricket Unites supports cricket associations in developing their own coaching workforce by providing access to ICC tutors and master educators. This initiative ensures that local coaches and tutors receive high-quality training, equipping them with the skills and knowledge necessary to enhance the cricketing landscape in their regions.

All courses delivered by Cricket Unites feature modules leveraging cricket as a tool for positive social impact, tailored to address the specific needs and challenges of each local area.

HOW WE DO IT



CRICKET HUBS ➞

Cricket Unites establishes community hubs to support the growth of cricket locally by training and employing local coaches to deliver structured sessions in schools, community venues, and holiday programs. These sessions increase participation and develop young players' skills.

Year-round competitions will support player progression, allowing players and coaches to demonstrate development and providing a gateway into a structured talent pathway developed with the local cricket association to identify and nurture emerging talent.

HOW WE DO IT



CRICKET CHANGEMAKERS ➔

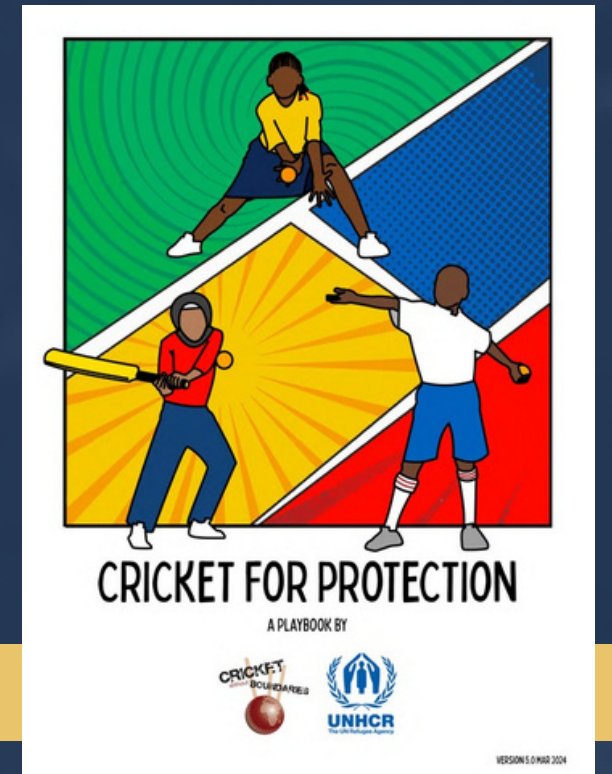
Cricket Changemakers is a youth-led approach to social action, bringing together organisations from sport and community development to support young people to change their community for the better.

Cricket Changemakers puts youth at the heart of decision making and builds their capacity to be agents of change in their community.

HOW WE DO IT



PLAYBOOKS ➔



Cricket Unites works with partners such as UNHCR to create tailored playbooks that help coaches integrate learning into cricket training. These resources use sport as a tool for education, empowerment, and social change, ensuring sessions deliver meaningful learning alongside skill development.

The playbooks are adapted to local community needs, making them effective across diverse settings. Current resources include Positive Youth Development, Cricket for Protection, and Cricket for WASH – each resource transforms cricket grounds into interactive, playful classrooms for learning and discussion.

HOW WE DO IT



SPACES & PLACES ➔

Investing in basic infrastructure creates safe, inclusive spaces where communities can play cricket, train, and connect. These environments encourage engagement through sport while fostering a sense of belonging and shared purpose.

Beyond cricket, these hubs become valued community spaces that promote inclusion, safety, and dignity, while supporting learning, skill development, and positive social change for people of all backgrounds.

HOW WE DO IT



GLOBAL REFUGEE FUND

Investing in cricket-based programmes for displaced communities creates opportunities for refugees to rebuild confidence, wellbeing, and social connections through sport.

Beyond the game, these programmes use cricket as a tool for inclusion, education, and resilience, helping refugees develop skills, form friendships, and reconnect with a sense of normality and dignity within host communities.

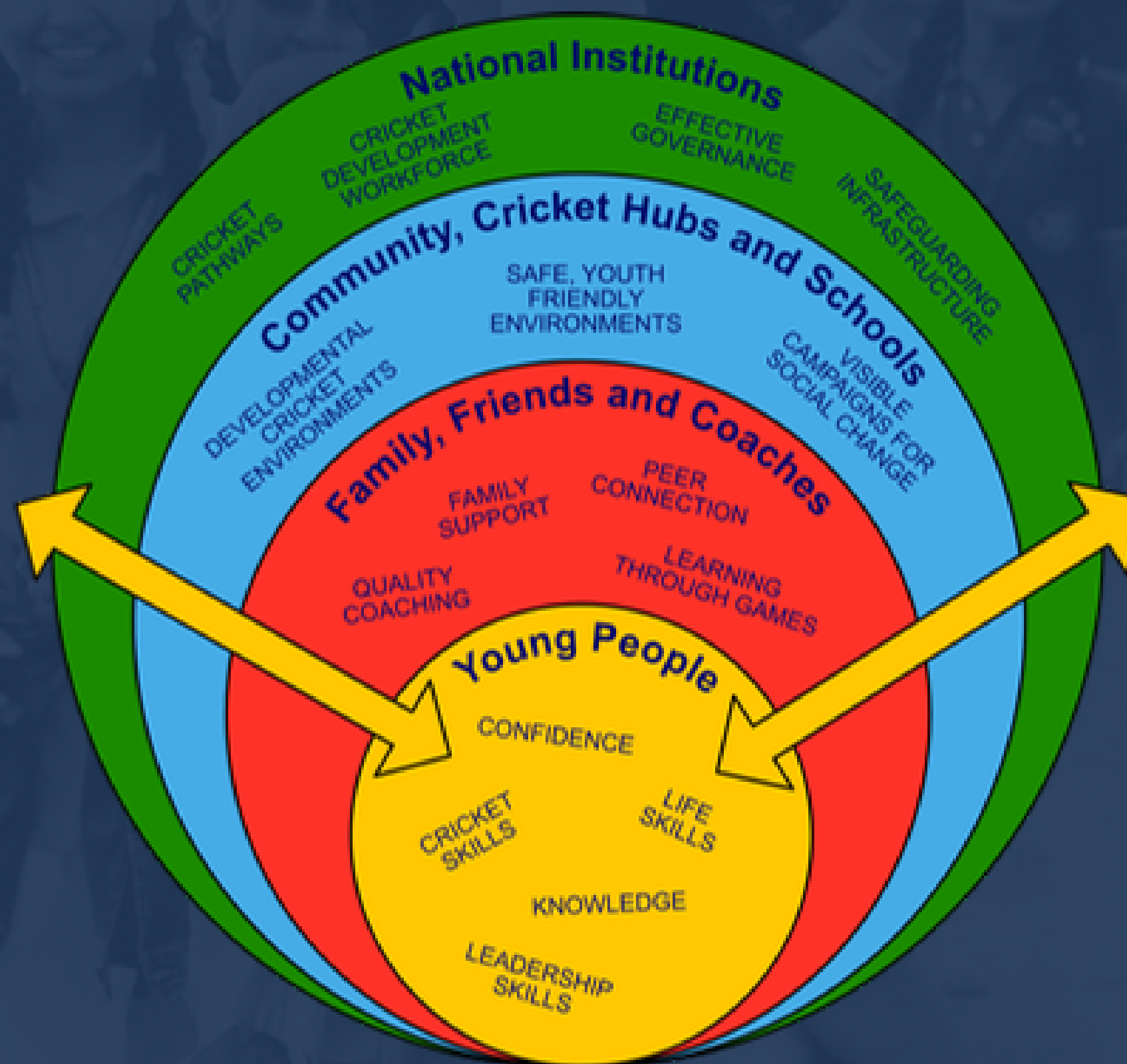
THEORY OF CHANGE

Cricket

Cricket develops youth's confidence, skills and knowledge, to progress as cricketers.

Supported by engaged family, friends and coaches, and quality coaching.

In a youth friendly, developmental environment that creates opportunities for regular play and progression along player pathways.



Social Change

Cricket develops youth's confidence, skills and knowledge to make changes beyond cricket.

Supported by engaged family, friends and coaches, and learning through play

In a youth friendly, developmental environment that leverages the visibility of sports as platform for change.

Young people, in turn, influence focus of social change.



OUR PARTNERS