



PLAY FOR FUN - LEARN FOR LIFE

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The last Newsletter # 14 of January 2011 presented evaluative “word of mouth” feedback from participants in several country programs. Their assessment and comments help to convey the very positive and real impact the core PLAY SOCCER program has made on individuals and communities over the past 10 years. To date, 2011 has been a challenging year with severe financial constraints causing painful situations in many country programs — but at the same time there are many new and exciting developments that PSNI is pleased to report.

PLAY SOCCER VOLUNTEERS TO TRAVEL TO THE USA UNDER US DEPARTMENT OF STATE GRANT



OHIO
UNIVERSITY

In June, Ohio University will welcome forty five volunteer instructors who were nominated by PLAY SOCCER Senegal, Ghana and South Africa to take part in this cultural and educational exchange. The trip is sponsored as a part of the grant, awarded by the US Department of State, Bureau of Cultural and Educational Affairs, to the Ohio University partnership with PLAY SOCCER Nonprofit International (PSNI). The grant covers all transport expenses for the volunteers as well as the training and activities they will engage in at the University to build their skills and credentials.

The volunteer instructors, about 40% women, were selected in honor of their service and contribution to their country programs. During their stay on the Ohio campus, the volunteer instructors will complete a special coaching course, adapted from the US Youth Soccer National Youth License. In addition, Dr. David Carr, an Ohio professor and 2009 US Youth Soccer Coach of the Year, will teach basic concepts that help to build the foundation for “Coaching the Whole Child,” the new program that is in development at the Ghana Football for Hope Centre. The volunteer instructors will participate in various health education courses taught by academic staff at the University’s African Health Development Program to help the focus and integration of health messages and skills into educational activities, and the volunteers will also teach a core program session at the PLAY SOCCER Appalachia program site to show their skills. Beyond the educational aspects of the trip, they will have social opportunities to broaden friendships with students enrolled in the Ohio coaching program, attend cultural events on campus and a Major League Soccer game in Columbus, and will enjoy the gear that NIKE has contributed for each of them. Once the volunteers are “home,” they will share their new skills and knowledge with their colleagues to benefit the program and their communities. Not only is the trip a first time experience in the USA, it is also the first time that volunteer instructors from three different PLAY SOCCER programs in Africa will be together to further Network linkages and cultural and educational exchange.

PSNI and Ohio University will post photos and reports on their websites after the visit which takes place from June 16 to 28th. Please access the websites to share the excitement and experience!

PARTNERSHIP ANNOUNCEMENTS

SANTA MONICA SPORTS MEDICINE FOUNDATION and ORTHOPEDIC and SPORTS MEDICINE GROUP, a FIFA

MEDICAL CENTRE OF EXCELLENCE: PSNI proudly announces its partnership with the Santa Monica Sports Medicine Foundation, a FIFA Medical Centre of Excellence, located in California at the Santa Monica Orthopedic and Sports Medicine Group. The partnership proposes to initiate a program to protect and improve the global health and wellbeing of players of all ages and their communities. The program will improve and build on the existing PSNI curriculum and program plan — specifically targeting young girls and boys in underserved communities — with an updated comprehensive approach to health and social development, expanding sport science and practical educational applications inclusive of the FIFA Medical Assessment and Research Centre (F-Marc) research knowledge base for the prevention of injuries, emergency and first aid treatment. The partnership will embody FIFA's aims and objectives for recreational soccer, improving public health through education, preventive programs and activities that incorporate applied scientific standards and assessments of risk and impact, and also hopes to work with the F-Marc "11 for Health" African educational platform, and "Lets Move", the health and wellbeing initiative of First Lady Michelle Obama in the USA.

The partnership plans to raise funds for its new program to begin activities in Africa, on the east and west coasts of the USA, and in Ohio where PSNI has opened its first USA program, PLAY SOCCER Appalachia.

Dr. Bert Mandelbaum, the Director of the Santa Monica FIFA Medical Centre of Excellence, is an experienced, board certified orthopaedic surgeon who, in addition to all other aspects of sports medicine, is recognized as one of the top knee injury specialists in the United States. Dr. Mandelbaum is heavily involved in medical research, with current involvement, among others, in a five-year study on ACL Injury and Prevention which has been supported with a grant from the National Institutes of Health, and in many leadership positions in the Los Angeles community. He has served on numerous sports teams and federations as team physician including for the U.S. World Cup teams, and as chief medical officer during the 1999 Women's World Cup. He is currently a medical director of Major League Soccer.

The FIFA Medical Centres of Excellence are a select group of institutions around the world (refer to FIFA website for full information) dedicated to the improvement of the physical and mental health and wellbeing of the football player and the promotion of injury prevention. They serve as official FIFA- accredited referral centres for football players, as a local liaison with FIFA and F-Marc, conduct independent and collaborative research studies and provide educational activities for communities within the framework of the different FIFA and F-Marc educational programmes.



Coaches across Continents (CAC) and PLAY SOCCER Nonprofit International (PSNI)

announce an exciting new collaboration agreement between the two organizations. For the past three years, we have jointly strengthened program activities, volunteer coaches and staff through successful projects in Africa. Both organizations see the opportunity to build further synergies that could add additional value to program offerings and will collaborate to identify opportunities for grants and other forms of support to further mutual objectives and goals in their programs.

CAC shares many of the same values and curriculum concepts that PSNI uses to teach health, well being and social life skills through activity based education. The CAC WISER™ model for monitoring and evaluation and the interaction of CAC coaches with the staff in national PLAY SOCCER organizations provide a chance for cultural and educational exchange as well as training and assessment. The collaboration model between CAC and PSNI means both organizations will maximize the impact of their programs and efficiently coordinate the use of their resources to reach children and youth in under-served communities, supporting local efforts for development.

PSNI is pleased to announce that CAC will return to work with PLAY SOCCER Malawi and Zambia in the summer and fall of 2011. Plans are under consideration for visits to PLAY SOCCER South Africa and Ghana and will be announced as they evolve.

PROGRAM DEVELOPMENT

The new partnerships announced are part of PSNI continuous efforts to improve the quality of the core program, its sport and physical education science, medical, social and public health foundations and its mass participation, recreational outreach. They also support the training, organizational management, collaborative structure that are essential ingredients of its educational mission and socio-economic objectives.

Following through on the dual PSNI objective to provide a quality educational program for young girls and boys and to invest in the leadership and skill development of its young adult volunteer instructors — so both will become agents of change for a better future in their communities — PSNI will seek to develop new training possibilities in 2011 for its volunteer instructors, recognizing and rewarding their community service with vocational and educational training opportunities that build transferable skills for gainful employment. PSNI envisions that these skills will strengthen core program quality for the young participants and at the same time, as an investment in its volunteers, will provide social and economic returns for the larger community. This has always been an objective of PSNI, but in the past ten year has not been as successfully developed as hoped. Funding proposals and efforts are underway that, if successful, PSNI hopes will lead to better results in 2011. The Network organizations have been asked to join PSNI in exploring possibilities — without losing focus on the core program for the younger children, and for girls in particular. Strengthening activities to further gender equality is another focus of program emphasis and effort.

Meanwhile, the core program is ongoing in all countries, despite financial constraints, demonstrating the resilience, dedication and commitment of all those in the PLAY SOCCER family and Network. A brief update on key outputs and events is provided below by the country office staff.

CAMEROON

Godfred Mokum, Program Director reports that the program is running smoothly despite the challenge of extremely limited funds. 1905 children have been registered at 11 sites with a total of 52 volunteers. Rose Mbah, the Board Chair, has been tasked to strengthen the Board and identify local fundraising contacts, and to explore opportunities for income generating, social enterprise activities with vocational training and educational opportunities for the volunteer instructors.

GHANA

Wahab Musah, Program Manager at the Oguaa Football for Hope Centre reports that the target date to open the Centre in Cape Coast is now expected in early fall. Though construction of the building only recently began, a PLAY SOCCER Ghana core program is thriving at the Centre and the new programs that will be integral to the Centre's activities are actively in development and are creating strong attraction from the community. To register participants for the new street league program, the Centre carried out a broad outreach with a visit to 12 communities, holding coaching clinics to encourage the registration of participants.

Realizing that the targeted number of girls was not achieved during the community visits, a **FOOTBALL FOR HOPE GIRL'S GALA COMPETITION** was organized as a strategy to encourage the participation of more girls in the street league program. The girls-only gala was held on Monday, 2nd May 2011 at the Robert Mensah Sports Stadium for ladies aged 16-25 within the Cape Coast metropolis. It successfully created more awareness about PLAY SOCCER Ghana and the Centre, and also resulted in the registration of more girls for the Centre's street league program. Four teams took part in the gala. The selected teams were Ghatel Ladies, Charlton Ladies, Ola Ladies and Reasonable Ladies. Each team presented 16 or more girls, making it possible for a total of about 80 girls to be registered. The girls were taken through interviews and counseling sessions by some of the street league committee members before the football matches.



It was a fun and exciting tournament for all! In the opening match Ghatel Ladies beat Ola Ladies by 4 goals to nil, whilst Charlton Ladies beat Reasonable Ladies by 2 goals to nil in the second match. In the 3rd and 4th place match, Ola Ladies beat Reasonable Ladies 3 – 1 on penalties, whilst Ghatel Ladies beat Charlton Ladies 2 – 1 in the grand finale to lift the trophy at stake. Salamatu Husseini of Ghatel Ladies was judged the best player of the competition whilst Florence Abekah emerged as the goal-queen having scored 3 goals in 2 games.

Wahab reports the teams were very happy to participate. For most of them, this was their first time playing at the Stadium and they couldn't hide their joy! The gala helped to educate girls about the Centre and PLAY SOCCER Ghana in that since the event, more girls are now calling to register for the street league program and the prospect of playing on an artificial turf at the Oguua Centre.

Wahab, in his speech at the gala, emphasized the interest of PLAY SOCCER Ghana to have more girls in all Centre activities. He said "the Centre will provide a girl-friendly environment and therefore I encourage more girls to take advantage of the numerous opportunities that the Centre will bring."

MALAWI

Patrick Kulemeka reports that PLAY SOCCER Malawi is also facing a severely challenging financial situation. A current UNICEF contract finishes at the end of May. As a result of its limited funding, Malawi reduced its registered children to 3000 at its 3 sites and the number of volunteers to 30. To help with the situation and as part of the partnership with CAC announced above, PSNI is pleased to announce that CAC will send Ms. Kelsey Moore to Blantyre during June/July to support PSM in a number of areas, including the development of local fundraising. Kelsey worked from 2008 to 2010 in Kisumu, Kenya carrying out similar responsibilities for the Kisumu Youth Football Association and has extensive experience in using football for development. She has an undergraduate degree in exercise and sports science and is currently completing her Master's Degree in in Sport and Recreation Studies with a concentration in international sports management at George Mason University in the USA.



PS Malawi has recently had other exciting news! Bob Stewart, founder of the Scottish organization, Friends of PLAY SOCCER Malawi, raised over USD 4000 for PSM in April by performing the “ultimate abseil” — a free fall jump from a 165 foot bridge in South Queensberry, Scotland under the auspices of the Chest, Heart and Stroke Scotland organization. A stroke survivor himself, Bob’s bravery demonstrated his amazing commitment to PSM! Please check our website for photos and more on the story — and contributions can continue to be received until August 2011 through <http://www.justgiving.com/Robert-Stewart1>.

SENEGAL

Mamadou Samb reports he is busy with visa preparations and passports for the volunteer instructors that will travel in June to Ohio University. In addition, Mamadou was assembling shoe sizes for them to send to Ohio U so that donations from NIKE for them (Ghana and South Africa volunteers as well) will have a proper fit! New updated French translations of PLAY SOCCER manuals were recently completed by Luan Alban, a PSNI Board member — a significant contribution to facilitate volunteer training and program quality in Senegal.

SOUTH AFRICA

PLAY SOCCER South Africa is also busy preparing its volunteers for the forthcoming June trip to the USA. Kenny Hlabahlaba, Program Manager, has been working hard to assemble visa information. During the months to date of 2011, PSSA has been engaged in serious efforts to recover and rebuild itself. The organization suffered a severe disruption in 2010 with the unexpected departure of the Program Manager, an array of internal morale and management issues, disruptions of the core program at the Alexandra program site where the Youth Festival was held, all of which began in late spring at the height of the demands and activities that engulfed all of the country during the 2010 FIFA World Cup South Africa. This month, PSSA is just completing its external audit and with new Board energy and effort is planning a significant renewal strategy. Even with the current financial difficulties, the commitment of the volunteer instructors is deep — as movingly stated by Themba Chauke — “sessions are running smoothly — we care about our community.”

ZAMBIA

Pumulo Liswaniso, Program Director, registered 2,222 children at the eight Zambia sites in greater Lusaka, with 27 volunteer instructors. Funding for the site in Endola, supported in previous years by the Q Fund, is under exploration. Program enhancements for additional HIV/AIDS prevention and education activities are also under consideration through a collaboration with Tackle Africa which recently contacted PSZ to see what might be developed.

USA — PLAY SOCCER APPALACHIA

PLAY SOCCER Appalachia officially opened its doors in late January of 2011 at Trimble Elementary School, and is collaborating there with the Ohio University enrichment program, Kids-On-Campus, (KOC) which operates after-school to provide additional support to at risk children. PS Appalachia currently has two after-school sessions per week. Due to its partnership with KOC and the need to work within the KOC schedule and transport arrangements (as an after-school program in a rural community, the children are bused home after the sessions), the startup program has been limited to approximately 40 children (about 40% girls) registered for the KOC program who are in grades 1-4. There are plans to expand PS Appalachia beyond Trimble Elementary and into the wider Trimble/Glouster/Jackson townships which serve the local school district. Adapting the program to the USA and Trimble school environment has necessitated changes in the content and delivery of the core program —

changes are being made, for example, to eliminate the malaria topic and to include a bullying topic, as well as the time frame and structure of each session. Many of the Trimble children have never played soccer before so it is also an introduction of a new game! PS Appalachia received funding through grants from the US Youth Soccer Association and AmeriCorps from which it hired a Program Manager, Alicia (“Carm”) Thompson, who is in the final year of acquiring her physical education degree from the nearby Ohio University. Another, Program Manager, Kwabena Owusu-Kwarteng, a Ghanaian graduate student at Ohio University, volunteered to help in getting PSA to a running start. PS Appalachia looks forward to the exciting times ahead for the program and its continued growth within the greater Appalachia community.

Elsewhere in the USA, Mike Raskys Director of Program Development and Operations for PSNI took part in a school event — “Healthy Children, Healthy Planet 2011” — at the Riverside Elementary School in Princeton, New Jersey. PSNI hopes to enhance its curriculum in nutrition, food security and wellbeing and to bring similar events to its core program.

Mike who is actively involved in the PS Appalachia program development, and has extensive experience in teaching and coaching children, provided a PSNI coaching clinic demonstrating physical exercise and well-being as an integral part of the event which provided a day of family fun while teaching about growing real foods, good nutrition and the benefits of a healthy, active lifestyle. Riverside School is the home of the largest public school gardens in New Jersey, including over a dozen “outdoor classrooms” and a vegetable garden for the benefit of a local food pantry. Riverside students pre-K through grade 5 learn in the gardens on a regular basis, enjoying hands-on lessons in science, mathematics, language arts, environmental stewardship, community service and more. The children plant, tend, harvest and taste, experiencing real food as it grows in nature.

PSNI and NETWORK FINANCIAL INFORMATION

PSNI has completed its 2010 external audit/financial report and a compilation of the Network’s income and expenditures by country for the year. Anyone interested to see these reports should contact us at info@playsoccer-nonprofit.org. PSNI is in the process of updating its website and assessing if it is possible to include these documents on it for public access. We are also exploring the possibility of a Google site that would facilitate access to public documents and communication.

The 10 year history of contributions of the Network is presented at the end of the Newsletter. The major factor in the significant decline in income is the reduction of FIFA Football for Hope funding which has been the largest single donor to the Network. In 2011, funding from Football for Hope to all organizations has been on hold and to date, no funds have been received in 2011. PSNI continues to try to diversify its financial support, to find new funding sources and modalities to generate income, and to support and encourage the Network organizations to develop their own capacity to finance the PLAY SOCCER program, consistent with the longstanding PSNI efforts to prevent dependency, encourage local ownership and sustainability.

2011 GLOBAL PEACE GAMES FOR CHILDREN AND YOUTH

PSNI will be providing the 2011 Invitation and instruction for this year’s Games on its website in late June.

The next Newsletter will be prepared in late summer 2011. Please send any questions and inquiries to info@playsoccer-nonprofit.org.

For further information about the PLAY SOCCER Network please contact PLAY SOCCER at info@playsoccer-nonprofit.org or visit the website www.playsoccer-nonprofit.org

PLAY SOCCER, a Nonprofit Corporation
PO Box 106 Princeton, New Jersey 08542-0106, USATEL: (609) 683-4941 or (609) 651-0854