



**FUNDACIÓN
LALIGA**

LALIGA

LA LIGUE D'ÉGALITÉ

Impact Report | Season 3
October 2023 - January 2024
Yaoundé, Cameroon



WE'RE SWITCHING THE PLAY





INTRODUCTION

La Ligue D'Égalité has grown from a concept to community changing reality.

The third season finishes with deeper impact and pathways opening for young girls and women in Cameroon through the power of sport.

Petrichor, LaLiga and FUNDACION LaLiga are committed to developing this initiative responsibly for a sustainable future. With added value programs, female coaching education and added age groups the focus on equality remains at the center of this project.

WE'RE WRITING OUR OWN STORY





PROJECT GOALS

Create safe, fun and productive spaces for girls and women in sport. Teaching on equality, confidence and leadership are pillars to this initiative.

EQUALITY:

A first of its kind initiative built for girls and women.

CONFIDENCE:

The girls are growing into the leaders that they are both on and off the field.

LEADERSHIP:

From team captains to community impact managers, this project is providing outlets for the leaders of the future.



LET'S TALK NUMBERS



QUALITATIVE + QUANTITATIVE DATA

What was your favorite part of the League?

71%

IMPROVING MY FOOTBALL SKILLS

13%

LEADERSHIP + SELF CONFIDENCE

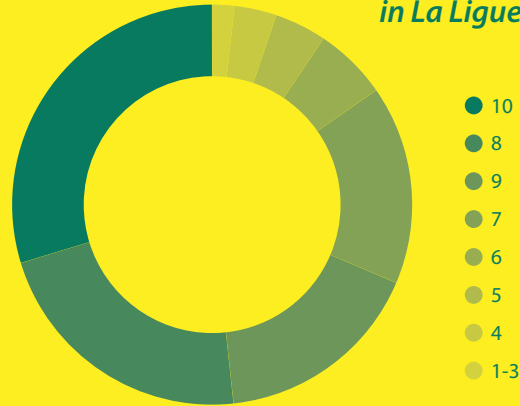
11%

BUILD COMMUNITY ON THE FIELD

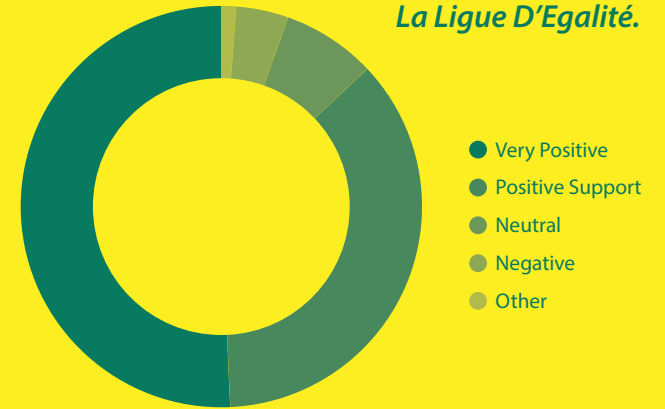
3%

OTHER

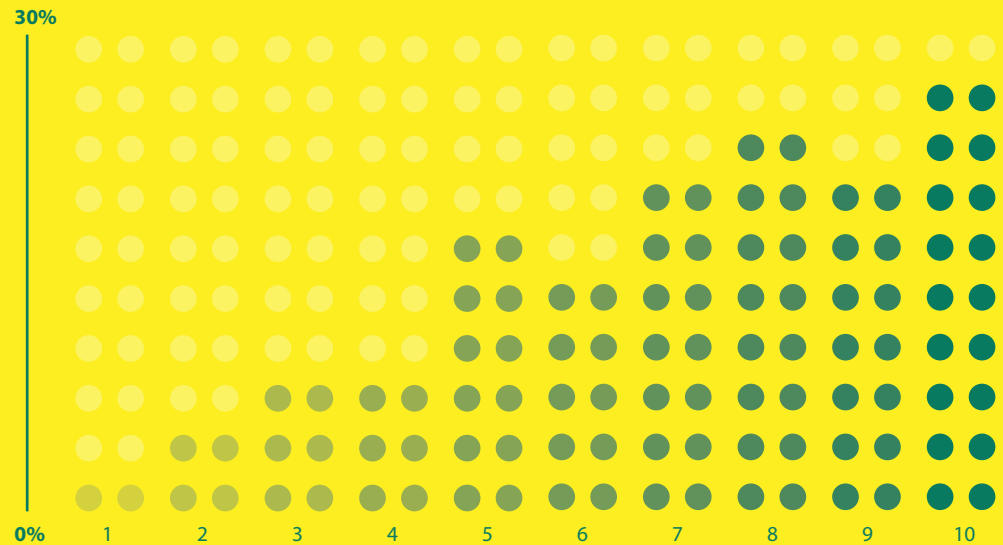
Rate your growth in confidence from 1-10 as a result of playing football in La Ligue D'Egalité.



Rate the support of your family for your involvement in La Ligue D'Egalité.



Rate your growth in leadership skills during this season from 1-10.



LEAGUE NUMBERS:

Dates: October 21 - January 20

PLAYERS

8

8 participating clubs with
three age groups each:
u17, u15, u13

584

384 league players
+ 200 mini stars
= 584 girls

200

Mini Stars

Our community program aimed at 8-12 year old girls. Impact events in each club community provides activities and accessibility to girls to enter the game in a fun way. They leave with a snack, shirt, ball and a prize.

GAMES

8

Matchdays:
All age groups play
each gameday

87

Total Games

TEAMS

8

Clubs Involved

Biggest development from last year: New category of U17 so that the girls that age out of the U15 level can play another two years.

+

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27 FEMALE COACHES

Completed the 'Values to Win' course taught by Pablo Malave Munoz with Fundacion Laliga.

PLAYER + COACH INTERVIEWS



INTERVIEWS:



PEKURE

"Hi, I'm Pekure Balkissou and I am 16 years old. I live in Mfounban, Yaoundé. I started playing football when I was 6 and I joined Petrichor in 2023. I really enjoy the way the staff trains us because it helps us to be punctual, respectful, and conscious. I dream of playing in a big club and becoming one of the best in the world. If I could give a message to a young girl like me, I would tell them to keep up the momentum, be patient, and listen to her elders."

"Hi, I'm Mboadikale Marceline Stacey and I am 14 years old. I live in Littoral. I started playing football when I was 11 and I joined Petrichor in 2023. I really enjoy the conquest between teammates and complicity on the pitch. I dream of being a great professional footballer. If I could give a message to a young girl like me, I would tell them to never give up when the going gets tough and to persevere in life."

STACEY



NDEBI

"Hi, I'm Ndebi Florine. I am 14 years old and I live in Yaoundé. I started playing football when I was 8 and I joined Petrichor in 2020. I really enjoy how good our team is, that the coaches know what they want and give you the maximum. My dream is to become a professional player. If I could give a message to a young girl like me, I would tell them to go to the limit and that this project is important because it creates impact."

Bebetó attended the last two coaching courses through this project. She showed a natural ability to coach, easy connection with the girls and professionalism. Petrichor gave her an internship and after proving her skills she is now a full time Petrichor coach. This is one success story of helping provide pathways, vocational and professional opportunities.



COACH
BEBETO

"Petrichor helps me improve my knowledge and practice of coaching. Petrichor also helps improve in discipline and focus with the players as they grow in football and leadership skills."





THIS IS WHAT WE DO



OFF FIELD IMPACT

TRANSPORTATION:

The taxi and bus services that our teams use each weekend to get to and from games have grown. The guaranteed clients each weekend has helped transportation companies invest back into and grow their businesses. This is creating better services, safety and branding.

FOOD:

Local food vendors have grown during matchday at the field including sandwich shops, snacks and beverages. With up to 400 players, families, transport and fans these businesses are able to thrive as a part of this project.

FIELDS:

Community infrastructure and field improvements are helping other clubs and programming in the communities we work with. Two pitch upgrades and ongoing maintenance provided during this league.

PROJECT VENDORS:

We all rise together and this includes vendors for jerseys, equipment, signage and media. This project has helped develop the sports management sector in Yaounde to new heights.

Our jersey provider Mabona recently moved into a larger production facility in large part because of La Ligue D'Égalité. He has grown his business to larger clients and helped provide economic growth.

We had the privilege of partnering with Source du Pays S.A (Supermont) who provided all the drinks for our girls during the League. This made a huge difference and kept the girls and coaches hydrated! As a part of our sustainability plan, having Cameroonian sponsors is so important for us.

Want to be a part of this project? We are looking for partners that can join this unique partnership with LaLiga to provide equal opportunities for more players!



CONCLUSION

The reputation of professionalism, equality and impact of La Ligue D'Égalité is creating a high demand from many teams around Cameroon. This project provides a place for girls to express themselves, grow as leaders and footballers.

This partnership has and will continue to greatly impact youth football in Cameroon. It is growing a desire and instilling value in girls to express their talents and play the beautiful game. It is motivating women coaches around the country to pay attention to and elevate girls football. It is also equipping and allowing them to have an outlet for their new teams to play. Petrichor can say with confidence that after the third version of this project has finished, girls youth football has started to take root in Cameroon. Cameroon now has more organized girls football, better coaches, a functioning league and more talented girl athletes than ever before. This partnership is changing the face of girls youth football in Cameroon and beyond.





CONTACT

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Petrichor is a registered 501(c)3 in the United States and an officially recognized Sports Association in Cameroon.

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