



PLAY SOCCER WINS SPORT AND EDUCATION TROPHY

On March 9, PLAY SOCCER was awarded the **2010 Trophy for “Sport and Education”** at the second Global Sports Forum in Barcelona. The Trophy honored PLAY SOCCER’s *“Play for Fun, Learn for Life”* program as the *“sports initiative that has best promoted the values of citizenship education, training and vocational integration through sport.”* The Forum - an influential gathering supported by the City of Barcelona – drew more than 1,000 participants and experts from government, sports federations, business, philanthropy, and civil society organizations to address the role of sport in society.

The award to PLAY SOCCER, which was accepted on behalf of the Network by PSNI Director of Communications & Media, Nina McPherson, (far right) at a ceremony held during this three-day event. The award afforded outstanding international recognition to our *“Play for Fun, Learn for Life”* program and an opportunity to develop new partnerships. The Football for Hope Initiative, a movement led by FIFA in a strategic alliance with streetfootballworld (SFW), won the trophy for *“Philanthropy and Cooperation through Sports”*. (See www.globalsportsforum.org, and www.playsoccer-nonprofit.org for full press release)

With this new award, PLAY SOCCER proudly begins 2010 with a celebration of 10 years of program achievement. We are motivated by the thousands of children and youth who come each week to have fun and learn at the program sessions, by the commitment and energy of our volunteer instructors, and by growing international recognition of our program’s social impact as we address the challenges of 2010.

Five of the most significant challenges PSNI faces will require us to:

- Improve and expand the core program to meet demand
- Strengthen organizational capacity at all levels
- Increase and diversify funding to insure sustainability
- Evaluate our core program
- Develop a Network communications strategy

Meeting both these short and long term challenges will be critically important to our future. In the fall, PLAY SOCCER expects to review progress and assess what longer term plans and direction may be needed. The economic crisis and growing competition for funds has significantly impacted financial support and program development. Nevertheless, 2009 was a year of major accomplishments. (See the attached “2009 Year in Review” for an overview and details.)

Much is already happening in 2010 in addition to the Barcelona Sports Forum award.

In the USA, there is also exciting news!

PLAY SOCCER has been selected as a recipient of a 2010 US Youth Soccer Grant to support the opening of our first USA program in the fall in an Appalachia community adjacent to Ohio University. This new program has been identified as a **Soccer Across America** program, which is part of the **US Youth Soccer initiative** to reach out to children in underserved, socio-economically disadvantaged communities in order to offer them an ongoing program of activities to build social and life skills and increase their awareness of health through sport during after school and spare time activities. In the new program, PLAY SOCCER also hopes to tap into staffing support through the **Coaches Across America** program that funds **AmeriCorps volunteers**. The USA program curriculum will be closely aligned with the core program implemented in our 6-country African Network, but will have a curriculum adapted to the USA environment and to health issues identified by **Michelle Obama’s “Let’s Move Initiative.”** The curriculum will also link to **Ohio University** and its **Kids on Campus** enrichment program and to activities to take place in the summer of 2011 under the **US Department of State partnership grant** with Ohio U. Through funding from this grant, approximately 45 PLAY SOCCER youth instructors from Ghana, Senegal and South Africa will travel to the Ohio University campus for further training in coaching and sport management, and to bring their expertise and culture to the USA program site. As we gain experience and as funding permits, we hope to expand the USA program to other regions.

As we search ways to diversity funding, a key challenge as noted above, we are excited to begin a new **fundraising collaboration with the Talier Trading Group, Inc**, a specialty food company that imports foods from around the world, including from 14 countries in Africa. We hope through Talier Trading Group and in collaboration with Senegalese food producing companies to form a marketing program to support the PLAY SOCCER initiative. We also aim to generate additional support through a variety of fundraising events as part of **Talier’s Taste of Africa** marketing initiatives in the USA.

PLAY SOCCER is also planning a fundraiser in New York City – the first Network event of its kind - on May 11 at the SONY building in Manhattan. SONY, a FIFA sponsor, is donating the use of its atrium space; the **South Africa Consulate to the United Nations** and **Rotary Club of New York** will help to support the event. Special guests will include **Miss Africa** among others to be announced. Further information about the event will be posted on our website (www.playsoccer-nonprofit.org) in the coming weeks. We welcome and invite your support and participation!

All country programs are open and have completed registration of children for 2010. Once this information is compiled, PLAY SOCCER will publish 2010 registration statistics on its website along with complete news and plans for each of the 6 African country programs in Cameroon, Ghana, Malawi, Senegal, South Africa, and Zambia.

Kilimanjaro Initiative

Ms. Mokgadi Ramasokgotla, a youth instructor from PLAY SOCCER South Africa, was selected to participate in the climb of Mount Kilimanjaro, organized annually by the Kilimanjaro Initiative, a partner of PLAY SOCCER. Mokgadi succeeded last week in reaching the summit and planted the flags of South Africa and PLAY SOCCER, a particularly inspiring accomplishment in the advent of the 2010 FIFA World Cup South Africa! PLAY SOCCER is grateful to KI for giving us this wonderful annual opportunity for volunteer instructors and for its contribution to our shared mission. In 2010 the goal of the Kilimanjaro Initiative was to highlight the key role of sport as a tool for development, with the objective of empowering and inspiring the young people who participate in the climb to have self-belief and to take on a constructive role for the future of their communities.



Brion Bonkowski/Kilimanjaro Initiative

Football for Hope Centres

As the 2010 FIFA World Cup approaches, PLAY SOCCER is looking forward with great excitement to this milestone event in various ways.

The official campaign of the 2010 FIFA World Cup is “**20 Centres for 2010.**” The campaign aims to achieve positive social change through football by building twenty **Football for Hope Centres** for public health, education and football across Africa. These Centres will address local social challenges in underserved areas and help improve education and health services for young people. They aim to promote social development through football as a legacy that will last long after the 2010 FIFA World Cup is over.

PLAY SOCCER is proud to have been identified as the host organization for two of the FFH Centres that will be built - one in **Cape Coast, Ghana** and one in **Johannesburg, South Africa** in the township of Alexandra. More information will be provided later this spring about the site and program planned for the Centre in Alexandra, Johannesburg. **Architects for Humanity** is contributing the design for the Centres.

In Cape Coast Ghana, **PLAY SOCCER** was honored to receive a donation of land for the Centre from the **Mfantshipim School, the oldest school in Ghana** with a prestigious academic reputation and a host of important alumni, including former UN Secretary General Kofi Annan. Ground will be broken this spring. **PLAY SOCCER** is designing a program at the Centre that in addition to its core program will include new program innovations: a Community Learning and Media Centre, a **“Coaching the Whole Child Initiative”** and a Street League program for marginalized youth that will provide education and vocational mentoring.

“20 Centres for 2010”

The official campaign of the 2010 FIFA World Cup™






South Africa, Khayelitsha Township, Cape Town

“20 Centres for 2010” is the official campaign of the 2010 FIFA World Cup South Africa™. Its aim is to achieve positive social change through football by building twenty Football for Hope Centres for public health, education and football across Africa. The centres will address local social challenges in disadvantaged areas and help improve education and health services for young people. “20 Centres for 2010” will promote social development through football long after the final whistle of the 2010 FIFA World Cup™, leaving a tangible social legacy for Africa.

A Football for Hope Centre consists of facilities dedicated to education and public health as well as an artificial turf football pitch.

Education

Football-based activities are used as an incentive and tool to provide engaging learning environments for young people. To further support them, the centre provides equipment such as computers.



Public Health

Poor health poses a major challenge to socio-economic development. The centres address these challenges by offering a range of services including health-awareness programmes for young people as well as a referral system to nearby health facilities.

Football pitch

With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social and human development activities.

Football for Hope Festival

During the World Cup, **PLAY SOCCER** is also to be the host team at **Alexandra**, the site identified for the **Football for Hope Youth Festival**, an adjunct World Cup youth event that will bring together youth teams from around the world to showcase how football is being used as a catalyst for social change and to help contribute to the achievement of the United Nations Millennium Development Goals.

PLAY SOCCER's next Newsletter #13 will be published in July after the 2010 World Cup
 For further information about the PLAY SOCCER Network please contact us at playsocnonprofit@aol.com
 Or visit our website: www.playsoccer-nonprofit.org

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PLAY SOCCER 2009 YEAR in REVIEW

- The Network registered more than 14,000 children for the program in 6 countries, bringing the total of children that have participated since the program started in 2001 to approximately 40,000.
- Volunteerism and community service, basic principles of the organization, motivated 344 instructors, primarily youth and young adults, to deliver the program each week in underserved communities.
- PLAY SOCCER Nonprofit International was honored to accept the Peace and Sport Award as NGO of the Year from Peace and Sport, the Monaco Foundation organized under the patronage of HRH Prince Albert II. The award was given at the Peace and Sport Forum in November, for an “outstanding contribution to peace and stability through sport.” And it provided important recognition of the Network’s contribution. PLAY SOCCER was also a finalist for two other important awards, from Beyond Sport for its UNICEF Children’s Rights Award and Score4Africa for its Peace Award.



- Collaborations with other organizations provided added value, important resources and learning opportunities for various Network countries---these included the invitation to a Ghana youth instructor in the Kilimanjaro Initiative climb in February and the coaching evaluation and training contributed by Coaches Across Continents for several weeks in Malawi.
- Investments in training and education continued to be made to improve program quality and build the skills and credentials of the volunteer instructors with health, social and football workshops and clinics. GTZ/YDF financed workshops in Ghana, Zambia and South Africa for instructors and Program Directors.

- The US Department of State, Bureau of Cultural and Educational Exchange awarded a 3 year grant to PLAY SOCCER in partnership with Ohio University, involving Ghana, Senegal and South Africa for a two way exchange with the USA, training underserved youth about the connection between sport and health, and in sport management. The first training and educational activities took place in December in South Africa under the US Department of State, with a small group of experts from Ohio U that included Dr. David Carr who was awarded the 2009 US Youth Soccer award for Excellence in Coaching Education. See the press release at right.



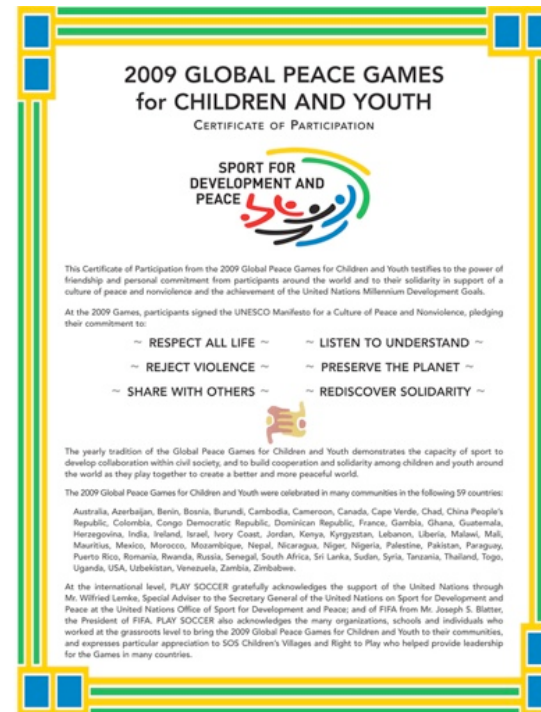
GRANT SUPPORTS CULTURAL EXCHANGE AND DEVELOPMENT THROUGH SOCCER

The Sports United Office of the U.S. Department of State, Bureau of Educational and Cultural Affairs has awarded a \$225,000 grant to Ohio University and its partner PLAY SOCCER Nonprofit International. The grant will foster cultural interaction among youth and be used to develop a two-way educational exchange among diverse youth populations in underserved communities in the United States and in three African countries: Senegal, Ghana and South Africa. The program is designed to encourage community involvement, develop a holistic, integrated training course for youth sport coaches who work with younger children, help build sport management skills, and teach the positive link between sport and health. In Africa, the program will be implemented through Ohio University's grant partner, PLAY SOCCER Nonprofit International, and through the PLAY SOCCER Network of country organizations, and in the USA, through Ohio University staff and its Kids on Campus program, an enrichment program that serves Appalachian communities in Athens County, Ohio.

Over the next three years, a team of staff experts from Ohio University, including Dr. David Carr, who was awarded the 2009 US Youth Soccer Thomas Fleck Award for Excellence in Coaching Education, will travel to Africa to deliver clinics and training sessions in the participating countries and to learn about the PLAY SOCCER program. The Ohio team visit will kick off in December 2009 in South Africa. In exchange, each summer, starting in 2010, South African, Ghanaian and Senegalese youth coaches will travel to the United States to Ohio University to be part of Kids on Campus activities and PLAY SOCCER program activities in nearby communities. Approximately 45 African Youth coaches will participate, staying at the Ohio University campus.

The Ohio University PLAY SOCCER partnership plans a broad outreach and impact from the grant program. Other organizations will be invited to participate in the interactions, clinics and training sessions and in South Africa, a session will be held at the PLAY SOCCER Alexandra site, the host location of the Football for Hope Festival, an official 2010 World Cup South Africa event for youth to celebrate the social dimension of the game. PLAY SOCCER is a designated Football for Hope Centre host for the official 2010 World Cup South Africa Campaign, "20 Centres for 2010." The Centre programs are intended to leave a World Cup legacy in Africa to improve basic education, promote health, and encourage social integration, and to demonstrate the power of sport for development.

- Cultural exchange and solidarity among children and youth in support of peace and nonviolence, and the Millennium Development Goals were promoted under PLAY SOCCER's leadership for the annual Global Peace Games for Children and Youth. 55 countries were represented, the largest ever participation in this annual event and more than 80 organizations took part to organize grassroots games, share the special messages from the United Nations and FIFA, and to sign the UNESCO Manifesto.



- PLAY SOCCER completely revamped its website through invaluable pro bono contributions of expertise, greatly improving its external communications, strengthening Network connectivity, and the sharing of information and learning in the PLAY SOCCER Network family.
- The South African Consulate General and the Rotary Club of New York hosted a celebration of the 2010 World Cup South Africa and the “20 Centers for 2010” campaign honoring Dr. Danny Jordaan, CEO of the 2010 FIFA World Cup Organizing Committee and PLAY SOCCER Nonprofit International, with Mr. Wilfried Lemke, Special Advisor to the UN Secretary General on sport for Development and Peace and the New York City Commissioner of Sport, Mr. Kenneth Podziba as guest speakers.

In each Network country, important work was done with significant program enhancements, often with strong community support and commitment in the face of limited financial resources:

CAMEROON: a new Program Director, Godfred Okun, was named in January who quickly took over the expanding program of 1734 children which operates at 11 sites, many quite rural and not easily accessed, in 3 zones, both English and French speaking communities, through 49 volunteer instructors. The twice-weekly sessions for more than 1700 children include a mobile library that was started with donations from the British Council and Book aid International. Several community organizations have steadfastly helped to provide healthy snacks for the children, and the Board Chair, Ms. Rose Mbah, has personally provided important resources and support.

GHANA: Ghana, also under a new Program Director, Kodwo Morgan, began a concerted revitalization of the program with substantive efforts to publicize program achievements in the media. Tony Baffoe, a celebrated footballer and renowned former captain of Ghana’s National Team agreed to become Ghana’s Good Will Ambassador. 12 sites operated in the country with 896 children registered.

MALAWI: Under Patrick Kulemeka’s leadership as Program Director, and as the largest program in the Network, with 4560 registered children and 88 volunteer instructors, Malawi held twice weekly sessions in the Blantyre area, at 3 sites. PLAY SOCCER had numerous collaborations: with UNICEF, in an innovative social enterprise, the Janeemo Project, pioneered by the EU Sustainable Forestry program and the Macaulay Institute of Scotland, in British Counsel activities to develop coaching skills, with the VSO to support HIV/AIDS education. Malawi also enjoyed the training resources of Coaches Across Continents, which sent a team to evaluate the football curriculum of the program. Friends of PLAY SOCCER Malawi, the Scottish NGO continued their outstanding support and contributions.

SENEGAL: Mamadou Samb, who currently serves as Program Director and Board Chair continued to explore program enhancements with collaborating organizations to provide social integration and educational opportunities—L’Ecole des Devoirs, L’Ecoles des Exclus and the L’Atelier d’Art et de Culture—particularly serving children known as “talibes” who live without their parents from earnings on the street, and who are part of Koranic schools in the area. Registration in Senegal increased to 600 children at 6 sites during the year and a special effort was made to build female attendance which has been low.

SOUTH AFRICA: The new site that opened at Alexandra with funding support from GTZ/YDF flourished, attracting large numbers of children and youth. Sibu Sibaca Lusaseni, Program Director, has worked closely with community members and organizations to create this success and PLAY SOCCER was rewarded by being asked to host the FFH Festival for youth and teams from around the world that will take place during the World Cup. The core program in Gauteng Province registered over a thousand children at 7 sites, and another 2311 through the separate UNICEF collaborative program with the Ministry of Education in Limpopo. A new office was also opened in downtown Johannesburg, with spacious facilities and good access, in a building that supports NGO organizations.

ZAMBIA: The opening of the new site in Ndola, funded by the Q Fund was a strong success. In addition to managing 8 sites in the greater Lusaka area that registered 2,157 children, Pumulo Liswaniso, Program Director, contributed additional leadership and support to the Network by assisting PSNI to develop and coordinate the training workshop planning with GTZ which funded these from its South Africa office. Health and Social Workshops were held in Ghana and Zambia, and in December, the second management training workshop took place in South Africa for all Program Directors and representatives from PSNI and its Board.

- **Total Network financial resources declined for the year. One major factor causing this decline is that PLAY SOCCER entered its first year of a new two year funding agreement with Football for Hope, which replaced our previous direct relationship with FIFA. The new Football for Hope arrangement limits the amount any one organization can receive. South Africa funded itself entirely in 2009; other countries had significant difficulty in attracting funding for the core program. All nevertheless worked hard to build local funding sources and contributions in kind.**
- **The following Summary of Contributions shows a history of 10 years of contributions, separately presented for PSNI, the USA umbrella, and for the Network of country organizations.**

HISTORY OF CONTRIBUTIONS for PSNI and PLAY SOCCER Network (USA umbrella and 6 country organizations)
January 1, 2001 through December 31, 2009 in US Dollars

PSNI (USA Income)	2001	2002	2003	2004	2005	2006	2007	2008	2009
Individual	1,025	500	2,805	500	1,375	1,853	8,850	9,360	2,173
FIFA/Football for Hope	12,000	25,000		27,734	50,000	71,024	159,669	149,980	100,000
Governments				40,000		30,000	5,000		
Corporate		20,000	20,000	9,725	11,000	5,000	87,188	20,000	20,000

NOTE: US Dept of State partnership grant with Ohio University not included in income; grant accounted for by Ohio University

TOTAL PSNI (USA) 13,025 45,500 22,805 77,959 62,375 107,877 260,707 179,340 122,173

PSNI In-Kind CEO AND PSNI STAFF ARE VOLUNTEERS—staff costs are contributions in kind—no monetary value is included

airtickets			printing	shirts	airtickets				
accounting		balls							
legal		accounting		legal	legal			legal	legal
meeting		computer	meeting	meeting	meeting		meeting	meetings	meetings
		meeting							
							58,014	366,205	308,602

Country Contributions: cash and contributions in kind

TOTAL NETWORK INCOME 13,025 45,500 22,805 77,959 62,375 107,877 318,721 545,545 430,775