

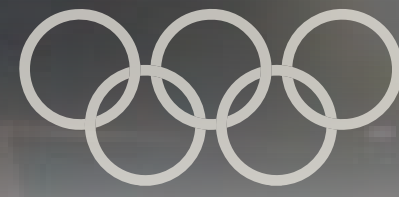
THE WEMBLEY TO SOWETO FOUNDATION IN COLLABORATION WITH LEICA



WEMBLEY TO SOWETO



FIFA WORLD CUP
Qatar 2022



OVER THE LAST 12 YEARS THE WEMBLEY TO SOWETO FOUNDATION HAS BEEN WORKING ALONGSIDE GLOBAL SPORTING EVENTS SUCH AS THE FIFA WORLD CUP, THE ENGLISH PREMIER LEAGUE, THE OLYMPIC GAMES, THE CRICKET WORLD CUP, THE UEFA EUROS AND THE RUGBY WORLD CUP. THE PARTICIPANTS ARE SOME OF THE WORLDS MOST DISADVANTAGED YOUNG PEOPLE.

NOW THE FOUNDATION HAS JOINED FORCES WITH WORLD RENOWNED CAMERA GIANT LEICA TO ROLL OUT THE PROJECT IN SOME OF THE POOREST COMMUNITIES ACROSS THE U.S.

[View Trailer](#)



Historically, the Foundation has given young ethnically diverse people the opportunity to transform their lives. The results have been extraordinary.

What these young people have in common is that they are all from backgrounds of often abject poverty, bypassed by formal education, employment opportunities, shelter and basic nourishment.

Now, Wembley to Soweto (W2S) and Leica have joined forces to continue fostering life-skills and training, enabling these young people to move their lives forward and make a positive contribution to the societies in which they live. In this they have been quietly backed by some of the biggest names in film and TV - ***Judi Dench, Bill Nighy, David Harewood, Adjoa Andoh, Muthutuzehli Matshoba, Idris Elba, Stockard Channing, Emily Watson and Christoph Waltz*** amongst them.



The Wembley to Soweto Foundation was created in the townships of Johannesburg, South Africa in 2010 against the backdrop of the FIFA World Cup and over the past decade has evolved into an international programme of courses run both in the UK and abroad.

Following a hugely successful initiative in LA in 2022, Leica and W2S now return to some of the most deprived areas on the U.S West Coast before moving onto New York and Washington D.C.

Together we will continue to offer intensive training courses and practical experiences providing life-skills and work opportunities to those who would never normally have the opportunity to engage in such a broad range of educational activities. Crucially, the students will be given the opportunity to become mentors, assistants and, indeed, teachers as the project moves across America.



Impact

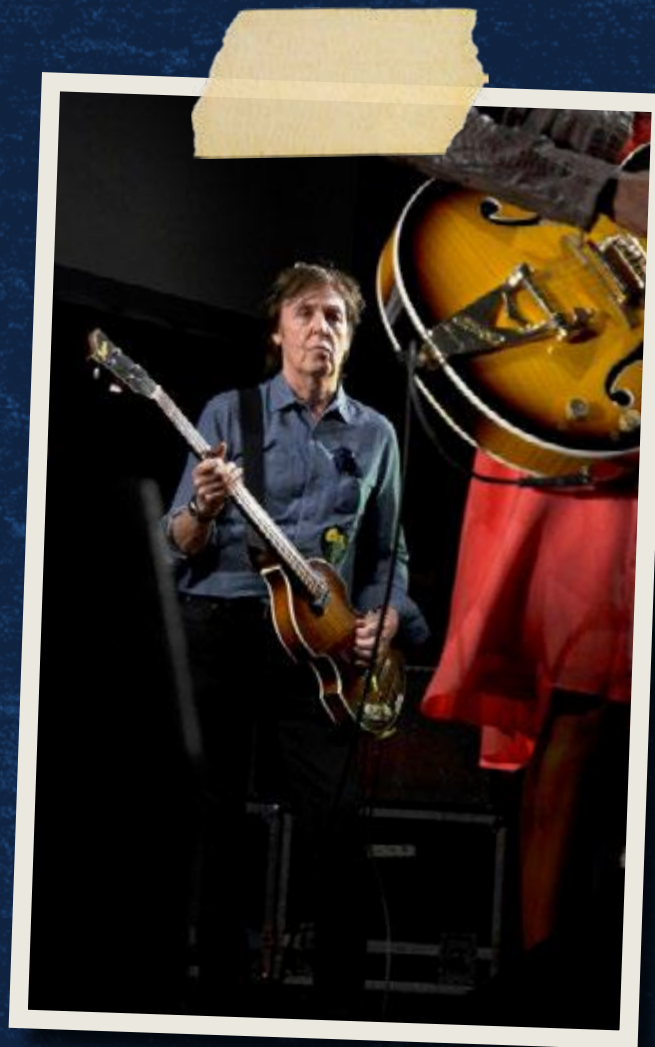
There are far-reaching and lasting outcomes for both the young learners and their communities. Students are able to join a global network of training opportunities and develop contacts which:

- Nurture a young person's self-belief, ambition and confidence.
- Ignite a passion for learning.
- Develop their creative voice enabling them to express themselves and share stories of their communities.
- Offer unique training opportunities to develop different styles of photography.
- Offer ongoing learning support as well as exploring the potential for the trainees to become trainers themselves.
- Provide them with the tools to help them monetise their work as well as the soft skills which support them in finding employment beyond photography.



THAPELO

Thapelo from Soweto has transformed from a boy hiding from violence and abuse in inner city Johannesburg into an international photographer working with the South African government, The United Nations, Archbishop Desmond Tutu and Idris Elba.

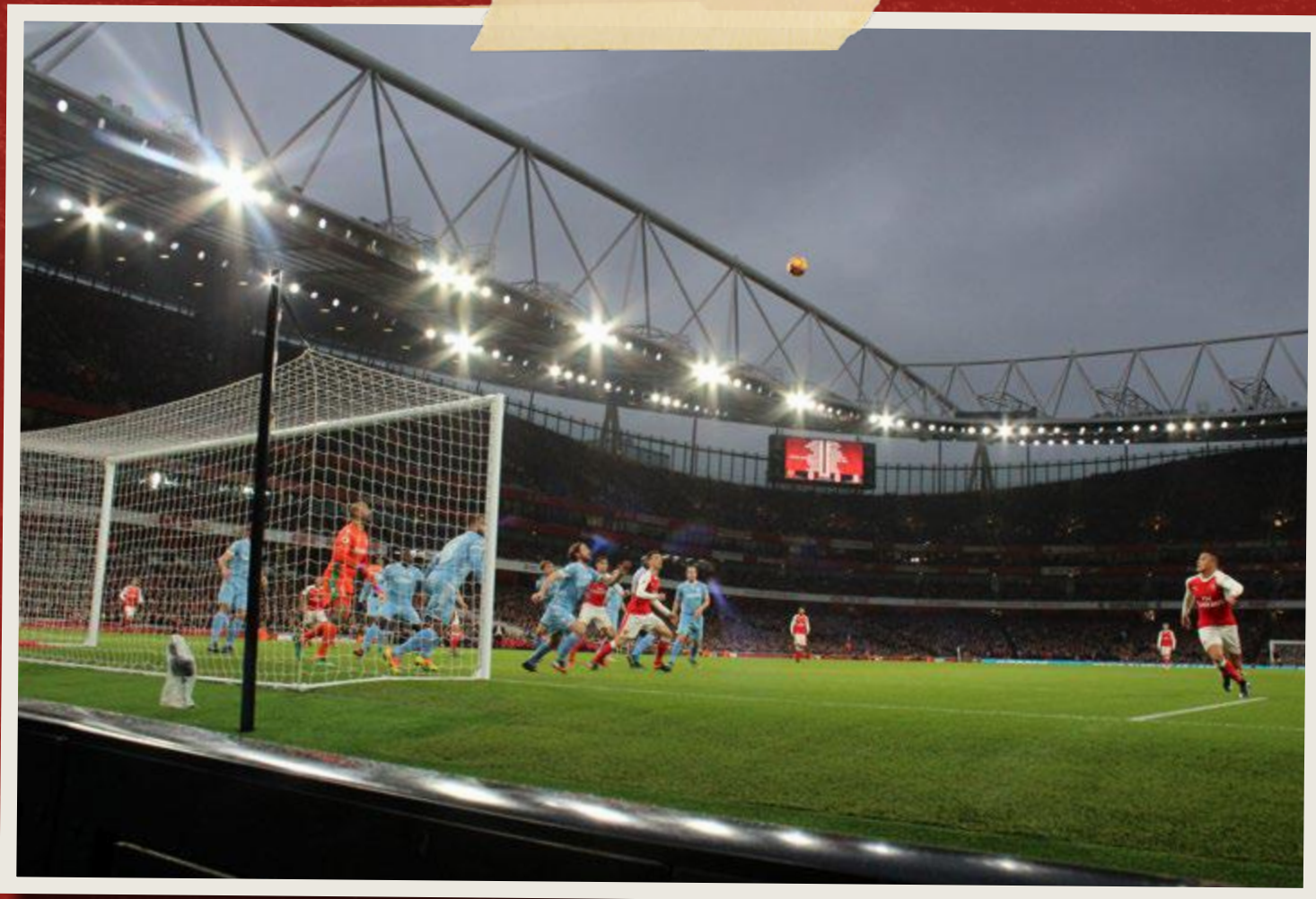


KASEY

Kasey was a disengaged and marginalised youngster in London's East End. She is now a rock photographer, rubbing shoulders with the likes of Sir Paul McCartney and recently gained a business degree from Beijing University. She now teaches her own students, in Chinese.

VICTOR

Victor was forced to join the rebel army in war-torn Sierra Leone. A refugee to the UK, it took 13 years to gain citizenship. Since then he has progressed through the ranks to course leader with the W2S Foundation.



KARMEN

Karmen from North London's troubled Elthorne Estate went from battling with homelessness and mental health issues to teaching her contemporaries and becoming a pitchside photographer at Arsenal FC. She is now a qualified teacher with the W2S Foundation.



BAQUETA

Baqueta, from a family of 12 living in a shack in one of the murder capitals of the world São Paulo's Paraisópolis favela, has used his work as a fixer for the Foundation, to pave the way for his dream job as an air steward for Brazilian airline, Avianca.




KENSINGTON PALACE

From: Edward Lane Fox, Esq.,
Private Secretary to HRH Prince Henry of Wales

Private and Confidential


12th August, 2014

Dear Mr. Westhead and Mr. Cole,

Prince Harry has asked me to write and thank you very much for the copy of your book, 'Wembley to Soweto' which you so kindly gave him during his recent tour to Brazil.

His Royal Highness thoroughly enjoyed The Queen's Birthday Party in Sao Paulo and was extremely grateful for the warm welcome he received.

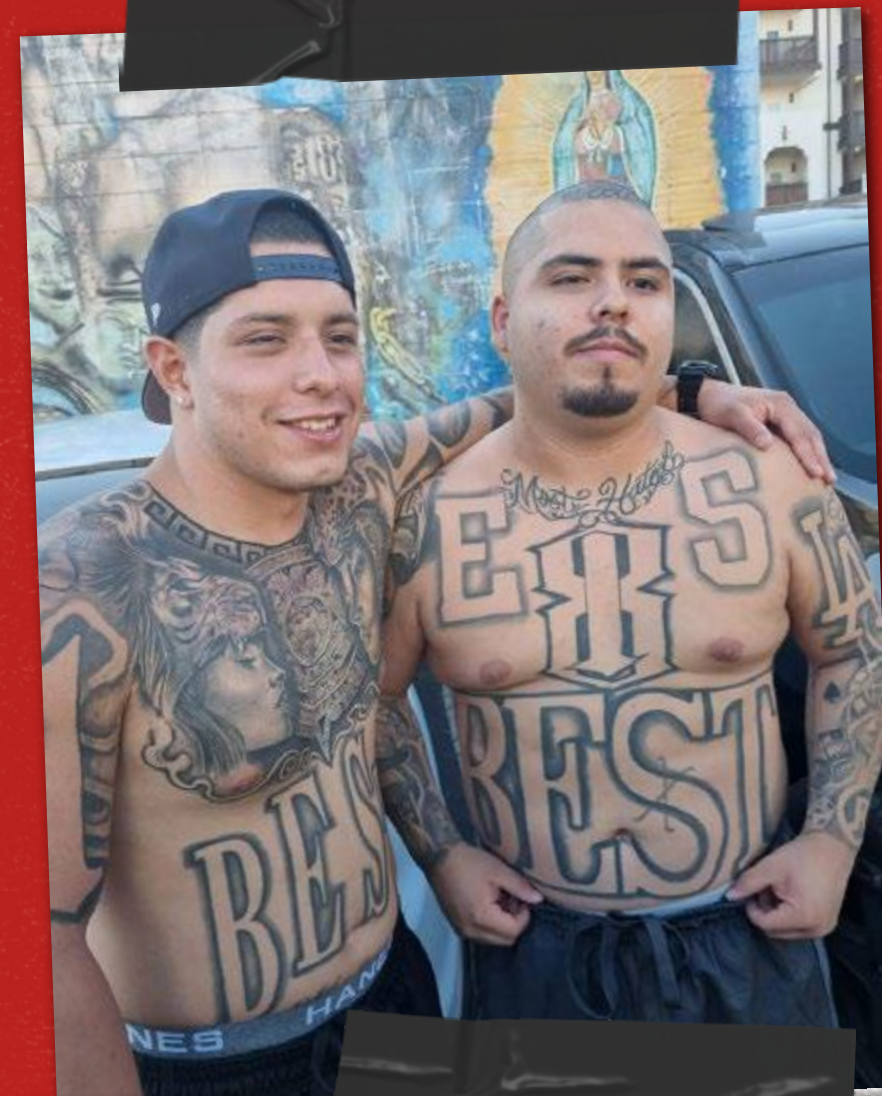
Prince Harry was most touched that you should have thought of him in this way, and would have me send you his warmest thanks and best wishes.

Yours faithfully,




The Future

Now young people from gangland LA begin their life-changing jounries.



Legacy

South Africans from Soweto work alongside former learners from the favelas of Rio and young photographers from the East End of London now teach their Chinese contemporaries in Beijing, in Mandarin.

Young people from the Hispanic communities of East LA work alongside their black contemporaries from Compton.

From late Summer 2023 these former students will come together to pass on their knowledge to their young contemporaries in some of the most violence-torn communities in LA, NYC and Washington D.C. Can the guys make a difference, leave a candle burning and fulfil Engels' great maxim – “An ounce of action is worth a ton of theory”.?

The legacy of the work of The Wembley to Soweto Foundation and Leica is that the project is now self-sustainable with former students running the teaching programme for their contemporaries.

Moreover, in the past decade our courses have enabled over 80% of our students to find employment or enter tertiary education.



The Wembley to Soweto Foundation

The CEO of the Wembley to Soweto foundation is David Westhead. In 2003 David set up Wilton Pictures with a view to establishing a slate of feature films and documentaries in the UK and the developing world.

The company provides on-the-job training to historically disadvantaged individuals both from UK and abroad – offering an opportunity to people who would normally have no direct “in” to the film industry. Alongside a string of successful films, he is currently working on *Mandela’s Children* (a feature documentary in collaboration with the Mandela family focusing on the last filmed interview with Nelson Mandela) and the feature film *Great Son of Africa* with the Academy Award nominated writer, Paul Webb.

In 2010 David set up The *Wembley to Soweto Foundation*, alongside international photographer John Cole and Director of Communications Susan Morton. The charity provides training in photojournalism for young people from disadvantaged backgrounds. The charity has run numerous projects in Africa, Brazil, China, The Middle East and Europe, as well as throughout the UK. The US rollout starts in Autumn 2023.

More about us: www.wembleytosoweto.com



Leica

There is probably no logo as famous as the Leica red dot or cameras as prestigious as those pioneered by Leica. One of the most famous names in photography, many of the world’s most iconic photographs were, and continue to be, taken with Leica cameras. Since it’s inception over 150 years ago Leica has become the most respected and desired camera brand ever. With it’s mantra that “The World Deserves Witnesses”, the company is now sponsoring young photographers from some of the world’s most disadvantaged communities to bear witness to, and empower, the societies in which they live.

More about Leica: <https://leica-camera.com>