



ORGANISATION PROFILE

NPO NO: 232-596 | PBO REF NO: 930074157 | SECTION 18A

"Building resilient communities where the final whistle is just the beginning."



1. FOUNDER & MANAGING DIRECTOR'S NOTE

By Ben Neo Lepheane

"For too long, sport has been viewed as separate from development—a luxury or a diversion. At HSDF, we see it as the most underutilized engineering tool for social change. We don't just create athletes; we create changemakers, healthy citizens, and economic opportunities. This profile outlines our architecture for that future."

2. WHO WE ARE

The House of Sports and Development Foundation is a nonprofit, impact-driven organization headquartered in Johannesburg/SA, operating at the intersection of sports science, youth resilience, and sustainable development.

Unlike traditional sports coaching organizations that focus solely on talent identification, HSD Foundation is a "development-first" institution. We use sport-based methodology and value driven philosophy and implement programmes that support the holistic development of young people, which includes investing in their physical, emotional, social, and holistic wellbeing.

Legal Status: Registered NPO (Reg. No. 232-596).

Operational Since: 2016.



FOUNDER & MANAGING DIRECTOR
BEN NEO LEPHEANE

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3. OUR MISSION, VISION, VALUES & OBJECTIVES

MISSION STATEMENT

To design and deliver sport-based development programmes that integrate physical education, digital literacy, life skills, and academic support—targeting the most marginalised learners, out-of-school youth, and adolescent girls—in partnership with schools, government, Youth Development Agencies, Universities, Corporates and Donors.

MISSION STATEMENT

A world where every child, youth, and community—regardless of background—uses sport as a vehicle for education, leadership, economic opportunity, and lifelong wellbeing.

OUR CORE VALUES

Inclusion
Safeguarding First
Community Ownership

Partnerships
Innovation
Measurable Impact

OUR STRATEGIC OBJECTIVES (2026–2040)

- 1. Increase school readiness & retention – Reduce dropout rates by 30% among participants in Play 2 Life and PE2ES programs.
- 2. Equip adolescent girls with digital & health agency—Reach 1,000+ girls annually through Girls Leadership Academic Camps.
- 3. Create alternative pathways for unemployed youth—Certify 500+ out-of-school youth (18–21) in data analysis, MS programming, and cybersecurity via PE2ES.
- 4. Reduce holiday-related social ills—Ensure 80% of School Holiday Sports Camp participants report increased safety knowledge and reduced exposure to crime, substance abuse, or exploitation.
- 5. Build a replicable coach cadre – Train 200+ community coaches as certified sport-for-development facilitators.

4. OUR CORE PILLARS (THE "HOUSE" STRUCTURE)

Our name reflects our methodology. Just as a house requires four strong walls, our impact rests on four pillars:

Pillar		Focus Area	Key Activities
	Pillar 1: Sport for Health	Physical & Mental Wellbeing	Personal health (physical activities + fitness), hygiene, nutrition, and mental health.
	Pillar 2: Sport for Livelihoods	Economic Empowerment	Vocational training (sports management, digital skills development, career opportunities), entrepreneurship incubators for fitness SMEs.
	Pillar 3: Sport for Education	Social Cohesion & GBV Prevention	Environmental wellness, sports for peace initiatives, and equal opportunities initiatives.
	Pillar 4: Sport for Leadership	Governance & Youth Agency	Young leaders' boards, safeguarding certification, women in sports administration courses.

5. FLAGSHIP PROGRAMMES

Our programmes are designed as intervention pathways—not isolated events. Each initiative targets a specific developmental stage, from early childhood to unemployed youth, ensuring no one is left behind.

Programme	Target Audience	Core Focus
Play 2 Life	ECD Centres, Primary & High School	Sports + Education + Health + Holistic Development
Girls Leadership Academic Camp	Adolescent girls (school holidays)	Health Ed, Digital Literacy, Cybersecurity, Self-Efficacy
Physical Education 2 E-Sports (PE2ES)	Grade 6–12, dropouts, unemployed youth (18–21)	Math, Science, Data Science, Coding, Digital Literacy, Cyber Security via Gaming
School Holiday Sports Camps	School-going children (annual)	Sport-based Health & Wellness Life Skills, and safety

6. MEASURABLE IMPACT



Our physical education and Sports programme expansion resulted in a **32%** increase in learner engagement year-over-year



68 ECD managers and 29 primary school & 5 high school teachers resulted in **88%** participating in our educational workshops on health, wellness, and financial literacy programs.



Out of the 22 community coaches, **77.5%** are fully trained in Safeguarding and sports administration, while **22.5%** remain untrained.



78% of "Second Half" graduates gained employment through our funded internship & learnership programmes or returned to formal education.



11.2% Learners improved on Maths, science and digital literacy through our Physical Education 2 E-Sports Afterschool programme.



0.73% primary school sports grounds renovated into low-cost, accessible Development Hubs.

YOUTH DEVELOPMENT SOLUTION FOR PURPOSE DRIVEN BRANDS

We tailor interventions that connect organisational strategic objectives to community needs.



SPORTS



EDUCATION



HEALTH



YOUTH
DEVELOPMENT

7. OUR SERVICES AND EXPERTISE

We do not work in silos. Our model is validated by partnering with corporates, government departments, schools and individuals who share the same vision and passion for youth development.

We design sports-aligned interventions that contribute to the physical fitness, mental well-being, and social interactions that provide *low-cost, high-impact* opportunities for purpose-focused brands seeing value in sports, health, education, economic-empowerment to connect young people and give a sense of belonging

We assist in developing and implementing value-based interventions, which are *meaningful* and *sustainable*, whilst connecting purpose-driven organizations with their communities.

CONNECTING **PURPOSE.**

CONNECTING **COMMUNITIES.**

CREATING SUSTAINABLE **IMPACT.**

PARTNER WITH US

We are not seeking charity. We are seeking strategic allies.



HOW YOU CAN GIVE MONEY

- Fund a Programme: Sponsor Play 2 Life or PE2E-Sports Afterschool Programme
- Fund a Hub: Renovate a community sports ground into a Development Hub .
- General Support: Operational, coaching salaries, or safeguarding training

HOW YOU CAN GIVE EXPERTISE

- Corporate: Align your CSR/ESG with SDG 3, 4, 5, 8, 11, 16, 17—we provide verifiable impact reports
- Volunteer: Coaches, physiotherapists, grant writers, M&E specialists, IT trainers for PE2ES
- In-Kind: Gaming equipment, laptops, sports kit, hygiene supplies, camp meals

READY TO ACT?

✉ Email: hsdfoundation@outlook.com | ☎ Call: +27 78 277 0839 | 🌐 Website: www.hsdfoundation.org.za

House of Sports and Development Foundation | 120 Manotshe Str, Johannesburg | Founder & MD: Neo Lepheane

"We don't just coach sports. We coach futures."



THANK YOU!

