

# JAG | Sports & Education Foundation

*Sport. Education. Dreams.*

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## Introduction

The JAG Sports and Education Foundation, headed by Olympic medalist Elana Meyer, launched in April 2007. The Foundation has made a difference to more than twenty thousand children in the short space of time that it has been operational by using sport and education as a weapon against drugs and crime.

“The Foundation supports children using schools as a vehicle and sport as the fuel. The future of South Africa depends on nourishing our children, ensuring they are first and foremost protected from the harm of drugs and gansterism; and secondly that they have access to the opportunities to be fit and healthy, to increase their self worth and to help them focus on their studies,’ said Meyer.

Our mission at JAG is to give young people opportunities and pride in themselves, enhancing personal development and promoting leadership and peace.

## The JAG Foundation Team

The Foundation was founded by Greg James, an accomplished and committed sportsman and Managing Director of the JAG Investment Group.

“This country is a field of opportunities. I was motivated to bring together great people through the JAG Foundation who have the ability to unlock the door to a better future for all,” said Greg.

Greg and Elana have successfully formed alliances with similar initiatives as well as sporting personalities in order to increase awareness and support of its efforts. The Foundation includes Springbok wing Ashwin Willemse, former Springbok Robbie Fleck, former provincial cricketer Evert Ferreira and Kenyan marathon runner Tegla Loroupe.

The Foundation has entered into an association with ex-prisoner Gayton McKenzie who during his 15 year sentence produced one of the world's biggest exposés of prison corruption. Today Gayton McKenzie is one of the most sought after motivational speakers. He has spoken to over 2,000 schools encouraging children against a life of crime. He made a "Choice" to change his own life and now he helps to change the lives of many. Gayton's biography, "The Choice" is one of the best selling books nationwide. Profits from his book which JAG actively promotes will go towards building a drug rehabilitation centre.

### Mighty Metres Program

The JAG Foundation started Mighty Meters as a result of an initial alliance with New York Road Runners Foundation (now the main partner of our organization). The program is based on Mighty Milers, run by the New York Road Runners Foundation, which has helped to take thousands of children off the streets of New York.

Mighty Metres is a physical education program for primary school children. The whole school gets involved and the program becomes part of their weekly timetable. Mighty Metres encourages children to run 1km three times a week and rewards them with great prizes like t-shirts and pencil cases, depending on how many kilometers they accumulate. It doesn't matter how long it takes to reach the goals because everyone gets rewarded in their own time, and every one is a winner! Best of all, as each child gets a gift for running more kilometers, they are becoming fitter and more healthy minded and in time will turn around and say NO to drugs or crime.

Mighty Metres currently has nearly 30,000 children involved and has been endorsed by the Western Cape MEC for Education, Cameron Dugmore. The program was also launched in the Eastern Cape in July 2007.

"Mighty Metres teaches children to set and achieve goals. These goals become anchors for children from disadvantaged areas, who often don't have positive role models, or mentors to guide them and inspire them," said Elana. "Although our focus is our running program, the Foundation is involved, through associations with our alliance partners, in all types of sports such as street soccer, cricket, rugby, cycling, water-polo and boxing."

### Other Projects

The Foundation has assisted disadvantaged schools, sports teams and other similar initiatives.

- In 2006 we sponsored three African teams to attend the Homeless World Cup.
- For two consecutive years, the Foundation has helped to raise funds for Trafalgar High School in District Six to enable their touch rugby teams to attend the World High School Touch Rugby Championships in Singapore where they were victorious.
- JAG has also helped to improve educational resources by launching The JAG Information Technology Centre at the school including 40 computers and the latest software.
- The Foundation has helped to enable bursaries for disadvantaged students at FIT Principles – an internationally accredited fitness academy that coaches personal trainers.
- We have assisted the Tegla Loroupe Peace Foundation to raise funds to build a school in northwest Kenya.
- Other associations include Sporting Chance, The Old Mutual Two Oceans Marathon, Egon Seconds Sports Foundation, Ubabalo eAfrica 2010, Project 2010, Urban Issues and Let's Play. The Foundation believes that working in conjunction with these initiatives strengthens the unilateral objective to promote peace and prosperity in socio-economically vulnerable communities.

### Donations

The JAG Foundation earnestly expresses its gratitude for all funds donated. The majority of incoming funds are spent on sustaining the Mighty Metres Program. It costs R100 to keep one child on the Mighty Metres programme for a year.

This is the area where corporate funding will be required as the children are incentivised for every 10km they run with prizes such as water bottles, pencil cases, T-shirts, medals etc. It is possible for children to run between four and six marathons a year (the equivalent of 168.8km and 253.2km). Corporate donations will enable:

- Children to be incentivised
- Teachers to be incentivised
- Sustainability of program

The incentives required for 2008 for 30,000 children would cost R3, 000,000. The Foundation adheres to the CGP ensuring that all the funds donated go towards the upliftment of our nation's social well being.

*"It is thanks to the Foundation, that the dreams of less privileged children*

*now have a fighting chance of becoming a reality.*" Elana Meyer