



EAGLE CITY FUNDRAISING PROPOSAL

Introduction

Eagle City FC is a vibrant community-based football club established in 2019 in Mihango area Utawalla. Originating as a voluntary initiative to train young football enthusiasts, the club rapidly evolved into a competitive team, currently participating in the FKF Sub-County League through well-wishers and community support. It has benefitted from sponsorship by Utawalla Public Transport Sacco and occasional support from Area Member of County Assembly (MCA) Hon. Kigwathi (Kados), who facilitated a public training ground.

Several players have advanced from Eagle City FC to the Kenyan Premier League and even international clubs, including teams in the United States. The club also nurtures talent academically: Ten promising players currently enjoy football scholarships at Utawalla High School with full fee waivers based on their sporting excellence.

Current Challenges

After the COVID-19 pandemic, Eagle City FC has experienced a sharp decline in sponsorship and community support. The club, now managed by a small team of volunteers (former and current players), faces:

- Loss of key financial sponsors
- Limited resources (training equipment, kits, and league fees)
- Player attrition to better-funded teams
- Growing operational challenges in league participation and logistics

Most of our members are from previously disadvantaged homes and it is difficult for them to cover the cost of our annual registration fees, afford soccer boots, shin guards, and transport to

and from the games. Despite these setbacks, the club remains committed to its mission but urgently requires financial support to continue.

Proposal Objectives for the Upcoming 2026 Season

- Secure sufficient funding to cover league registration and match fees.
- Purchase essential equipment: footballs, cones, boots, official jerseys, and training kits.
- Strengthen the volunteer management team with logistical support.
- Retain and nurture local talent by reducing financial barriers.
- Expand community outreach programs to sustain social impact.

Community Impact

Eagle City FC is more than a sports club. It is a social pillar in Utawalla/Mihango, positively impacting youth by:

- Providing safe, structured activities that deter drug abuse, teen pregnancies, gang involvement, and violence.
- Developing character through core values: discipline, responsibility, patriotism, teamwork, and community spirit.
- Offering pathways for youth to excel both academically and athletically.
- Enhancing social cohesion and promoting wholesome living across the community.

Recovery and Sustainability Plan

1. Resource Mobilization: Launch fundraising campaigns targeting corporates, local businesses, and individuals to secure equipment, kits, and operating costs.
2. Partnership Development: Rekindle relations with previous sponsors and explore new local and national corporate partnerships.
3. Community Engagement: Increase visibility through local events, social media updates, and success stories of players progressing to professional levels.
4. Volunteer Support: Recruit and train more volunteer managers to share the operational workload.
5. Youth Development: Enhance training programs to retain talent and attract new players.

Budget Overview for Next Season (Approximate)

Item	Quantity	Unit Cost (KES)	Total Cost (KES)
League Registration & Fees	-	50,000	50,000
Footballs	10	5,000	50,000
Training Cones	50	100	5,000
Training Kits (sets)	30	400	12,000
Official Team Jerseys	15*2=30	1,000	30,000
Football Boots	20	3,000	60,000
Logistics & Match Day Costs		50,000	50,000
Volunteer Capacity Building	-	20,000	20,000
Miscellaneous & Contingency	-	20,000	20,000
Total			297,000/-

Call to Action

Eagle City FC invites corporates and compassionate individuals to be part of this transformative journey. Your sponsorship will:

- Sustain youth football development in Utawalla/Mihango.
- Promote social well-being and discourage negative influences.
- Empower talented youth to reach educational and professional heights.
- Build a legacy of teamwork, discipline, and community pride.

Support can be financial, in-kind donations (equipment, kits, facilities), or volunteer efforts. Together, we can revive Eagle City FC and secure a bright future for our youth.

For inquiries, partnership discussions, or contributions, please contact:

Eagle City FC Management Team

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