



NEWSLETTER | Edition #10 | September 2008

The Play Soccer mission is development through sport. Its international program is delivered through a Network of national nonprofit civil society organizations, without religious or political affiliation, that share a common program and are committed to the vision of soccer/football as a catalyst for human development. The program provides activity-based education to teach soccer/football, health/physical and social skills to children and youth in disadvantaged communities that lack resources for this purpose, to promote sustainable development, and mass recreational participation in the sport itself. It engages children at a young age, particularly girls, to maximize the opportunity for early childhood education and to build skills and capacity through life long learning. Volunteerism and community service are major self-help resources for the low cost program. Play Soccer invests in the training of local human resources, primarily youth and young adults, as instructors and leaders for development. It works in collaboration with organizations, governments and agencies to further broad long-term health and socio-economic development, and aims to build the solidarity of children and youth around the world in the mission of development through sport, in cultural exchange and understanding, and for the achievement of the United Nations Millennium Development Goals.

Play Soccer is recognized by the United Nations and is on the Roster of NGOS that have Consultative Status with the United Nations Economic and Social Council. It is an implementing partner in Football for Hope, FIFA's corporate social responsibility initiative that is carried out in strategic alliance with streetfootballworld.



The Next PLAY SOCCER Newsletter will be published in the spring of 2009.
For further information about the PLAY SOCCER Network please contact PLAY SOCCER at playsocnonprofit@aol.com or visit the website www.playsoccer-nonprofit.org

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PLAY SOCCER NETWORK NEWS

Consultative Status with the United Nations

In July 2008, Play Soccer was officially recognized by the United Nations as an NGO in “Roster Consultative Status with the Economic and Social Council of the United Nations.” This recognition provides important acknowledgement of Play Soccer’s civil society leadership role in international work and development through sport, and toward the achievement of the UN Millennium Development Goals. This status was granted following a year long review of Play Soccer’s program and financial credentials by the NGO Committee of the UN Economic and Social Council (ECOSOC). As a result of this recognition and status, Play Soccer has been invited to designate official representatives to the UN at the US Headquarters, and at UN Offices in Geneva and Vienna to facilitate its participation in UN sport for development activities.

The 2008 Global Peace Games for Children and Youth

Play Soccer is once again providing the international leadership to organize the annual Global Peace Games for Children and Youth. The Games have been held yearly since 2001 through Play Soccer’s initiative. It has strong partnership in this effort with SOS Children’s Villages and Right to Play among many other local organizations that provide outstanding grassroots initiative. Special messages from Mr. Wilfried Lemke, the UN Special Adviser to the Secretary General on Sport for Development and Peace and Mr. Sepp Blatter, the President of FIFA were obtained and distributed to be read at each event around the world. The Games are locally scheduled to take place in the fall around the UN International Day of Peace, September 21. Play Soccer will collect reports from each country and site once the event has taken place, and will prepare the Report on the 2008 Games and the Certificate of Participation at year end. The Global Peace Games for Children and Youth promote information and learning about peaceful solutions, nonviolence and friendship and the UN Millennium Development Goals. Participants have the opportunity to sign the UNESCO Manifesto for a Culture of Peace, created by Nobel Peace Laureates which pledges them personally to “respect all life, reject all violence, share with others, listen to understand, preserve the planet and contribute to the development of community.” The Global Peace Games for Children and Youth are a means to build solidarity and cultural understanding among young people, and to engage them for this purpose in a fun, participatory and educational event. The open Invitation and Instruction to the Games and the registration form are available on the Play Soccer website.

In New York City the Games will be held for the seventh straight year with the special help of the Metro Kids and the Big Apple League, Eastern New York Youth Soccer and the New York City Department of Parks among many others. Along with the special UN and FIFA messages that will be read and the signing of the UNESCO Manifesto, the Mayor of New York is providing a special Proclamation that will be presented and read at the opening ceremony by the New York City Commissioner of Sports. Elsewhere in the USA, the National Soccer Coaches Association and Gol TV, a 24/7 soccer cable soccer station in Miami, Florida have been helping to publicize and encourage participation in the Games.

Training and Program Quality

Play Soccer focused heavily throughout the Network on training activities for its volunteer instructors as the best investment to improve program quality, consistent with its 2008 objective to strengthen the overall quality of the program and to build local capacity and accountability for all aspects of program management and delivery. A number of training activities took place.

- Five day training workshops in the health and social curriculum were held for the volunteer instructors in South Africa and Ghana, and included participation from the Program Directors and Managers of Zambia, Malawi, Cameroon and Senegal. This cross training and exchange among countries is an important aspect of the training program. The International Program Coordinator organized the workshops using the Play Soccer manuals and curriculum materials. Outside experts from UNICEF were invited to speak on certain topics such as nutrition, water and sanitation, healthy habits and HIV/AIDS, and a medical doctor from the South Africa women's national soccer team guided the sessions related to the heart, muscles, and other physical education topics. Play Soccer is grateful to GTZ/Youth Development through Football which funded these important opportunities to train volunteer instructors and to build the training skills of participants from the other Network countries. .
- Football training workshops were held in Cameroon and Zambia. In Zambia, representatives from the Zambia Coaches Association facilitated training, and in Cameroon, coaches from FECAFOOT facilitated. These workshops were enthusiastically received by the volunteers, helped to build their football training skills, and also contributed significantly to Play Soccer's relationships with these professional organizations.
- In November, GTZ/YDF will generously support another important new workshop, focusing on program management and accountability, for what is anticipated to be an important milestone in strengthening organizational capacity and training. For the first time Program Directors from all Network countries will gather in South Africa for 5 days to engage in sessions on topics they have selected as important management issues, build their professional development and acquisition of tools to enhance organizational operations, and share knowledge and experience. They will also carry out 2009 planning and budgeting activities. The UN Association of South Africa will participate as part of a CIDA funded project to build UNA capacity and to help UNA South Africa and UNA Malawi begin to work with Play Soccer to use sport as a vehicle for development. Play Soccer hopes that this new management workshop will be held on a yearly basis as an integral part of the basic training for all country organizations.
- Malawi and Zambia country programs are both participating in a year long pilot project evaluation of five Football for Hope programs that is being carried out for FFH by the Swiss Academy for Development (SAD) and Aqumen, a UK based organization that is developing an IT system to gather data on the programs. Both Malawi and Zambia Program Directors attended a workshop in Capetown, South Africa in June to initiate the pilot. SAD will be making country visits to further the evaluation progress in the coming months.

The overall focus on training will continue into 2009. The intent is to strengthen the Play Soccer Network organizations and to establish a pool of certified Play Soccer instructors, with identifiable and valuable skills and credentials that can improve the quality of the program, and contribute to their personal future and leadership in sustainable development.

New Initiatives and Partnerships

Play Soccer is exploring a new collaboration with the Kilimanjaro Initiative, an organization founded in 2005 to encourage young people to have self-belief and to assist in providing opportunities that will enable them to take

on a constructive role in their communities. KI raises funds for projects highlighted by UN Habitat's Safer Cities programs in Kenya and Tanzania. These projects focus on the role youth groups, with their local knowledge, skill and practical experience can play towards the physical, economic and social development of their communities and to the reduction of crime. As a key feature of its activities, KI organizes an annual ascent of Mount Kilimanjaro, the highest mountain on the African continent. The climb exemplifies how sport can be used as a tool towards the development of a community, and the building of youth leadership and activity for this purpose. In 2009 KI aims to raise awareness of the Millennium Development Goals, highlighting their importance towards providing safer and better cities for all.

The Play Soccer and KI collaboration will aim to create collaborations as part of the UN Habitat Safer Cities program, using the synergies between the core Play Soccer program and KI's projects to create a partnership in countries such as Tanzania, where KI is already working with youth groups and the Safer Cities programme is looking at creative ways to put crime prevention as a feature of municipal affairs throughout the country. As a first step to introduce our collaboration in 2009, KI will provide an exciting and unique opportunity for a selected Play Soccer volunteer to be part of the KI climb, building his/her leadership, an awareness of sport in support of the MDGs-----and providing important recognition of volunteer service and commitment within the Play Soccer Network.

COUNTRY PROGRAMS

Information is summarized below with data collected as of June 2008 from the six Play Soccer country organizations in the Network. In the individual country sections that follow, local staff have contributed news related to their particular activities in 2008.

Country	# of Sites	# register children	Boys	Girls	% of Age-groups				Volunteers				National Board?	Program Started
					5-6	7-9	10-12	13-15	Total #	M	F	Av. age		
Ghana	12	1060	867	193	NA	NA	NA	NA	72	60	12	27	Yes	2001
Senegal	6	600	516	84	10%	22%	34%	34%	10	8	2	23	Yes	2004
South Africa	7	1060	676	384	11%	30%	32%	27%	55	35	20	22	Yes	2003
Zambia	7	1872	1436	579	23%	29%	30%	17%	23	20	3	27	Yes	2003
Cameroon	10	1251	824	427	19%	20%	40%	21%	46	32	14	30	Yes	2006
Malawi	3	4500	2826	1734	10%	50%	29%	11%	90	50	40	25	Yes	2006
TOTAL	45	10343	7145	3401					296	205	91	25		
2007	41	9145	5958	3187					261	185	76	26		
2006	26	4760	3100	1669					180	132	48	24		
2005	19	1771	1102	699					71	61	10			

All country organizations implement the 48 week health, social and football curriculum and its adjunct language arts and math activities through regular weekly program sessions. These sessions are monitored weekly and the information and data that is gathered is analyzed at both the country and international offices to guide improvements and corrective measures. The ongoing FFH evaluation pilot project will hopefully add further skills and information to augment and complement the process.

A year-long update and revision of all the current Play Soccer manuals was completed in August. The updated composite set of Play Soccer manuals includes: **Guidelines for Volunteers, Health Curriculum, Social Curriculum, Soccer Curriculum, Activities Manual and Guides, First Aid Manual, and Certification of Volunteers.** These documents are used as the basis for training workshops and by volunteer instructors throughout the year. They are intended to be updated and improved on a periodic basis with input from the country offices and contributions from external experts. Translations into French are also underway.

CAMEROON

Prepared by Acha Samuel Acha, Program Director playsocccameroun@yahoo.com

There is much that needs to be done but also much is already being done as our stories below reveal. The number of registered children continues to improve at approximately over 1300 registered children among 10 community sites within the N/W and Center regions of Cameroon. Attendance at session averaged above 65% under a team of more than 40 volunteers.

A two-day intensive football-training workshop was held for volunteers by coaches from the Cameroon Football Association N/W office in Batibo. The workshop involved over 40 volunteers who were drilled on basic first aid techniques, FIFA fair play code, coaching and tactical principles etc. During the workshop, volunteers remained attentive and enthusiastic in spite of the rainy conditions. They responded well to the reflection, visualization and physical exercises as the facilitators were very impressed by the cooperative behavior.

Play Soccer Cameroon initiated its farm project, which seeks to address priority needs of some underprivileged children within some sites. The farm project brought out a number of interesting ideas that involved children and the communities about what the gains would be, and was watched with anxiety. Volunteers and children with the assistance of a RWEPA (Rural Women's Environmental Protection Association) subgroup in Bessi and Ambo worked relentlessly to keep the gains to address orphan children's needs. Though an experimental and on going venture, some successes has already been realized and proceeds from the sale of groundnuts and corn shall be used to obtain exercise/text books and pencils for many children come September 2008 when the new school year begins.



Play Soccer Cameroon continues to pioneer child – centered events such as the International Day of the African Child. Collaborating with the N/W delegation of Social Affairs, Rural Women Environmental Protection Association, Zion City International, Shaping Destiny, and others. Children and youths were involved in environmental clean ups, educative talks, game activities and a march to show placards of the worst forms of child violations. An important occasion to showcase sports for development in action was exhibited when Play Soccer Cameroon kids marched past the Divisional officers, Mayor and the community during the Cameroon National Day celebrations. Play Soccer Cameroon was particularly dynamic in the cultural and game activities at this event.

Collaboration with many organizations and schools, and community support for the program has steadily strengthened, exemplified by the provision of fruits for children during sessions by the community and help given to clear overgrown grass on the playing field. PSC hopes to build further community interest through program enhancements such as the up coming Global Peace Games for Children and Youth, special Environmental Clean Up and Health Talk days. PSC hopes to both help improve program quality and attain a children’s registration of 2000 participants for the year ahead through a community information day about Play Soccer..

The mobile library project recorded success with great interest by the children, though a major setback was evident in transporting the books to the sites, as sites are not proximate to one another. New contributions to assist with transport will be sought.

GHANA

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Play Soccer was selected as an implementing partner in Football for Hope to manage the Football for Hope (FFH) Centre that will be built in Ghana as part of FIFA’s 20 Centres for 2010 campaign. Each Centre will include a mini pitch, classrooms and healthcare facilities, providing young people a place to play as well as giving them access to counseling, health and educational services, and training centre activities. The core Play Soccer program is intended to be the model program at the Centre. The Centres will be built with the help of Architects for Humanity and other international and local expertise. Play Soccer worked closely with the Ghana Football Association to identify the best site for the Centre. A site in Cape Coast was identified, will be donated by the Methodist Church and has been very favorably accepted by the FFH review committee. The site is well situated, close to various medical and educational resources and easily accessible to a large population that could benefit from its services. Nana Sam Brew- Butler and Kweku Awotwi from the Ghana Board of Directors attended a workshop in Rwanda in early September, organized by FFH and streetfootballworld and supported by GTZ /Youth Development through Football. The workshop convened six of the implementing partners and representatives from FFH and sfw to discuss the various financial and scheduling aspects of the Centres that will be build in the respective countries, and the program possibilities that will be developed. (Information about the Centres can be read on the FIFA web site.) Ghana hopes to learn soon as to the schedule of construction that is planned and the funding arrangements that will be available from FFH.



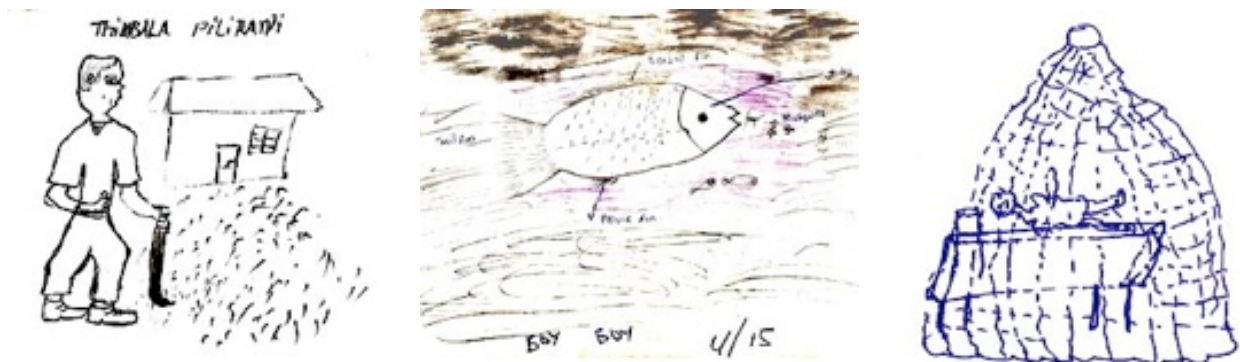
In August, Play Soccer Ghana celebrated the first anniversary of the program sites that were opened in Cape Coast in collaboration with the Oguaaman Union. The Union is an organization formed by sons and daughters of Cape Coast that contributes to the Central Region’s socio-economic development. The Play Soccer participants displayed their soccer skills at the event, and the celebration included the commissioning of a computer laboratory for the community and the donation of some educational materials to Cape Coast schools. Nana Sam Brew-Butler and Kweku Awotwi took part in the ceremony.

MALAWI

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Malawi has been focusing on health topics in its community activities and program enhancements, working closely with various national and international organizations. Malaria was the topic chosen for particular attention on Africa Malaria Day in April.

With financial support from the Malaria Foundation International in the USA, and the Scotland based Friends of Play Soccer Malawi, the Play Soccer instructors, children, parents, schools and the local joined together to carry out a malaria program enhancement that added extra emphasis to this health curriculum topic at the three Malawi sites (Bangwe, Ndirande and Chigumula. Approximately 17,000 participants took part. It was carried out with activities undertaken with the Ministry of Health, the Mobile Clinic, the PTA and Local Development committee, Population International and Sports Leaders Against Malaria (SLAM) among many others. The activities included emptying stagnant water, filling swamps and potholes, slashing tall grass, covering the local toilet pit--- -- and others, all intended to break the life cycle of the mosquito, prevent malaria and contribute knowledge that the disease is curable and preventable. Children demonstrated their learning about malaria, by drawing the activities they carried out around their homes to eradicate the life cycle of mosquitoes, and prevent the disease. During the same period 1 000 Insecticide treated nets (ITNs) were distributed to our children, their mothers especially those that are expecting (pregnant mothers) or who are attending under 5 clinics in their health centres and /or with children admitted into the children's ward. The Chairman of the Play Soccer Malawi Board, Mr. Walter Nyamilandu Manda also participated in the event.



During the same month of April, our Volunteer instructors, Children and communities benefited from a household management training program that was supported and funded by the Malaria Foundation International. The program had a focus on detecting signs of malaria and why it is important to sleep in the mosquito net throughout the year. Play Soccer will be part of the campaign to encourage families to sleep under the nets and after 6 months will survey to gather statistics from homes on the incidence of malaria.

ZAMBIA

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In Zambia, following the partnership agreement with Zambia Football Coaches Association, PLAY SOCCER Zambia was able to organize a football skills training workshop for its volunteer coaches. This took place in March. The U-12 football training the coaches underwent was the first of its kind in Zambia because it is rare that

coaches want to focus on this particular age group. ZAFCA actually commended PLAY SOCCER for organizing such a workshop adding that the development of soccer skills of this age group was crucial.

It was thrilling to see the enthusiasm of the coaches during the training and their willingness to participate in the activities. This was important in the lives of the coaches because this was the first football workshop since they joined PLAY SOCCER.

In April, PLAY SOCCER finally kick-started the Moringa pilot project that was on hold in January due to the heavy rains experienced at that time. At the start of the project, 20 youths that had been identified for the project from Zingalume and Chazanga sites also underwent a workshop training on how to grow the Moringa plant. The boys slated for the project were trained by Agribusiness in Sustainable Natural African Plant Products who are collaborating partners with PLAY SOCCER in this social enterprise project.



Participants paying attention to facilitator during training



Boys preparing to plant the seedlings

The boys were educated on the various uses of the Moringa tree, which is also known as the “miracle” tree. It is referred to the miracle tree due to its high nutritional and medicinal value content.

Immediately after the training, the participants were asked to pick ten plants they would manage. After collecting the plants, each boy planted the tree at their backyard under the supervision of the coaches who also took part in the training. PLAY SOCCER decided to take the backyard approach in this project, because it does not own land for such activities.

Unlike Chazanga that has adopted the backyard approach, Zingalume was lucky to be offered a portion of land for them to plant all the 50 trees. This portion of a farm was offered by a community member who became interested in the project, and decided to help with such a provision.

The boys have continued to nurture the crops under their care and are eager to see them grow to a stage where they can see for themselves how miraculous the tree is. The three months old plants are still in their young stage and making progress.

Meanwhile play soccer Zambia is looking forward to have the Global Peace Games in September and still planning to hold the First Aid workshop for its volunteer coaches. Zambia is also yet to embark on a campaign against malaria in collaboration with the Malaria International Foundation.

Play Soccer Senegal expanded to six sites during the year : Kaoloack, Louga, Grand Yoff, Pikine Ikotaf, and Pikine Sefa and increased the number of participating children to 600. Many of the children attending attend Koranic schools and Play Soccer has worked closely with them and their communities. These communities and schools have transient children, coming from locations throughout Senegal, living without their parents and earning their living on the streets in various menial labors. Sensitizing communities to the needs of these children and finding culturally acceptable ways to help their future has been an important aspect of the social curriculum and focus of the Senegal program. Each of the sites held meetings on this topic.



Ibrahima Sylla, who is responsible for program supervision at Play Soccer Senegal prepared a paper that was discussed and shared at the community meetings at the sites. An excerpt is presented below.

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Play Soccer Sénégal, en partenariat avec les institutions et les départements en charge de l'enfant profite de la journée du 12 JUIN pour sensibiliser les parents à tous les six sites et les autorités sur les dangers et les risques de soumettre les enfants à la pénibilité du travail. Des êtres encore fragiles et exposés à tous les dangers des accidents du travail. Il n'existe pas de solution miracle. En effet, il faut avant tout **sensibiliser l'opinion** car ce phénomène est encore mal connu. C'est d'ailleurs l'objectif de la **journée mondiale contre le travail des enfants, qui a lieu tous les ans le 12 juin.**

Des centaines de millions d'enfants dans le monde travaillent. Ils ne vont pas ou peu à l'école et ne jouent presque jamais. Leurs conditions de travail sont souvent très difficiles.

Cette situation est contraire à plusieurs textes internationaux, pourtant signés par la majorité des pays du monde. En particulier, elle s'oppose à la **Convention internationale des droits de l'enfant**, adoptée par l'ONU en 1989, qui précise que « les enfants ne doivent être astreints à aucun travail comportant des risques ou susceptible de compromettre leur éducation ».

SOUTH AFRICA

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The expanding PLAY SOCCER South Africa Family

Play Soccer South Africa is glad to announce that Dr. Maaki Ramagole, Banyana Banyana and Bafana Bafana doctor, and Anna Monate, Basetsana the Coach of the under 23 women's team) Coach have joined our Board of Directors.

The other big and most important inclusion is Sibulele Sibaca, our new Program Director who started in this position on September 1st. (Info about Sibulele can be found on the web under her name) We believe they will all contribute a lot to the development of the organization in the following years. We wish them all the best.

Another new member in the family is the PEU Group. This is an inclusion at another level though. PEU is an important black owned company from South Africa which has decided to start supporting our program. For us is very important since these are the first funds donated by a corporate donor in South Africa. PEU has committed to support the organization for a whole year but with the idea of signing for an extended support after this initial period. WE are very thankful to PEU for believing in us.

Newly appointed United Nations Special Adviser for Sports development and Peace visited the Lawley Site

Last June we had the honour to receive the newly appointed United Nations Special Adviser for Sports development and Peace, Mr. William Lemke.



After an informative morning meeting with representatives from UNICEF, GTZ YDF and Play Soccer South Africa Mr Lemke travelled with us to Lawley where he was received with the usual warmth of the children and the volunteers there. This was his first visit to Africa and we were very pleased to see that his impressions were good as he stated in the report he presented after his trip.

Health and Social Workshop for Volunteers

Thanks to the support from the GTZ YDF we had the chance to gather all our volunteers for the first time to have our Health and Social workshop; we also had the honour to receive our colleagues from Zambia and Malawi who also actively participated during the week long workshop.

It was a week full of events, with visits from our Board Chairman, Mr. Lelau Mohuba, Coach Pitso Mosimane, Bafana Bafana Assistant coach and board member and the UNICEF staff who helped us to teach some of the health topics to our volunteers. We believe that this was an important cornerstone to the development of Play Soccer South Africa and we have already seen the results in our sites.

Coaching Boys into Men

UNICEF has globally adopted a guide for coaches and trainers, called Coaching Boys into Men. **PLAY SOCCER South Africa** was identified as a service provider to implement the program in 5 provinces across the country. Luciano Cadoni and Cameron Cox teamed up to facilitate these workshops. The objective of these workshops was to assist coaches and trainers to exercise their influence they have on the players beyond the football pitch. The content of the workshop was aimed to help coaches, trainers and players understand what they say and do can change discriminatory attitudes and damaging behaviour that are at the core of physical violence and abuse.



These workshops were interactive sessions that engaged coaches on how to encourage respect, teamwork, tolerance and integrity in line with the FIFA Fair Play Code. TEACABLE MOMENTS such as ‘Violence has no place in sports’ and ‘Racism is always wrong!’ This was also a very powerful topic considering the recent xenophobic attacks around in our country.

Coaches Kenneth Monanna, Ronny Mekgwe, Anthony Moloi and Merrisa Barriel ably assisted at the tournaments with interviewing players. Players were asked if they identified their coaches as positive role models and if they learnt any values in life from them besides football skills.

Top football coaches also attended, namely Pitso Mosimane Bafana Bafana assistant coach, Engen Santos FC head coach David Bright, Duncan Crowe Head of Santos FC Development and former Bafana Bafana Player, and Edries Burton Former Santos and Bafana Bafana Player.



Sport For Development Let’s Play Initiative

The SFD program that is funded by UNICEF in collaboration with the Ministry of Education has been extended for another year. PLAY SOCCER South Africa participates in this program along with other organizations such as SCORE and Little Champs. This program is aimed at decreasing the high level of violence and crime in schools. The overall objective of the program is to increase school and community participation in sport and recreation and to develop an active sporting community.

Ronny Mekgwe a Play Soccer volunteer instructor who has done excellent work will continue as Hub Coordinator in Limpopo. We also proud to announce that one of our other volunteer instructors from Finetown, Anthony Moloi has been selected as Hub coordinator, and will be managing the SFD program in Soweto on behalf of Little Champs.



The next PLAY SOCCER Newsletter will be produced in the spring of 2009. For further information at any time please contact Play Soccer at playsocnonprofit@aol.com, or any of the country organizations at their emails listed above. Visit our website www.playsoccer-nonprofit.org