



# The Amsak Donation Opportunity

January 2020



# The origins of Amsak Donation



- Mamadou Sakho is a professional football player which played in some of the most prominent European teams (PSG, Liverpool FC, Crystal Palace)
- He played 29 games to date with the French national football team, having in particular scored the two decisive goals against Ukraine that sent France to the final phase of WC 2014
- Mamadou lost his father at the age of 13. As the elder son of a multiple children family, this proved a defining moment for him, that marked his entry into adulthood
- Hence, and simultaneously to his career, Mamadou has always devoted a significant share of his time to humanitarian projects centred on childhood
- Initially, he acted privately under the umbrella of AMSAK (Association Mamadou Sakho)
- The mission of the newly created « Amsak Donation », is to :
  - ✓ *Invest in a Senegal-based ambitious education project which aims at being self-financed upon completion...*
  - ✓ *...By allowing key partners (individuals or corporate to contribute financially or in kind*

*« Children are our future - By transmitting to them core values and knowledge early on, we maximize the chances that they reproduce and promote what they have been taught »*

# Tambacounda region – A natural geography for the project

- The Tambacounda region of Senegal is the Sakho family's homeland, and Mamadou now has strong political and field ties there
- Following several contacts at the highest level, the Suleyman Sakho Centre Project started in 2018
- The effective start of the project was made possible by the Senegalese State's donation to Amsak of a 3 hectares plot of land near Tambacounda, in the surroundings of the route of the future highway

## Quelques chiffres

- Senegal GDP per capita: 2 600\$ (2015, PPP)
- Senegal population : 15,8m
- 42% of the population is under 14 years old
- 44% of the population lives below the poverty line
- 79 out of 1000 do not reach the age of 5
- 5% of children under 18 are fatherless, while 16% live without biological parent
- 38% of 7-18 years old are out of school, this percentage reaching 46% in rural areas



Mamadou with Macky Sall, President of Senegal



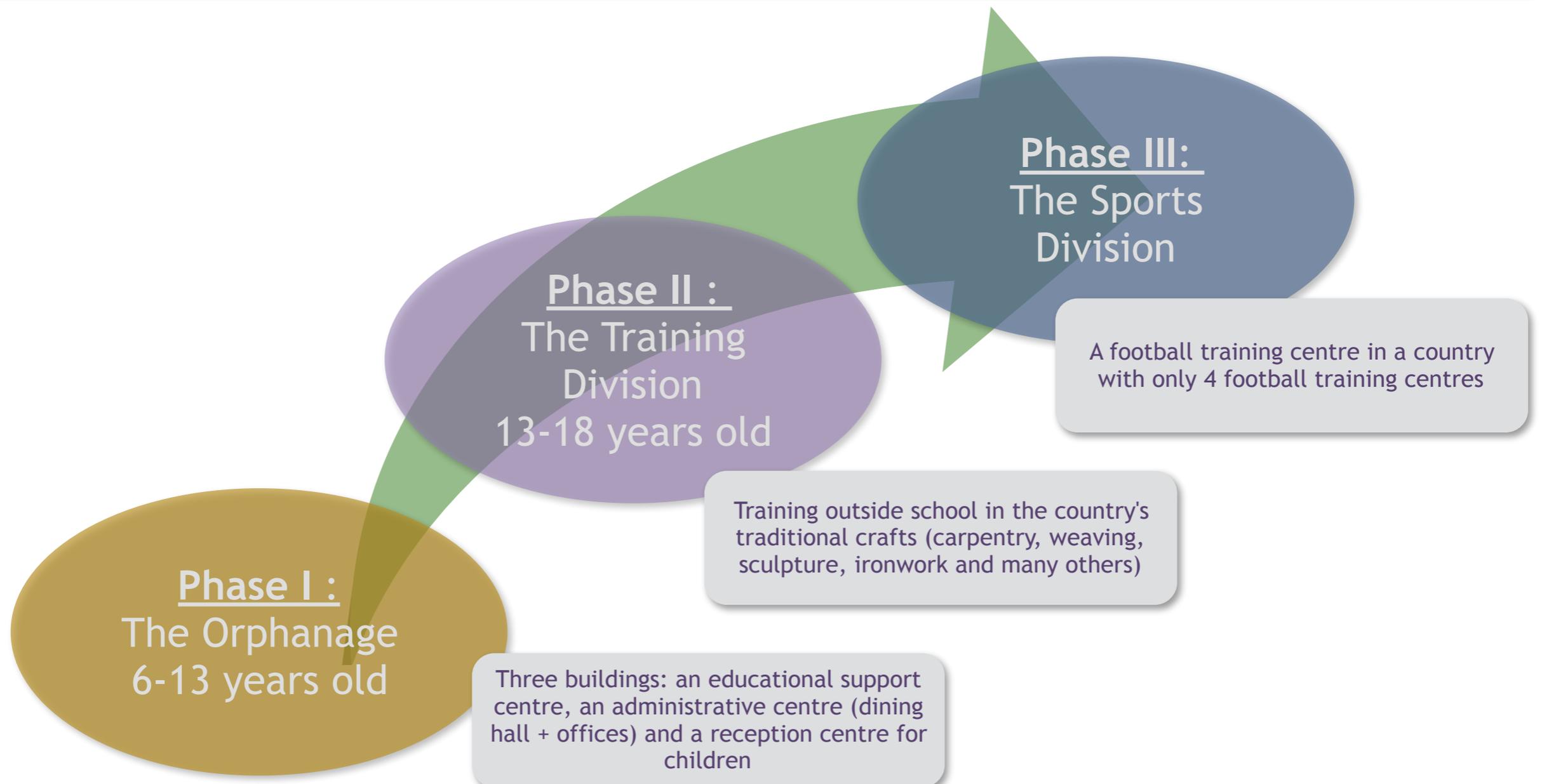
Tambacounda is located in a rural area on a developing tourist road

Route of the future highway



# A three-phase Project...

- The starting point: develop the three hectares of land with an orphanage
- This idea has given rise to a more ambitious project to support local young people from the main steps of their development to the beginning of their professional lives, in football or elsewhere



# ... Complementary and self-financed at completion

## Cost centers

### Phase I purpose :

Make orphans a chance for the region development through essential education

### Phase II purpose:

Guarantee their access to the local job market through training to local key jobs

## Profit centers

### Phase III purpose

- Help identify future football stars in an underequipped country
- Long term financing of Phase I and II thank to recurring royalties paid by foreign football clubs (1)

In the longer term, complementary revenue sources, (museum, hotel) could be developed on-site

*Redistribution of royalties received on players transfers*

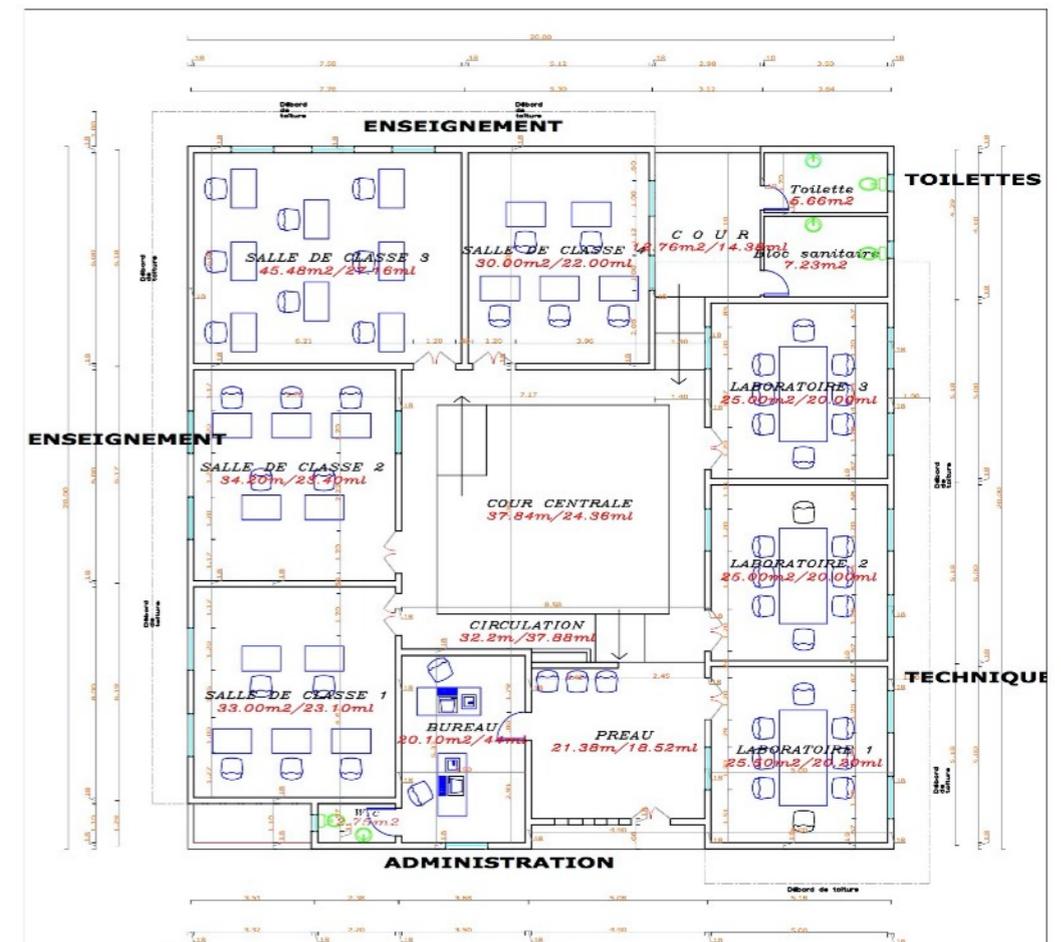
Note (1) : Royalties representing c. 2-2,5% of transfer price assuming the player made his training on-site between the age of 13 and 18

# Centre Souleymane Sakho at completion



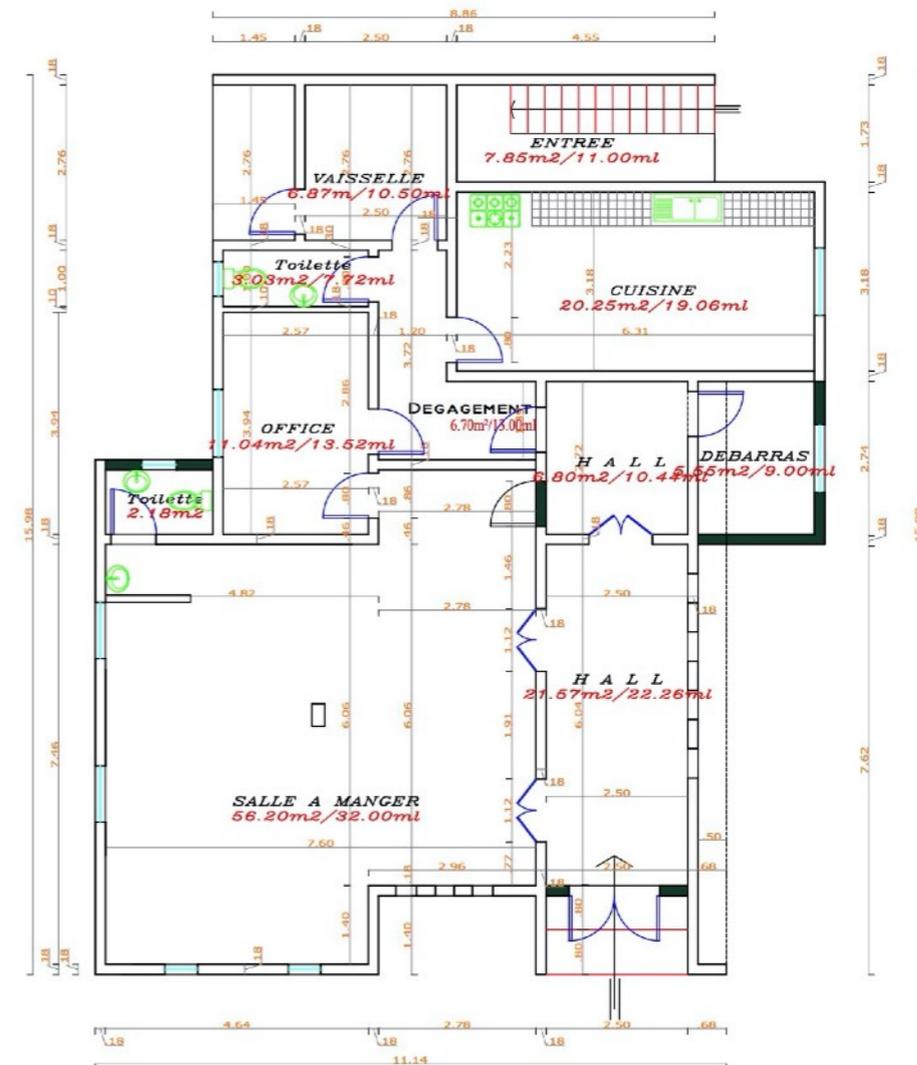
# Phase 1 is on track (1/2)

- This is the first building dedicated to education. There will be several classrooms and reading rooms so that children can be tutored once classes are over



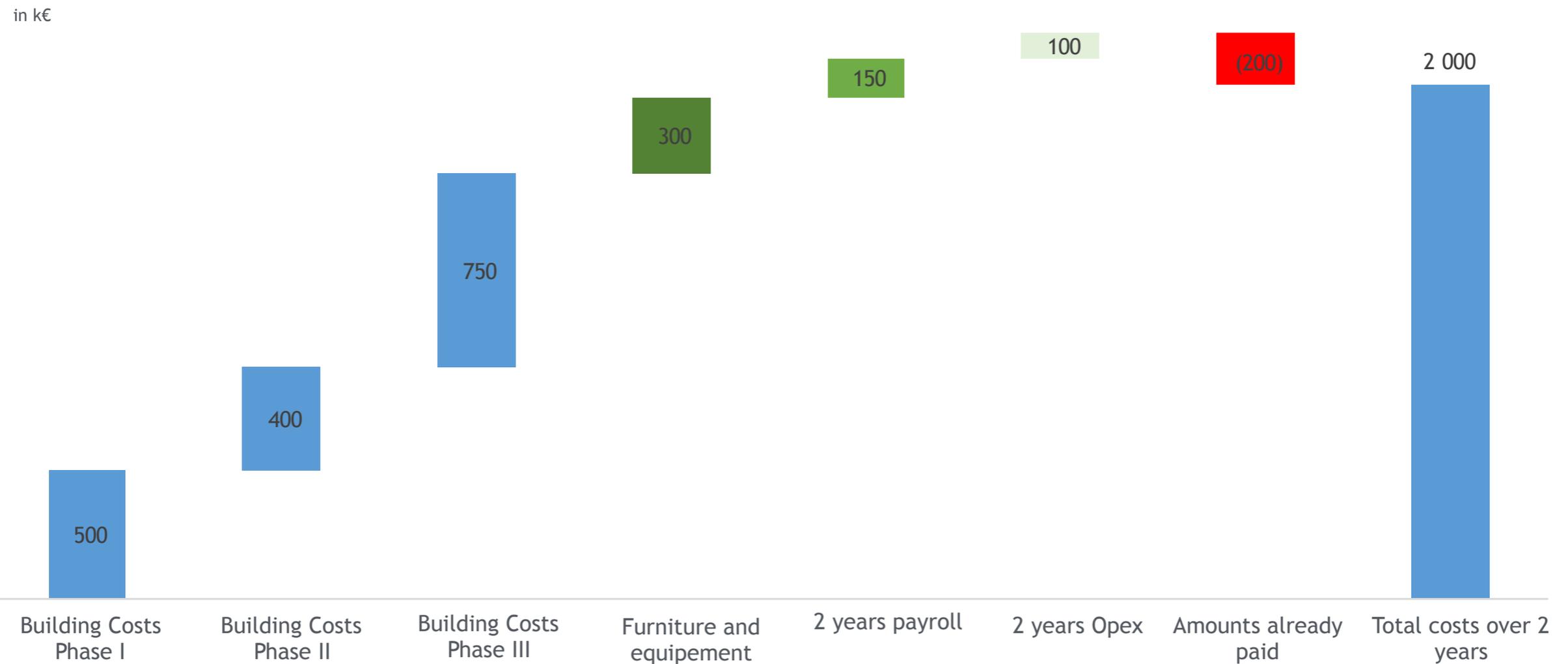
# Phase 1 is on track (2/2)

- The administrative centre, mainly composed of offices, will be located on the first floor of this second building
- The refectory will be on the ground floor. Children will gather for meals in the same large room



# Indicative budget: c. €2m

- Two-year indicative budget of approximately €2m
- The budget sizing of Phase II and Phase III was done comparing the costs incurred on Phase I, which are reliable given the progress of the Project



Note (1) Approximately 12 FTEs for the orphanage, 5 FTEs for training activities, 15-20 employees dedicated to the training centre, for a total of approximately 30 FTEs. The amount shown above is a high estimate given the level of local salaries and the fact that recruitment will be staggered over time (salaries accounted for 100% in this case). No support scheme for reducing social security contributions has been taken into account

# How can you help us?

- The Amsak donation team is ready to provide access to the entire project documentation to potentially interested donors

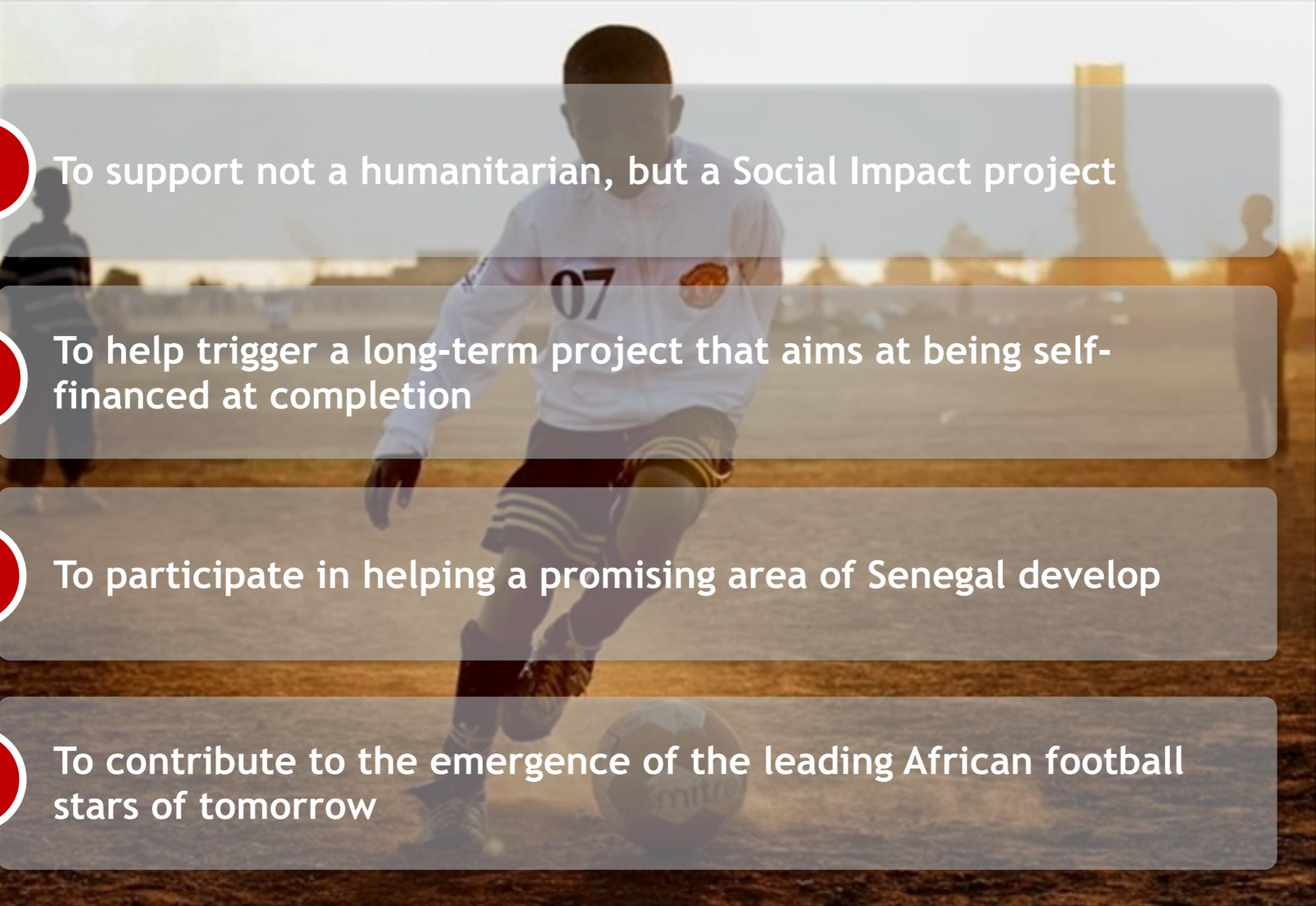
## Help us finalize Phase I

- Phase I total budgets amounts to 500k€, including :
- Amount remaining to be financed : 300k€
- In-kind contributions can be considered, especially those relating to essential infrastructure :
  - ✓ Drinking water connection
  - ✓ Electrification
  - ✓ Connectivity : 4G

## Help us launch Phases II et III

- Phases II and III have been the subject of an initial costing, from a macro point of view, amounting to €1.5m
- Speeding-up Phases II et III would allow us to reach our autofinancing through transfer revenues target in a shorter time

# Why help Amsak?

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- 1 To support not a humanitarian, but a Social Impact project
  - 2 To help trigger a long-term project that aims at being self-financed at completion
  - 3 To participate in helping a promising area of Senegal develop
  - 4 To contribute to the emergence of the leading African football stars of tomorrow

Thank you



[mail@amsakdonation.com](mailto:mail@amsakdonation.com)