

# Our Reach

Using cricket to empower communities around the world, ensuring no boundaries, ever.

# 65,000

**children coached cricket** by CWB's volunteers, Ambassadors and partner organisations

# 350

**coaches & teachers trained** in using cricket for good by CWB Ambassadors, coaches and partner organisations

# 7

**countries involved** in cricket for good programmes with CWB

# Year Round Delivery

CWB Ambassadors delivered fun, active and inclusive cricket sessions year round

# 9

**Ambassadors funded** by CWB

# 47%

**participants in Ambassador sessions** are girls

# 670

**young people coached** by Ambassadors every week



Ambassador  
Rita Asaba  
Masindi, Uganda

## Building Capacity

Growing CWB's capacity and that of our delivery partners and Ambassadors

### May

Develop and implement mobile quiz and cricket game, to track and enhance HIV and gender education through cricket

### July

Train 6 trainers-of-trainers from Right to Play, Jordan, to introduce cricket to the Strengthening Our Schools programme

### October

Durham CCC Foundation and Lions Trust begin cricket development support for the Uganda Cricket Association

### November

Begin work with Avert to develop new HIV educational resources for secondary schools

### December

Became part of the UNHCR global sports coalition to support refugees

## Education through Cricket

Linking the game to key messages about HIV, gender equality and refugee inclusion.



# 77%

**primary school participants in sub-Saharan Africa know condoms protect against HIV**  
(vs 56% of similar non-participants)<sup>1</sup>



# 65%

**secondary school participants in SSA reject the idea that women who carry condoms are easy**  
(vs 35% of similar non-participants)<sup>2</sup>

1. Kemigisha, E., Bruce, K., Nyakato, V. N. et al. Sexual health of very young adolescents in South Western Uganda: a cross-sectional assessment of sexual knowledge and behavior. Reprod Health 15, 148 (2018) doi:10.1186/s12978-018-0595-3

2. Ministry of Gender, Labour and Social Development. Violence against Children in Uganda: Findings from a National Survey, 2015. Kampala, Uganda: UNICEF, 2015.