UMURI FOUNDATION

Annual Report 2025





EVERY CHILD DESERVES A CHANCE

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Message from the Executive Director

Dear esteemed stakeholders, partners, and friends,

At Umuri Foundation, we believe that football is not an end in itself—it is a powerful means to protect children, keep them in school, and unlock their potential.

In 2025, our work reached new levels of scale and recognition. From grassroots communities to national and global platforms, we have seen how intentional sport-based interventions can deliver real outcomes in education, health, gender equality, youth leadership, and character development.

None of this would be possible without the strong support of our partners. We extend our sincere gratitude to the donors, institutions, and communities who continue to believe in our mission. Together, we are not only shaping athletes—we are shaping futures.

As we kick off 2026, we look forward to continuing this journey with you, and to building even greater impact for children and young people across Rwanda.

Thank you for your unwavering support.

Jimmy Mulisa
Founder & Executive Director
UMURI FOUNDATION



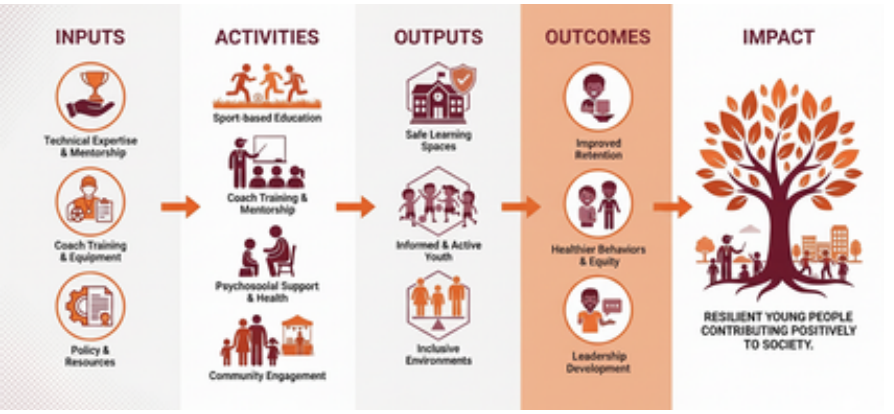
2. Mission in Action & Theory of Change

Our mission is to empower youth by instilling hope, alleviating poverty, and advancing education through the power of sport.

Every day, that mission comes alive in classrooms, on football fields, and within communities where young people especially girls and children with disabilities, are finding their voices, unlocking their potential, and building brighter futures.

Over the past six years, this mission has translated into real, measurable change:

- 500,000+ youth reached across urban, peri-urban, and rural communities
- 500+ children supported to return to school
- 40,000 girls equipped with self-confidence and leadership skills
- 100,000 youth trained in Sexual and Reproductive Health and Rights (SRHR), Mental Health, and Anti-GBV
- 300 grassroots coaches certified in sport-for-development and scaling impact across the country



We believe sustainable youth outcomes are achieved when sport is integrated into a broader ecosystem of support.

Our mission isn't just a statement; it's a movement—one game, one coach, one child at a time.

3. 2025 Impact Highlights

1.Kina Unirinde – Scalable Reach with Targeted Outcomes

We successfully launched the Kina Unirinde Grassroots League a platform where football goes beyond sport. This league fosters teamwork, positive behavior, and character development, empowering youth to grow into confident, responsible, and engaged members of their communities.

With support from Imbuto Foundation, the City of Kigali, and the Embassy of Israel, Kina Unirinde reached thousands of youth, using football to address:

- child protection and safeguarding
- sexual and reproductive health and rights (SRHR)
- mental health awareness
- positive behavior change

From this large-scale engagement in different Districts, over 60 high-potential youth progressed into the final phase of the Umuri Forward Program, receiving scholarships, structured football training, and mentorship, demonstrating efficient conversion from reach to long-term investment.







This success directly contributes to Rwanda's national priorities by strengthening youth development, education, and health outcomes. It aligns with the NST2 pillars on human development, supporting the growth of skilled, healthy, and empowered young citizens who can drive sustainable national progress.

2.LIFT Program – Inclusive Education Through Sport

In partnership with UNICEF Rwanda, the Learning and Inclusion for Transformation (LIFT) Program strengthened inclusive education systems in Karongi and Gisagara.

The program supported:

- girls and boys
- children with disabilities







By addressing these gaps, the LIFT Program directly contributes to Rwanda's national priorities on inclusive and quality education, aligning with NST2 human development goals by fostering empowered, skilled, and socially responsible youth who can drive long-term national progress.

3.Umuri Academy – Talent, Leadership & Global Pathways

Umuri Academy provides a structured pathway from grassroots football to leadership, character development, and opportunity.

Key outcomes in 2025:





FIFA's visit to Kigali, including meeting the President Paul Kagame



Ihirwe Joshua Keusch, former Umuri Academy captain, now training in France



Exposure trips and competitive exchanges with other academies

By equipping athletes with skills and life competencies, the academy supports NST2 human development goals, fostering confident and socially responsible leaders.

4. Umuri Forward Program – Advancing Girls Participation in Sports

Following a grassroots summer camp under the Umuri Forward Program, 30 talented girls from Nyagatare, Karongi, and Gisagara—identified through the Kina Unirinde Grassroots League and transitioned into Umuri Women Sports Club.

The program addresses gender inequality in sport by creating clear pathways from grassroots leagues to competitive football, while building confidence, leadership, and long-term opportunities for girls on and off the pitch.







The program tackles gender inequality by creating pathways from grassroots to competitive football, building confidence, leadership, and opportunities for girls.

5. Breaking Barriers: Tackling Gender Discrimination Through Grassroots Football for Rural Girls

We partnered with Rwanda Bridges to Justice, with support from the European Union, under the initiative: "Empowering Voices: Fostering Equality and Combating Discrimination in Rwanda."

As part of this collaboration, we implemented a targeted workshop in Bugesera District for female grassroots football coaches under the project:
"Breaking Barriers: Piloting Grassroots Football for Rural Girls' Inclusion and Gender Equality in Sports."

The workshop focused on:

- strengthening gender-responsive coaching practices,
- advancing girls' inclusion in rural football spaces,
- promoting dignity, equality, and non-discrimination through sport, and
- expanding the Kina Unirinde 2.0 model into new districts with a rights-based lens.



This initiative reinforced Umuri's commitment to embedding gender equality and social justice principles within all sport-for-development programming.

4. Strategic Engagement & Advocacy Highlights

In 2025, Umuri Foundation significantly strengthened its policy influence, advocacy presence, and sector leadership, positioning sport as a credible tool for education reform, safeguarding, health promotion, and gender equality. Through active participation in national, regional, and global platforms, Umuri contributed both implementation experience and thought leadership.

Education, Inclusion & Policy Dialogue

- National Education Inclusion Symposium
- Umuri Foundation participated in the National Education Inclusion Symposium convened by the Foreign, Commonwealth & Development Office (FCDO), Cambridge Education, and UNICEF Rwanda.

Health Advocacy Through Sport

- IAS 2025 – HIV/AIDS Prevention and Awareness
- On the sidelines of IAS 2025, Umuri Foundation hosted AIDS Healthcare Foundation (AHF Rwanda) leadership during their visit to AHF-supported programs in Rwanda.

Safeguarding & Child Protection Leadership

- PSEA & Safeguarding Workshop (UNICEF Rwanda)
- Umuri Foundation participated in a Protection from Sexual Exploitation and Abuse (PSEA) and child safeguarding workshop organized by UNICEF Rwanda.

Sector Collaboration & Learning

- PAC Guide Validation Session – Imbuto Foundation
- Umuri Foundation participated in the PAC Guide validation process led by Imbuto Foundation, contributing practical field insights to strengthen program quality and accountability frameworks.
- Imbuto Zitoshye Closing Ceremony
- Umuri attended the Imbuto Zitoshye closing ceremony, celebrating collective progress in youth empowerment, leadership, and community development.
- Kina Unirinde Tools – Review & Technical Engagement (RBC) The Kina Unirinde Guide, Visual Aid, and Curriculum were welcomed by the RBC Technical Working Group for review, with interest in their approval and integration to support safeguarding, adolescent protection, and health promotion through sport.

Capacity Building & Coach Development

- Grassroots Coach Training & Mentorship
- Throughout 2025, Umuri Foundation—led by its Executive Director—conducted multiple training and mentorship sessions for grassroots coaches, equipping them with practical coaching methodologies, safeguarding and child protection principles, inclusive and gender-responsive coaching skills, and life-skills integration into sport sessions. These trainings strengthened the quality, safety, and sustainability of grassroots football delivery across communities.

5. Strategic Focus for 2026

As we move into 2026, Umuri Forward Program will focus on:

1. Expanding Reach: Scaling grassroots identification to additional districts to reach more talented youth, especially girls.
2. Strengthening Pathways: Deepening the transition from community leagues to competitive football and leadership opportunities.
3. Enhanced Character & Life Skills: Integrating more structured programs on mental health, SRHR, child protection, and positive behavior development.
4. Partnership & Policy Engagement: Collaborating with government, NGOs, and private partners to strengthen recognition, policy alignment, and sustainability.
5. Impact Measurement: Building robust monitoring systems to track educational, social, and sporting outcomes, ensuring evidence-based program improvement.

This strategic focus is fully aligned with Umuri Foundation's vision: "To use sport as a tool to empower youth and women, foster social inclusion, and contribute to sustainable human development in Rwanda." By expanding opportunities, nurturing leadership, and promoting equity, the program aims to create a generation of confident, skilled, and socially responsible leaders.









Our partners with Gratitude

Republic of Rwanda
Ministry of Sports

UK International Development
Partnership | Progress | Prosperity

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