

A black and white photograph of a young girl with dark, curly hair, wearing boxing gloves. She is looking off to the side with a serious expression. The gloves have "AQUA SPORTS" written on them. The background is dark and out of focus.

Boxgirls: Widening the Arena through Impact Investing

AGENDA

1

ASK

- Mobilizing the pedagogy
- Network for empowerment

2

ASSOCIATE

- Boxgirls as an investment
- Value proposition

3

ANALYZE

- Qualitative outcomes
- Quantitative outcomes

4

ASSESS

- Investment outcomes
- Key performance indicators

5

ACTUALIZE

- Impact analysis
- Looking forward



#1
ASK

#2
ASSOCIATE

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ANALYZE

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ASSESS

#5
ACTUALIZE



ASK

Investment Opportunity

Ask

Associate

Analyze

Assess

Actualize

\$350,000 for 16%

to expand Boxgirls' **Multiplier Programme** by
deploying teachers as consultants to train
other sports for development organizations in
Boxgirls pedagogy



#1

ASK

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ACTUALIZE

ASSOCIATE

Problem Statement

Ask

Associate

Analyze

Assess

Actualize

Young girls in Africa lack the access to educational resources to feel empowered to realize social and economic independence.

ASSOCIATE

Mission Statement

Ask

Associate

Analyze

Assess

Actualize

Boxgirls provides access to educational resources to help young girls in Africa feel empowered to realize social and economic independence.

ASSOCIATE

Boxgirls Operational Activities

Ask
Associate
Analyze
Assess
Actualize

1

SELF-DEFENSE

Through after-school boxing club, young girls develop conflict mediation and de-escalation techniques through self-defense.

2

ACADEMIC ACHIEVEMENT

Through after-school tutoring, girls develop confidence in their academic abilities and enjoy their school curriculum more.

3

SOCIAL RESILIENCE

Girls develop a network of support and empowerment that builds confidence and interpersonal skills.

ASSOCIATE

Revenue Streams

Ask
Associate
Analyze
Assess
Actualize

**AVERAGE
GRANT
\$5,000**

Government foundations

Charities

Significant income source

Little room for investment

Assists with overhead

Grant

**ESTIMATED
CONSULTING FEE
\$37,500**

\$125/hr

60 hrs/job

Teaching led

16% investment split

Replicable model

Consulting

**AVERAGE
DONATION
\$25**

Global Giving site

Individual donations

Corporate donations

Internal push

Little room for investment

Donation

ASSOCIATE

Value Proposition

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SCHOOL SAFETY

Boxgirls sports for development model empowers girls with the self-defense and violence negotiation skills necessary to foster a safer school environment



EDUCATIONAL ACCESS

As Boxgirls focus less on safety and health concerns, they are better able to focus on their studies and course materials



HEALTHY LIFESTYLES

Providing an after-school space for physical activity encourages a healthy lifestyle and empowers girls to make healthy choices

ASSOCIATE

Evaluation of Management

Ask
Associate
Analyze
Assess
Actualize



DR. HEATHER CAMERON,
founder

Cameron is a distinguished professor, Ashoka fellow, and consultant on social impact assessment strategies



ANDISWA MADIKANE,
community ambassador

Madikane's passion for helping others drives her long-term commitment to Boxgirls after starting with the organization as a head coach



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Impact Metrics

Ask
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How do we
assess the impact
of Boxgirls and
your investment?

Advancing **social capital** and mobility for participants

Fostering higher self-esteem and confidence

School performance as a product of increased attendance and participation

ANALYZE

Financial Analysis

Ask
Associate
Analyze
Assess
Actualize

Revenue

- Grants
- In-kind donations
- Consulting services

Expenses

- Staffing
- Program development
- External evaluation



ANALYZE

Market Analysis

Ask
Associate
Analyze
Assess
Actualize

BENEFICIARIES



TOTAL ADRESSABLE MARKET

Primary-school aged girls in developing countries

150 million



TARGET MARKET

Primary-school aged girls in Kenya and South Africa

2.2 million

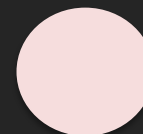
10 million

1,000

Sports for development non-for-profits serving young people in developing countries

TOTAL ADRESSABLE MARKET

Non-for-profits



TARGET MARKET



STAKEHOLDERS

ANALYZE

Ideal Consulting Customer

Ask
Associate
Analyze
Assess
Actualize

Grassroot Soccer

- Soccer and educational programming
- HIV testing and support
- Female empowerment and safe spaces
- Mental health support
- Sex education
- Financial literacy

loveLife South Africa

- School, family, and sports programs
- Abstinence, monogamy, and condom promotion to reduce teen pregnancy and HIV/AIDS contraction
- Leadership programming to keep girls in school

ANALYZE

Challenges in Customer Acquisition and Retention

Ask
Associate
Analyze
Assess
Actualize

Competing Services

Customer organizations offer similar services that "compete" for the same target market

Boxgirls can forge partnerships

Competing Interests

Customer organizations and their participants prioritize other services

Boxgirls can focus on common missions



Competing Services



Specialization

Specialization

The Boxgirls' approach is much more specialized than that of their customer organizations

Boxgirls can employ transferrable impact metrics



Competing Interests



Cost of Service

Cost of Service

Costs pose a challenge to our target non-profit customers

Boxgirls will charge a conservative consulting rate

ANALYZE

Strategic Partnerships

Ask
Associate
Analyze
Assess
Actualize



- Better social services
- Stronger democratic communities
- Increased economic opportunity
- Creation of safe nodes
- Develop conflict resolution skills
- **Promote justice for gender-based violence**



#1
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Investment Terms

Ask
Associate
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Actualize

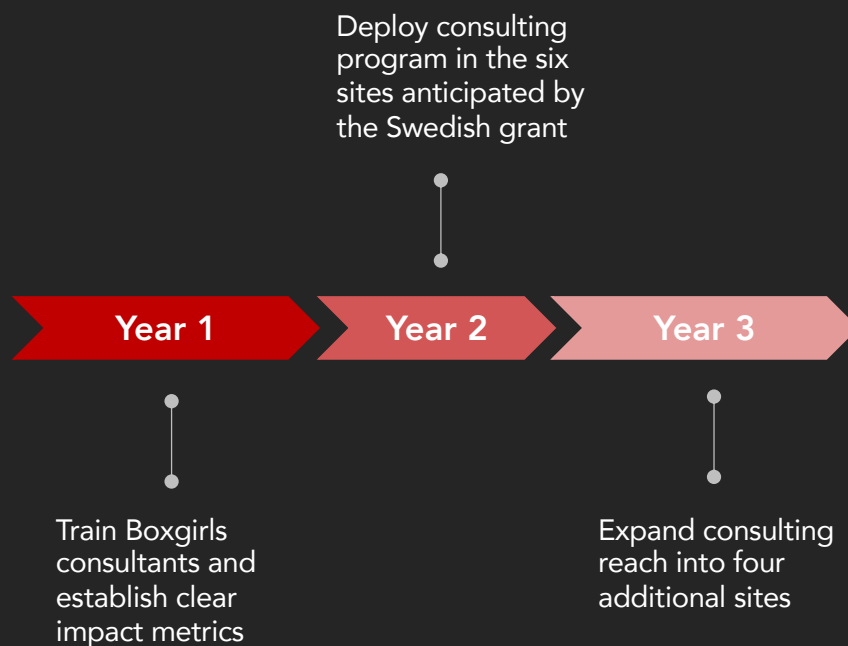
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ASSESS

Allocation of Funds and Timeline

Ask
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Analyze
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Actualize



\$450,000

Anticipated revenues from the three year operation

Estimated reach of over
1 million youth participants
through impact consulting



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ACTUALIZE

Anticipated Outcome

Ask
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6 sites + 4 new sites

Places Boxgirls on track to achieve their
10-year goal of establishing

20 total sites

ACTUALIZE

Summary of Assessment for Impact Measurement

Ask
Associate
Analyze
Assess
Actualize

Invest in the
future. Invest in
Boxgirls.

Advancing **social capital** and mobility for participants

Fostering higher self-esteem and confidence

School performance as a product of increased attendance and participation