

# BUILDING A STRONG YOUTH ACADEMY



**NPO PROFILE  
2025**



## OUR STORY

Driven by the passion to holistically support youth from disadvantaged communities, Founder Justin Davis, skilfully combined his keen understanding of football with youth development, to forge meaningful connections with young people. His vision took root in 2012 on a Mitchell's Plain field through a simple soccer invitation. This sparked a movement, and ignited a vital youth group that not only imparted life skills, but also launched two young talents into professional soccer. Recognising similar needs in Fisantekraal a decade later, he repeated this impactful and engaging approach, leading to the formation of MD Sports.



## OUR VISION

Our aim is to cultivate an environment that empowers a generation of young people to unleash their full potential across all aspects of life - sports, academics, and culture. We envision an inclusive space for their development as they flourish into responsible, value-driven citizens, who not only dedicate themselves to success but inspire others as they grow. We believe that despite their challenges, these youths have the capacity to rise up and become impactful leaders within their communities.





## OUR MISSION

We are dedicated to developing not just exceptional football talent, but well-rounded and grounded individuals. Our mission is to establish the next generation of football stars through a comprehensive academy program, emphasising technical skill, nurturing mental resilience, and building peak physical conditioning within a strong team ethos. This is achieved through a mentorship programme prioritising well-being, regular team-building activities to foster unity, intentional leadership coaching to develop influence, and robust academic support to ensure their educational success.





## OUR FOCUS

### Training

We conduct training sessions twice a week at Monument Park High School. This prepares our players for both friendly and league matches held over weekends. Additionally, and to further challenge the players, we periodically host one-day tournaments to provide players with exposure to more intense competitive play experiences.

### Coaching

Coach and player well-being is a key priority at MD Sports. Guided by the conviction that strong principles and values are essential for navigating life, our central approach is to invest in personalised one-on-one mentorship, dynamic group coaching, and targeted leadership development.

### Tutoring

Demonstrating our commitment to educational success, we provide personalised tutoring for players facing challenges in key school subjects, including English, Maths, Science (Physics and Chemistry), Life Sciences, EMS-Accounting and CAT. We believe that building academic confidence directly enhances their critical thinking abilities on the field.





# YOUR SUPPORT

At MD Sports, we believe that every child deserves the opportunity to shine, unburdened by financial limitations. Your support is the key that makes this a reality, and helps us level the playing field for every young talent. By partnering with us through sponsorships and/or donations, you become instrumental in providing the essential kit and equipment that unlocks these young players' abilities.

## Banking Details

Account Name: MD Sports NPC  
Account Number: 63153754510  
Bank: FNB  
Branch: My Branch  
Branch Code: 255355  
SWIFT Code: FIRNZAJJ

## You choose how you invest:

**Sponsorships** directly empower players from disadvantaged backgrounds with the gear that they need to succeed (monthly)

**Donations** provide the vital operational support for our academy, guaranteeing that every player receives the comprehensive resources to achieve their dreams.



# UNLEASHING TALENT

