

ALIVE & KICKING UK

UK registered charity (Number 1105583) that makes cheap, tough, repairable footballs, netballs and volleyballs using African skills and African leather. Each carries a message about HIV/AIDS and malaria. Sponsors are The FA, *uk sport* and Elton John AIDS Foundation.



B o u n c e

*is a 4-8 minute film for **Everton's** stadium screens, football club websites and sports TV channels that can change African lives...*

It's time you heard about Alive and Kicking

Alive and Kicking is a charity founded 3 years ago by the late **Jim Cogan**. They make footballs in workshops in Africa. The balls are distributed free all over Africa to kids in schools, orphanages, refugee camps where cheap plastic balls don't last a day. A&K balls are made from leather and are repairable. And each ball is stamped with health messages for AIDS, TB and malaria. Jim Cogan's vision was to create employment in poor townships, to disseminate health warnings and to foster a sense of community through sport. Since his death the charity has launched a new appeal for funding. A&K aims to produce 100.000 footballs a year with your help.



What can be done to help?

The charity has given the go ahead for a fund-raising film called **Bounce** to build awareness and to encourage mass donations. We are asking for your support in the making of this short film.

What's the audience for the film?

Football fans. Bounce will be shown on **Everton's** giant screens, on their club website and on the clubs' own TV channel.



What's the function of the film?

Threefold. First, to provide info about the work of the charity; second, to get people donating by phone-text-voting in a competition that's built into the film itself; third, to drive the audience to the A&K website

What makes the punters vote?

Bounce will gather a handful of **Everton's** players together and get them to perform their trademark goal-scoring celebration to camera so that these 'signature' moments can be gently sent up in the editing by setting them in incongruous contexts. A caption at the end of the film will encourage viewers to text-vote for their favorite and the charity receives money from the texting poll.



What's the budget?

The budget of the film is currently £60.000. We are hoping to secure free travel and accommodation through **Virgin Group** and postproduction facilities including CGI and High Definition effects from **Framestore**.