

# PICKLEBALL FOR THE PEOPLE (P4P)

## CONFEDERATION OF AFRICAN PICKLEBALL





# Pickleball for the people!

Pickleball for the people emanates from the rallying call of Pickleball for the people, first enumerated by the president of CAP at the closing Ceremony of the 13<sup>th</sup> African Games Pickleball tournament, in Accra, Ghana.

“.....we gather to celebrate not just the conclusion of a tournament but the affirmation of a movement—Pickleball for the People. This phrase, more than just a slogan, captures our shared vision of making pickleball a sport accessible to all, bridging communities across Africa and fostering a spirit of inclusivity and camaraderie... as we look to the future, let me assure you, this is only the beginning.

We plan to make our vision of Pickleball for the People a reality....to deepen our roots in the community, to reach out to every corner of Africa, to ensure that pickleball is not confined to clubs or specialized groups but is a sport for every person, young and old, in every home, village, town, and city...”

- Dr Kwabena Dautey Akufo





Pickleball for the people seeks to introduce and embed the vibrant spirit of pickleball within the heart of every untapped region across Africa, nurturing the seeds of this sport in countries yet to experience its joy.



## Program Vision:



**PICKLEBALL FOR THE PEOPLE** aims to make pickleball a universally accessible sport, fostering inclusivity and camaraderie across Africa. It emphasizes that pickleball should not be limited to exclusive clubs or specialized groups but should be available to everyone, regardless of age, location, or background.

This program will send **PICKLEBALL AMBASSADORS** from active pickleball countries to non-pickleball playing countries/regions with a mission kit to introduce the game.



## **Awareness Campaigns:**

Launch comprehensive marketing and awareness campaigns to highlight the benefits of pickleball, including its accessibility, health benefits, and the social connections it fosters.



Establish partnerships with local governments, educational institutions, and sports organizations to facilitate the introduction and integration of pickleball into existing sports and physical education programs.



GLOBAL PICKLEBALL  
FEDERATION

**LFCAT** Lumuro Foundation for  
the Creative Arts and Tourism





## Exchange Programs:

- Create exchange programs that allow African players and coaches to train with established pickleball communities globally, fostering knowledge exchange and international camaraderie.



## Equipment and Resource Distribution:

- Equipment Kits: Prepare kits including paddles, balls, portable nets, and instructional materials.
- Partnership with Suppliers: Negotiate deals with equipment manufacturers for discounts or donations.





## Training and Development:

- Implement comprehensive training programs for players of all skill levels, from beginners to advanced competitors, ensuring a pathway for development and excellence.
- Recruitment of Trainers: Hire experienced pickleball players and coaches.
- Conduct regular coaching workshops led by experienced pickleball players and trainers to certify local coaches, equipping them with the knowledge and skills to teach and spread the game.
- Training Programs: Conduct workshops and training sessions for local coaches and players.
- Certification: Provide certification for local coaches to ensure quality and sustainability.



## Community Engagement and Awareness:

- Local Partnerships: Collaborate with local sports clubs, schools, and community centres.
- Establish community-based programs that support ongoing play, competition, and social events, creating a vibrant and self-sustaining pickleball culture.
- Engage with local communities through workshops, demonstrations, and pickleball events to spark interest and encourage participation across all age groups and demographics.
- Cultural Sensitivity Training: Ensure all participants understand and respect local cultures and customs.
- Promotional Activities: Use social media and local media to promote events and activities.





## Long-Term Sustainability:

- Local Leadership Development: Train local leaders to take over program management.
- Community Involvement: Foster a sense of ownership within the local communities.
- Networking and Partnerships: Build a network of pickleball enthusiasts and supporters for ongoing support.



## Donate a Pickleball Mission Kit!

- 3 portable pickleball nets
- 12 pickleball paddles
- 30 pickleballs
- 5 instructional booklets

Contact us on your donation!





“To make our vision of Pickleball for the People a reality, I urge each one of you to carry the torch of pickleball, to be the ambassadors of this great sport, and to spread the message of unity, inclusivity, and the joy it brings. Together, we can make our vision of Pickleball for the People a reality.”

~ Kwabena Dautey Akufo, President CAP

Contact us to become a Pickleball for the People Partner!

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