



Our game plan

2026 - 2029



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The headline

We are a UK-registered charity with a mission as bold as it is simple: **to use the power of netball to transform the lives of girls through play, leadership, and health education.**

We use netball as a tool to create safe spaces to bring communities together, where we deliver health education on topics such as menstruation, teenage pregnancy, gender stereotypes and mental wellbeing to ensure girls can flourish.

No one else does what we do.

Our history (her-story)

Our co-founders were on different paths to bring their love of netball to Africa for the greater good.



Monica was coaching rugby with Tag Rugby Trust in Jinja (Uganda) in 2009, and on seeing the netball girls playing with their ball made from plastic bags and elastic bands, homemade bibs, a post made from car wheels and the lines scratched in the dirt, she dropped the rugby ball to go join in and spent more time coaching netball, wondering what could be. She rallied her fellow club members and worked with England Netball's then young leader programme for the next two summers to see if this 'netball in Uganda' idea could be a thing. In 2011 she advertised for young volunteers, and Julie saw the advert...

Julie always knew she'd 'teach sport in Africa'. After university she travelled around East Africa, and while supposedly teaching English in Jinja (Uganda), she spent more time coaching netball, seeing the joy it brought the girls. In 2011 she saw Monica's advert, declared herself 'not a young leader but with the same goals' and Monica invited her to Uganda. Together, they tried out the concept in Uganda and India, shared their dreams with each other, learned a lot from our tag rugby friends, and the rest is herstory...in 2012 Netball Development Trust was born.



The global picture

However small we feel we are, we play a part in collective international agendas.

One is the United Nations 2030 Agenda for Sustainable Development where we work to harness the positive power of sport to drive change. Our programmes are aligned to the following 'Sustainable Development Goals':

SDG 3 – Good health and well-being. Ensure healthy lives and promote well-being for all ages.



3.7 By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

SDG 5 – Gender equality. Achieve gender equality and empower all women and girls.



The second; as a small cog in the international diplomacy system becoming known as soft power. This is '*the use of a country's cultural and economic influence to persuade other countries to do something, rather than the use of military power*' and community sport fits beautifully into this agenda. It is proven to improve physical and mental health, reduce unemployment and crime, increase educational attainment and directly support economic growth, including through savings in statutory services, prevent conflict and build social inclusion and cohesion.

We are supporting a network of influencers to understand their and our role in this arena.

Our vision

A world where every girl is free to play netball, feel safe, and confidently create the life she chooses

Because no girl should be denied the chance to thrive simply because she's female. In the communities we work with, girls face barriers that limit their confidence, choices, and futures:

- Girls miss school because they lack access to sanitary products or basic information about their bodies.
- Girls face pressure, stigma, and limited choices because of early or unplanned teenage pregnancies, which can significantly restrict their education, confidence, and future opportunities.
- Sport is often seen as 'not for girls', with expectations that their place is in the home.
- Boys are more likely to be given opportunities for education, work, and personal development.

We believe that this inequality is neither right nor fair.

We understand the cultural context in which these barriers exist, and we believe change is possible. By creating safe spaces where girls can come together, build trusted relationships with adults and peers, play netball, and develop life skills, we support girls to grow in confidence and resilience, so they can be confident to shape their own futures.

Our mission

To use the power of netball to transform the lives of girls through play, leadership, and health education

What we've done for 14 years works; we've changed lives, and we want to change more. So, the fundamentals of this strategy and our purpose remain.

All our programmes will be designed to feature netball and an appropriate health topic with the primary purpose of benefiting girls.

Our values

At NDT we:

- **Work with girls** in our community to help them thrive.
- **Create opportunities** to unleash potential.
- **Respect** girls, their communities, partners and our volunteers across national borders, across gender, across lifestyle.
- **Lead locally**. Our local teams are the experts in their place. The UK has a role, but the focus is shifting.
- **Promote fairness**. We believe every girl deserves equal access to safety, opportunity and choice and aim to remove barriers that limit girls' lives



These values underpin everything NDT does and guide how we work with girls, communities, partners, and each other. We expect everyone involved in NDT to live these values and to constructively challenge behaviour that does not reflect them.

I had the privilege of witnessing firsthand the transformative power of this amazing sport. The NDT initiative has been a game changer for our community. Since its arrival we have seen a surge of participation, enthusiasm and talent. Our players have grown in confidence, skill and teamwork...netball has brought our community closer, providing a platform for social connection, support and empowerment. We have seen players become leaders, mentors and role models, inspiring others to fall in their footsteps...

Edison - Volunteer in Uganda

Our goals

Our strategy focuses on achieving meaningful, lasting change for girls and their communities. We will measure our success by the difference we make in girls' lives, not only by what we deliver. We understand that not all change can be predicted or quantified, and we will capture learning and unintended outcomes alongside planned results.

Our 2026-2029 strategy comes down to thirteen goals; each of which is aligned to one of our four key strategic pillars.

The four pillars to our strategy:

Pillar 1: Girls are free to play netball

Pillar 2: Girls feel safe

Pillar 3: Girls can confidently create the life they choose

Pillar 4: NDT is a strong, sustainable organisation



Pillar 1: Girls are free to play netball

Goal 1: Embed netball as a safe, accessible tool for girls' development that is widely played.

Outcomes:

- More girls every year regularly play netball in the communities we work with
- More trained community coaches deliver safe, inclusive netball sessions.
- Netball is recognised locally as a positive space for girls' participation and leadership

Goal 2: Invest in people and capacity and equip them with resources - providing training, resources and access to gain qualifications so volunteers and staff can build skills, confidence and boost their employment and life options.

Outcomes:

- Workshops will be delivered in each country annually (face to face or online)
- We will develop qualifications/certification
- New opportunities will be offered to volunteers to strengthen skills and confidence

learning about periods has totally changed me...it wasn't some[thing] weird secret anymore...but just a normal part of life now...I get they have periods...and it is nothing to be embarrassed about.

Elijah – Participant in Kenya

Pillar 2: Girls feel safe

Goal 3: Build a global network of changemakers in communities who understand the needs of girls.

Outcomes:

- We will on-board more local volunteers and staff – trusted adults and role models, providing them life opportunities
- Increase volunteer numbers by at least 50 internationally
- Recruit one new staff member



Goal 4: Work with parents, schools, and community leaders

We will deliver workshops and engagement, helping to shift attitudes and ensure girls are supported to access education, sport, and life opportunities.

Outcomes:

- Communities actively support girls' education, health, and safety
- Parents, schools, and community leaders demonstrate increased understanding of girls' health and rights
- Reduced stigma around menstruation, teenage pregnancy, and gender issues

Goal 5: Engage boys and men intentionally.

We will encourage boys and men into our programmes as participants, peers, and coaches. While our programmes are all about girls, involving boys helps build understanding, reduce stigma (around menstruation, teenage pregnancy, and gender issues), and strengthens community-wide support for girls' education, safety, and health.

Outcomes:

More boys are engaged as allies, peers, and coaches supporting positive change

Goal 6: Provide safe spaces for girls to go to play and talk.

Outcome: Plans and funding are developed to establish a permanent safe space in Kenya and Uganda to support programme delivery, learning, and community engagement

We openly talk about periods. We can talk about our experiences. We have access to sanitary pads at school. We can feel confident

Princess – Participant in Ghana

Pillar 3: Girls can confidently create the life they choose

Goal 7: Increase girls' confidence, choice, and control over their lives.

Outcomes:

- Girls report increased confidence across education, sport, health, and leadership
- Girls have greater understanding of their bodies, health, and rights
- Girls feel safe to talk and more able to speak openly about menstruation, pregnancy, and wellbeing

Goal 8: Motivate more girls to access education and stay in school for longer.

Outcomes:

- Fewer girls miss school due to menstruation or pregnancy
- Girls affected by pregnancy are better supported to continue education where possible
- Increased access to secondary education through netball-linked scholarships

Goal 9: Co-produce programmes with community relevance. We will design and deliver netball-with-health programmes shaped by community insight and by asking the girls what they need.

Outcomes:

- Speak with girls in the communities to understand their needs
- Topics covered by coaches and programmes are relevant and appropriate to help girls to achieve their dreams

Pillar 4: NDT is a strong, sustainable organisation

Goal 10: Grow and replicate our model based on solid learning and local leadership.

Outcomes:

- A growing, skilled workforce of volunteers and staff with access to training and qualifications
 - Strong safeguarding practice embedded across all programmes
 - Effective partnerships that strengthen reach, quality, and impact
 - Launch one new project in a new community each year



Goal 11: Ensure policies and strategies are in place so each country's team becomes sustainable and independent within the bounds of their country.

Outcome: Levels of governance increased for each of our locally-led organisations

Goal 12: Strengthen monitoring, evaluation, and learning systems to track outcomes and capture unexpected or transformative change.

Outcomes:

- A new MEL (monitoring, evaluation and learning) plan is developed
- New methods of collecting, storing and using information designed
- Improved story telling

Goal 13: Increase and diversify income generation

Outcome: Income from various sources

There will always be unintended consequences, and sometimes these are the most beautiful, life-changing events. We will record these, be proud of them and learn from them always.

Our parting comments

In the words of one of our Ugandan leadership team, Aminah:

NDT believes that the court is the classroom of the world. We start with play because joy is the greatest teacher we have. We anchor it in equality since every girl deserves to know the game belongs to her. We open doors to opportunities proving that where you start doesn't dictate where you finish; and we fuel it all with health education because knowledge is the ultimate teammate guarding your life, long after the final whistle.

NDT doesn't just pass the ball but passes the torch of a bright future

We are excited and energised by this next strategic period; we have plans and we have growing capacity.

We need to do more, and we need your support to do so.

