

Footballer launches Morgan Gould Cares

It is said that you are as good as your last performance. Kaizer Chiefs defender and former Bafana Bafana captain, Morgan Gould, wants to be better than his last performance as a professional footballer.



Hence he founded Morgan Gould Cares, an initiative aimed at empowering children and youth through sports and recreational activity.

"Morgan Gould Cares is my way of giving under-privileged children and youth other options in life besides the situations they are born into," Gould states.

"I believe that I was given another option through my football career, and it is only right that I give that option to another child or teenager" he continues.

The initiative was founded in March 2015, and currently boasts two projects under its belt. The first project was the Morgan Gould Sports Day, a six-a-side tournament for U-12 to U-17, which took place in June 2015 at the Noordgesig Sports Grounds.

The second project is the design and sale of All Gould apparel, which is available now at mgcares.co.za. This is apparel with a difference - the proceeds of the sales will be used to fund other projects under the initiative.

"Many young people face the challenge of not knowing how to better their lives, and they end up accepting the less than fulfilling lives they may lead due to their circumstances. Morgan Gould Cares is here to extend a helping hand to those who are in dire need of one." Gould concludes.