



SERGE BETSEN  
ACADEMY

# 2023 ACHIEVEMENTS AND PROSPECTS

*A year of consolidation and expansion*

# 2023: strengthen our actions



The Serge Betsen Academy (SBA) is an association born from the meeting of Serge Betsen with his country of origin, Cameroon. Created in 2004, the association works both in Cameroon and Mali; their mission is to provide support to disadvantaged children for their studies, to provide medical follow-up and care and to introduce the children to rugby and thus transmitting its values.

The SBA has 5 centres in Cameroon: Bangangté, Nkol-Eton, Jardin Eden, Bafia and Zoétélé, and also opened a centre in Mali, in Bamako in October 2020. Almost 8,500 children, out of which 47% girls, have been supported by the association since its creation 19 years ago.

The SBA's mission contributes to achieving the following SDGs (Sustainable Development Goals):

*SDG 2: end hunger, achieve food security and improved nutrition and promote sustainable agriculture;*

*SDG 3: ensure healthy lives and promote well-being for all at all ages;*

*SDG 4: ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;*

*SDG 5: achieve gender equality and empower all women and girls;*

*SDG 8: promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.*

The Sustainable Development Goals (SDGs) were established by the UN in 2015. They cover all development issues in all countries such as climate, biodiversity, energy, water, poverty, gender equality, economic prosperity or even peace, agriculture, education, etc

## The 2023 major achievements



Working with a grant from the "Academies" Program of the AFD - French Development Agency - in the amount of €250,000 over two years, we were able to strengthen our actions in Cameroon from 2023.

**270 children studied in our centres in Cameroon, with a A-level success rate of 81%**

**1080 consultations in our infirmaries (not part of regular medical monitoring)**

**200 children played rugby with our educators**

**The agricultural cooperative now has 22 mothers & a planned poultry farm with 3 mothers. 14,650 meals were served thanks in particular to the SBA Coop**

**NEW - 6 young people become students with financial support from the SBA (5 computer engineering students studying at Ucac-Icam, 1 midwifery student studying at Ess-Ucac)**

### Our partners in 2023

30 companies & foundations that support us, including 5 for around 10 years:

French Development Agency

PLAY International - Diambars

Local authorities in Cameroon and Mali

Local Cameroonian companies

(SABC, Société Générale, etc.)

UCAC-ICAM

ESS-UCAC,

Group ATF

AAMFOM (American Association of the Members of the French Order of Merit)

Cité scolaire Grand Air de La Baule

Val Thorens

Rugby Club Servette de Genève

Rotary Pornichet Saint-Nazaire and its partners

30 sponsors, who make a monthly donation

**250 000€:**

THE AMOUNT  
WE HAVE  
TO COLLECT  
EACH YEAR  
FOR THE SBA

# Rugby

## Sharing strong values

- Coaches trained at level 2 World Rugby
- 1 inter-school tournament (for young people in Rugby initiations)
- 1 inter-centre tournament in front of the Ambassador, in order for our young students to put their training sessions into practice
- Teaching of the fundamental principles of this sport and promoting gender equality within sporting practice

## How to help us in 2024?

Rugby For Teens: rugby initiations for 13-18 year olds at the Bafia centre since summer 2022, desire to structure the program and reproduce it at Nkol-Eton and Bangangté	10K €
Rugby Initiations in the schools of Ndé and Zoétélé, creation of a program making rugby popular, allowing 3,000 children to discover rugby in 2023.	3K €
World Rugby training for SBA Cameroon coaches by Abaa, trainer and manager of the Zoétélé centre. Several training courses are planned per year	1.5K €
SBA inter-centre rugby tournament in Cameroon	1.5K €
Diambars Boot-Camp workshops	800 €
Girls only matches to celebrate International Women's Sports Day	PAID

# Health... and nutrition

## A holistic approach

- New anti-malaria and anti-parasitic campaigns and raising awareness of the importance of hygiene.
- Setting-up talks on civic education and on equality between girls and boys
- 2 new mothers joined the SBA Coop

## How to help us in 2024?

Health campaigns: fight against malaria and parasites, personal and oral hygiene campaign (sanitary pads, soaps, toothbrushes, toothpaste, deodorant, and toilet paper), cleanliness awareness campaign (household products for the maintenance of centres) and provide dietary iron supplements.	8K €
SBA Pads: project to make and distribute washable sanitary pads to the girls, mothers and SBA supervisors. Phase 2, to be financed, is to allow the seamstresses to create a cooperative and carry on their production (lifespan of the pads: 18 months) for the girls and women of the SBA and to sell them on the outside	600 €
SBA Coop: 22 mothers from the centre of Bangangté working at an agricultural cooperative growing corn, beans and Artemisia, and who will also start raising chickens. The agricultural cooperative will also be reproduced in the Bafia centre as to employ mothers from the centre. Poultry farm land has been purchased; quotes for the construction are in progress.	30K €

# Education and formation

## Up to A-Levels... and beyond!

- 22% increase in the number of children sitting in our academic support courses
- “4 and a half” new teachers
- Better monitoring of the centres with the recruitment of an administrative and sports coordinator
- School supplies for all children
- Intensive online English courses
- Internet access in all centres so that children can carry out research
- Intervention of a career counsellor so that the children learn about study and career paths
- Grants for higher education scholarships
- Setting up the Diambars Boot-Camp workshops on sport and living together

## How to help us in 2024?

<b>SBA Big Brothers &amp; Sister:</b> support for young people in higher education through partnerships with companies that offer internships, come to our centres to present their professions, show their sites, and finance a scholarship for our young people.	18K €
<b>Dreamer to Tutor workshop:</b> meeting between young people having study or entrepreneurship projects with local business leaders	N/A
<b>SBA Green:</b> creation of a solar energy training centre for young people in Cameroon, and expansion of the solar panel fleet at the Bangangté and Bafia centres.	10K €
<b>Computer room in Zoétélé:</b> equip a room with 8 computers and set up computer courses so that our young people may be operational from the moment they are hired.	8K €
<b>“Victor” school bags for the 2024-2025 school year:</b> local production of school bags, every 2 years	3,5K €
<b>School stationary supplies</b> for the 2024-2025 school year (donations in kind from a local business: greatly appreciated)	4K €
<b>Organise events around Youth Week</b>	PAID

# The Training Centre in Yaoundé

## Towards strengthening our financial autonomy

Many talents come from Cameroon: Thierry Feteu, Abadiang Nevers, Guy Jeannard, Ngandebe, Onambeler, Sobela Patrick Lou. By building a Training Centre oriented towards sport, Serge Betsen wishes to continue his action by giving young people every opportunity to acquire solid foundations to face the future by combining sport and training.

This centre will be useful to society because the professions resulting from this place will be oriented towards professions not only affecting athletes: sports professions (physical trainers, coaches, referees), professions around sport (maintenance of sports fields, physiotherapists, osteopath, nurse), and operational professions (catering, gardeners).

- Land of 5 to 10 hectares
- Construction of buildings that can accommodate 400 children aged 10 to 20 (2-year sessions)
- Rugby and football fields, athletics track
- Gym (multi-sport), weight room, box ring and tatami. Recovery room.
- Dormitory, Dining room, kitchen
- Classrooms, seminars, conferences, spa

