



Creative Thinking Skills to Improve the Lives of the Children of Sierra Leone

The Edward de Bono Foundation is partnering with The Craig Bellamy Foundation & Right to Dream Charity offering the children of Sierra Leone the opportunity to reach their true potential in life through sport, education and the power of Creative Thinking.

Sierra Leone is currently ranked bottom of the United Nations Development Programme (UNDP) Human Development Index. This index is a measure of life expectancy, literacy, education and standard of living.

After his first visit to Sierra Leone in 2007, Premier League footballer and National Welsh Team Captain Craig Bellamy was inspired by the passion and enthusiasm he saw in the children who, notwithstanding the extreme poverty and hardship they live with, share his love and passion for the game of football. However, there were no opportunities for young children to play the sport and aspire to a higher level at the same time as obtaining an education. Having been introduced to the Right to Dream Charity and their unique ethical development model in Africa, he joined forces with the charity with the initial goal to establish a football academy in Sierra Leone.

The ground breaking project that evolved since is the subject of our Appeal featured in the context of our 'Crunch or Lunch' event to demonstrate how lateral thinking, coupled with the right tools and enthusiasm can really change lives for the better in a meaningful way. The Craig Bellamy Foundation with Right to Dream has gone way beyond the concept of establishing a football academy. Together they developed a unique football league format, which recognises the role the sport can play in the social regeneration of local communities. Placing equal emphasis on football results, school attendance, fair play and community projects the league can assist in the overall social development of Sierra Leone. By empowering the children in the league, training the team members as peer educators and creating an evolving and self-sustainable education and sports model, Right to Dream can help pass on life saving health messages to the children of Sierra Leone, encourage school attendance, deliver education, install a sense of pride in their local community and provide important life skills.

The Edward de Bono Foundation will be adding further value to this exceptional initiative through the teaching of constructive 'Creative Thinking' skills. Developing the minds of the project leaders, the organisers, teachers and the children themselves will enable them to think constructively across all areas of their lives, health, employment, education and of course sport, ensuring they are motivated, self sufficient and empowered to build their future and reach their true potential as teachers, businessmen, entrepreneurs, politicians, academics and sportsmen of the next generation.

There are many Big Issues facing the World today, from Financial to the Environment, from Poverty to Education, but what can we do to make a difference? Teaching underprivileged individuals how to build and sustain their own future is a big step in solving just a fraction of these issues. This initiative is a perfect example how constructive thinking coupled with action can be deployed to empower people in a specific situation to rise above their immediate difficulties and learn new ways to overcome problems and find innovative and intuitive ways to improve the world they live in.

Dr Edward de Bono, best known as originator of the term "lateral thinking" believes we all have the ability to think this way if taught correctly. This is why the Edward de Bono Foundation will work with the team in Sierra Leone to help put this exceptional initiative together and discover the best way possible to educate the children, educate them creatively to nurture exceptional talent to ultimately enable them to go out into the world and enjoy a meaningful and rewarding life. Craig Bellamy's creative and lateral thinking enabled him to develop the idea of combining his own passion – football - with the education of children in a socially deprived and poverty stricken country. A perfect example how learning to think creatively and constructively enables us to explore new ideas and think "outside the box" to make the world a better place.



About The Craig Bellamy Foundation – Right to Dream

Right to Dream were the obvious choice for Craig Bellamy, Premier League Footballer and Welsh National Team Captain, when he decided to establish a football project in Sierra Leone. Being aware of Right to Dream and admiring their unique ethical development model in Africa, Craig contracted RTD to perform a feasibility study into establishing a football academy in SL. RTD consulted with the Government of SL, international aid agencies, commercial ventures, NGO's and other interested parties regarding the feasibility of the project as well as studying and evaluating the political, social and economic climate of the country.

On completion of the study RTD saw an opportunity to establish a ground breaking initiative to go beyond simply establishing an Academy, to establish a project which would use the power of sport to help change the lives of a vast number of children.

In January 2009 nine junior football leagues will commence, consisting of 44 teams, with 1,760 team members and employing 97 Sierra Leone Nationals as qualified coaches and pastoral care workers. In April 2009 The Craig Bellamy Foundation Academy will open in Tombo, Sierra Leone. With an initial intake of 16 pupils, the CBF Academy will offer the first lucky children full 5 year scholarships. Once at the Academy they will receive food and board, an international level education, top class football coaching and expert pastoral care and guidance. Graduate pathways will range from Professional Soccer, continued education in the UK and US or local based vocational training. By 2010 the project will consist of 36 football leagues through-out Sierra Leone, 149 teams will be competing in the leagues (68 boys teams, 68 girls teams and 13 differently-abled teams), with over 4,300 team members and will offer employment to over 350 locals.

About The Edward de Bono Foundation UK

Dr Edward de Bono believes that the quality of your thinking will determine the quality of your future. Teaching children to have the confidence to think for themselves enables them to view a situation from a variety of angles and feel their decisions are considered and valid. Particularly relevant to less academically able children it gives them higher self-esteem, a vital factor in learning.

Through the Edward de Bono Foundation UK, a UK-registered charity, his Thinking Systems are made available to academic institutions nationwide. The aim is to teach serious creativity and constructive thinking skills to children from the earliest school age right through to university students at degree level. Based at Manchester Metropolitan University (MMU), The Foundation's ground-breaking Centre for Serious Creativity and Constructive Thinking opened its doors in November 2008. For more than 35 years, the de Bono Thinking Systems have been adopted by businesses around the world, studied by Governments, promoted by peace institutes and implemented to Improve Performance and Increase Creativity.

Dr. Edward de Bono is regarded as one of the world's most outstanding thinkers in the field of creative thinking as an explicit skill. Inventor of Lateral Thinking, Dr de Bono has written 75 books and consulted with major corporations and governments in more than 50 countries in the last 30 years. The essence of Dr. de Bono's work has been to produce thinking techniques that are simple, practical and effective such as his renowned Six Thinking Hats method.

Make a Donation

Your minimum donation of £100 will directly benefit the ground-breaking initiative formulated by the Craig Bellamy Foundation with the Right to Dream Charity in Sierra Leone. Biscuit PR will regularly keep you informed of progress.

Please send a cheque payable to – The Edward de Bono Foundation UK to:
Biscuit PR, No. 5, 189 Sussex Gardens, Lancaster Gate, London, W2 2RH.

...Thank you!