



**PLAY SOCCER NEWSLETTER**  
**Edition #9 March 2008**

PLAY SOCCER is a not-for-profit, non-governmental organization without religious or political affiliation. Its mission is development through sport. Its international program provides activity-based education to teach soccer, health and social skills to children and youth and to promote sustainable community development. The organization relies heavily on volunteerism as a resource for its low cost program and invests in the training of local human resources, primarily youth and young adults, as instructors for the program. It is committed to help build the “grassroots” structure and technical expertise that contribute to the development of the sport itself as well as to the long-term vision and objective of soccer as a catalyst for socio-economic development.



## PLAY SOCCER NETWORK NEWS

### THE GLOBAL PEACE GAMES FOR CHILDREN AND YOUTH

Instructions and registration forms for the 2008 Games will be posted in June on the PLAY SOCCER website. PLAY SOCCER will again provide the international initiative and leadership to organize the Games and invites all interested organizations to participate.

The 2007 Games were played in 54 countries, the largest number since the Games began in 2001. At the international level, PLAY SOCCER worked closely with SOS Children's Village and with other organizations such as Right to Play. At the local level, many organizations, communities and individuals organized events and engaged thousands of children and youth in a movement of solidarity to demonstrate support for peace, friendship and a culture of non-violence. At each site, the traditional signing of the UNESCO Manifesto for Peace created by Nobel Peace Laureates took place, and special messages were read from the United Nations Special Advisor on Sport for Development and Peace and the President of FIFA.

The Report on the 2007 Games is available on the PLAY SOCCER website in both short form, and long form. It tells a fun, joyous and educational story about the events and activities that took place in each country, and about the friendship and commitment of children and youth to make the world a better place.



## **NETWORK DEVELOPMENT AND FINANCIAL STATUS**

**1. Network Development:** All PLAY SOCCER country offices within the Network have been asked to focus on accomplishing two broad objectives for 2008: strengthening the overall quality of the program and building local capacity and accountability for all aspects of program management and delivery. The PLAY SOCCER International Umbrella in the USA (the IU) is working to support these broad objectives through its Regional Office in South Africa. A minimal Regional Office capacity was set up in 2007 to focus on training and education in the six network countries, reporting to the IU, and staffed only by the International Program Coordinator. Office space in Pretoria has recently been contributed by GTZ, the German company that supports the German Government in its development cooperation activity. GTZ is working with streetfootballworld, also based in Germany, on a collaborative project, Youth Development Through Football, and has established a presence in South Africa for this purpose. It is also part of the streetfootballworld build up to 2010 World Cup activities and the planned adjunct Festival it will hold as was done in Berlin at the 2006 Cup.

During 2008, the Regional Office is seeking funding for a major training program that will implement the “licensing” plan begun in 2007 to establish credentials in health, social and soccer, as well as basic first aid, for all volunteer instructors in all countries, and to establish a new training workshop for Program Directors and Managers. It will seek to also devise an ongoing affordable training program for the future that will keep the investment in training current as the best way to improve program quality and build capacity.

**2. Financial Status:** The IU completed 2007 with a clean review by an external Certified Public Accountant. Income raised in 2007 equaled \$260,707, more than double the amount raised in 2006 as a result of strong financial support from FIFA/Football for Hope and from corporate and individual donors. Additionally local country offices, Malawi, in particular, followed by Ghana and Cameroon, have made strong progress to meet their local fundraising challenge, raising a further additional amount of more than \$ 58,000 in local support and contributions in kind. All Country offices have been asked to take on added responsibility in 2008 to become self-supporting, and to raise at least 15% of the allocation from the IU through their own capacity.

The IU is helping to build local capacity in various ways, including direct assistance in preparing the proposals. The Board of the IU in the USA is overseeing the development of new publicity materials to better publicize PLAY SOCCER and build international and local recognition of its country program network. A short DVD will be ready for distribution this spring to tell the story of PLAY SOCCER. It will be made available to country offices for educational and fundraising purposes. The website is under revision and a new brochure will be produced by June. These are the first revisions since the original ones were developed in 2001.

Sport for development has become mainstream in the past few years, and competition for funds among a myriad of organizations all over the world has made fundraising even more difficult.

This environment emphasizes the need not only to publicize the achievements of PLAY SOCCER, but also to insure that the organization reports and documents its activities with transparency and accountability for program delivery and the use of donor funds for the purposes intended.

PLAY SOCCER is also embarking on the development of social enterprise activities, consistent with its long-term vision that its sport for development program can catalyze sustainable health and socio-economic development. These activities, which are under design and/or just beginning in Zambia and Ghana, are intended to reduce poverty and to improve socio-economic and health conditions while eventually, and simultaneously, contributing community support for the program.

PLAY SOCCER is collaborating with Agribusiness for Sustainable African Natural Plant Products (ASNAPP) and other local industry to develop these activities. These are complex and require significant planning and development. They will not produce immediate short-term results and must be viewed in a long-term context.

## *COUNTRY PROGRAMS*

PLAY SOCCER is currently operating in six countries. All affiliate under the IU to insure program quality, consistency and accountability within the Network.

### Cameroon

The program in Cameroon is receiving enthusiastic support from communities, families, and local donors. PS Cameroon networked effectively to build this important support during 2007, including participation in a two-day workshop for NGOs in the Northwest province.



The program grew substantially in 2007 with a 22% increase in the number of registered children to 1012 participants at 10 sites, managed by 30 volunteer instructors. To develop their skills and knowledge, Cameroon held a 3-day health and social training workshop in October in NW Province. Training efforts will continue in 2008, with plans for a football workshop to be given in collaboration with FECAFOOT, and the scheduling of further health and social and first aid training.

Cameroon has been particularly dynamic in building its community links into collaborations for important program enhancements. It is creating PLAY SOCCER leagues that galvanize community interest through inter-site matches, at the same time exposing the participants and communities to thematic group actions such as environmental clean up campaigns. Support from the British Council to start a mobile library has enabled an outreach to sites in communities where access to basic education is more or less non-existent. Transport in Cameroon is particularly difficult, and the program hopes to attract funding for a vehicle, which would allow this important enhancement to reach the more isolated communities. Collaboration with the Rural Women's Environmental Protection Association (RWEPA) has been vital to the start of a community farming project within the communities of Bessi and Gunda. The PLAY SOCCER volunteers and children are the main coordinators of the project with pivotal support from RWEPA. Profits from the sale of yams, groundnuts and corn will help to pay for their school supplies and contribute support for the operating costs of the PLAY SOCCER program.



## Zambia.

The Zambia program ended 2007 ended on a good note with a donation of footballs and football shorts from the U.S.-based "Friends of Zambia". Although girls in Zambia are eager to join in PLAY SOCCER's activities, many of them do not have the necessary kit, and so it was decided to give all the shorts to girls at two of the sites. Zambia has found that having the proper clothing to participate can encourage the girls to join the program.

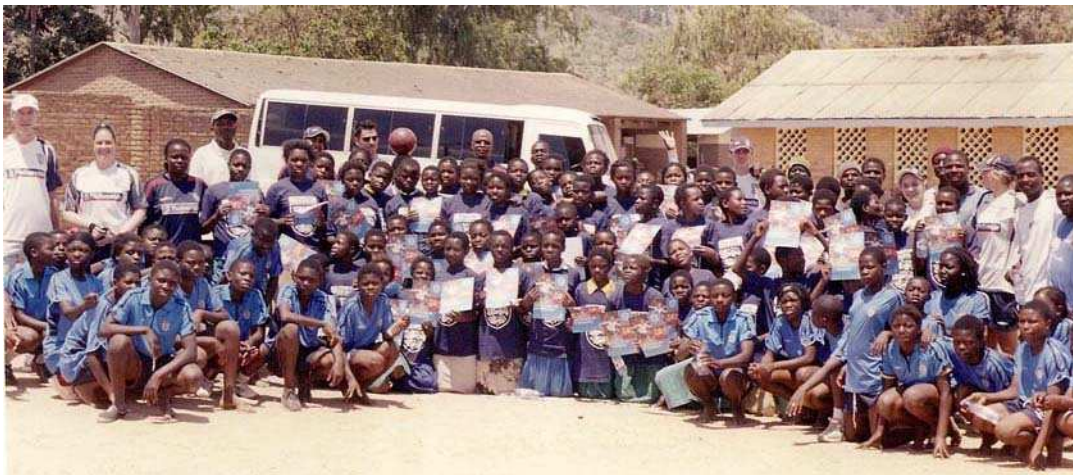
Participation in the Zambia program increased slightly in 2007, by 4% to 1258 children, but with a decrease in the number of registered girls from 50 to 40%.

Zambia welcomed a new Program Director during 2007, Pumulo Liswaniso, who has been providing good leadership that will hopefully will also increase female participation . She has quickly and effectively stepped into her role, and organized the first health and social training workshop for the Zambia volunteer instructors. This took place in Lusaka in November. A partnership agreement was signed with the Zambia Football Coaches Association (ZAFCA) that will make it possible for PLAY SOCCER to organize a football skills training workshop in March of 2008. These training activities will help to ensure that the increasing numbers of children involved at PLAY SOCCER sites will have well trained coaches available to help them.

Zambia has also developed a concrete social enterprise plan with ASNAPP for a food security and health project involving the planting, cultivation and sale of moringa plants. Moringa leaves are harvested and processed simply to add vitamin and minerals to food made at home, as well as sold for cash crop income. Preparatory work for this program enhancement was done in 2007 but the opening of the site, planned for January 2008, has been postponed because of recent heavy rains. While they wait for conditions to improve, PLAY SOCCER volunteers have continued the work of education and community sensitization for the activity and to train the ten boys who will be the core group to tend the crop production once the site is open. As lessons are learned and experience gained is assimilated, PLAY SOCCER Zambia hopes to grow the activity will grow to larger scale within other program communities.

### Malawi.

The PLAY SOCCER Malawi program continues to strengthen, with an ever-widening circle of friends, donors and supporters. The number of participating children remained stable, constrained only by a lack of additional financial resources to expand and include more participants and sites. With more than 4560 children already involved at three sites, it is the largest program in the Network with a dynamic program that has large-scale involvement in many football, health, and social activities through collaborations with other organizations and the communities where it operates. Malawi satisfactorily completed an external audit in 2007, as required by policy, demonstrating its careful attention to financial and program management.



It carried out a health and social workshop for volunteers in July, and in 2008 must offer this first workshop for those that could not participate, along with further training activities. Its volunteers face many training challenges. In addition to the large numbers that attend sessions at each site, (over 2000 children meet twice weekly at the Ndirande site alone), about 18% of participants are in the youngest 5 year old age group, creating the need for particular skills to manage this cohort within the large mass of children that attend each program sessions.



Football training was enhanced by a UEFA Meridian project involving the UK Football Association's International Football Development Programme on Leadership and Volunteering. A workshop held in Malawi had as its theme "Changing Lives, Saving Lives" and involved a two-day Junior Football Organizers programme for 27 girls. It concentrated on developing leadership skills and also included awareness-raising of HIV and AIDS. During the football festival that followed the training programme, the focus was on the fun of the game. The 27 trainees hosted 120 girls from the sites at Ndirande and Chigumula for the festival, while 20 of PLAY SOCCER Malawi's 30 women volunteers took part in a women's development workshop.



Malawi has benefited from the wonderful support of Friends of PLAY SOCCER Malawi, an organization based in Scotland and created through the strong efforts of an individual, Mr. Robert Stewart, who became interested in the program during a visit to Malawi. ( Visit [www.friendsofpsm.org.uk](http://www.friendsofpsm.org.uk)) His commitment to develop the organization has resulted in substantial financial support for the program, bringing visibility and recognition to the program in Scotland and elsewhere through its website, even producing a video of program activities. The Friends continue to play an active and vital role. Their important donations during 2007 included various "kits" from the Celtics team, and as part of the water and sanitation program activities,

funding for a second borehole in Ndirande, which has had severe water shortages and pollution problems. This borehole will be turned over to the local community officials, and a delegation is expected to come from Scotland for the hand-over ceremony from Glasgow's Lord Provost's office.

The 2007 Global Peace Games provided the venue for PLAY SOCCER Malawi to focus on another health theme, malaria. The program became engaged through the Malaria Foundation in the world-wide campaign against malaria, still one of the biggest health risks to children all over Africa and present at all PLAY SOCCER sites. (visit [www.malaria.org](http://www.malaria.org) to read the story). PLAY SOCCER joined Sport for Life in an awareness-raising campaign at the Games using 4,000 blue ribbons provided by supporters to highlight the problem of malaria. Activities continued in the fight against malaria, through an event that brought ten schools from the Ndirande zone and fourteen from the Bangwe zone for special games that will highlight the campaign. PLAY SOCCER is also working with Friends of Play Soccer Malawi to help the Clinic in Ndirande raise funds for insecticide-treated mosquito nets for patients under five years of age and to mobilize the Ndirande community to clear bushes and get rid of stagnant water to prevent mosquitoes breeding around the Clinic.

Other program enhancements continued in collaboration with many organizations and NGOs with similar objectives. They joined in activities to mark the Day of the African Child, World AIDS Day, and the International Children's Day of Broadcasting. UNICEF donated "Sport-in-a-box" kits for Ndirande and at the Chigumula site, PLAY SOCCER volunteers joined the Malawi Sports Union in a tree-planting exercise welcomed by the local community. Plans for 2008 include establishing a mobile library and the exploration of a social enterprise activity that would develop an internet facility.

## South Africa.

2007 was a year of growth for PLAY SOCCER South Africa, which has gone from only one site to seven within the Gauteng province in and around Johannesburg and Pretoria. Sustaining this structure will be a challenge in 2008. Local fundraising is a priority.



A partnership with UNICEF has been developing. The South Africa program was chosen to be an implementing partner in the UNICEF and Supersport program that is carried out in collaboration



with the Department of Education. Aimed at decreasing violence in South African communities, UNICEF has identified nine communities for program implementation; PLAY SOCCER is to deliver its program in five of these. As part of the lead up implementation, UNICEF invited boys and girls to represent PLAY SOCCER in the Soccer Expo held in Gauteng in November.



The Global Peace Games provided an occasion to bring together children from all seven sites, giving them all the opportunity to meet, talk and play together. A continuing close collaboration with Grassroot Soccer has increased program focus on HIV/AIDS prevention and education. The Games which were held at various sites emphasized this theme as well as the messages of peace and nonviolence through the signing of the UNESCO Manifesto.

Also in late November, two volunteer instructors, Thapelo and Sibuda, were invited to join a team representing South Africa in the South American World Street Football championship which took place in Paraguay. The South African team did very well reaching the semi-finals and beating some of the South American "greats" like Argentina and Brazil. But as well as winning games and showing off their football skills, they won new friends and goodwill off the field through their enthusiasm, happiness and enjoyment of the game. They returned energized and ready for new projects. They have started up a Street Football League in Ennerdale which already attracts more than a hundred boys and girls every Saturday.

During 2008, all volunteers will participate in health and social training workshops. The football training workshop was held last year in collaboration with SAFA and has served as a model for the football training now underway in Zambia and other countries. Beyond the education that takes place in these workshops, they are an important source of motivation for volunteers, providing opportunity for them to exchange ideas and learn from each other.

## Ghana

Ghana faced a challenging last 6 months of 2007 without a Program Director and with an unexpected shortfall in funding. An Interim Management Committee composed of part time Program Managers worked hard to maintain program operations. For the past several years Ghana had been fortunate to have financial support for the Program Director post from CUSO, a Canadian NGO. In 2007 CUSO changed its policy and will now only place Canadians and limit them to support roles, not senior management posts. A priority for 2008 is to secure adequate funding for the program, and to recruit an experienced, well trained Ghanaian for the post.

Fortunately, the Africa Cup activities in 2008 helped to give the program a good start towards attaining its objectives. Stanbic Bank contributed to PLAY SOCCER and supported an important Africa Cup event that helped to publicize the PLAY SOCCER program. The occasion honored various people in development through sport who have been important to the organization's development. Coca Cola contributed in both 2007 and 2008 and has made a multi year pledge for the future, helping to build a solid local contribution base for the program

During the time of the Africa Cup, NIKE launched a new marketing initiative in Ghana and invited PLAY SOCCER to a special soccer festival in Accra. This full day event provided an exciting and unforgettable occasion for PLAY SOCCER children and volunteers. For many of the children, some of whom were bused overnight from Ashanti Region to participate, it was a truly memorable day. They played small sided games and other activities and left with tee shirts and other mementos that NIKE generously provided. NIKE further contributed 200 balls of durable quality to PLAY SOCCER, a needed and most welcome addition to program supplies.



Ghana also participated with SOS Children's Villages, Right to Play and other NGOs in another special tournament and event, designed to celebrate the Africa Cup and to highlight themes such as HIV/AIDS and gender awareness.

Exciting news was received from Football for Hope, informing that PLAY SOCCER was designated as the managing NGO at the new Football for Hope Centre that will be built in 2008 as part of the FIFA 20 Centres for 2010 campaign in Africa. The Centres will be constructed with the support of a number of organizations with different and complementary expertise, including Architecture for Humanity and Greenfields, a leader in artificial turf pitches as well as FIFA and streetfootballworld. Ghana will be one of the first Centres to be constructed and is intended to become a model facility and program for best practice football and health development and education activities.

## Senegal

Senegal rode the wave of Africa Cup excitement, organizing communal television sessions where children could get together to watch matches. The volunteers who watched the games with them took the opportunity to reinforce messages about the need for fair play, respect for the rules, team spirit. Because the Senegal program was the smallest in the Network during 2007 with between 300-400 children registered at its six sites, it operated with the most favorable ratios of volunteer instructors to participating children and cost per child. Senegal needs updated manuals in French and was somewhat handicapped during the year by the delay in translation of these documents which is now being rectified. It also was the only country not to hold a health and social training for its volunteers, though the Program Director attended the Ghana training workshop in April. Training will be a priority in 2008, including a football workshop with the involvement of the

Senegal Football Association. Senegal will expand the number of participants to 600 children, a major increase with an added number of volunteer instructors who will require training.



The next PLAY SOCCER Newsletter will be published in the fall of 2008. For further information about the PLAY SOCCER Network please contact PLAY SOCCER at [playsocnonprofit@aol.com](mailto:playsocnonprofit@aol.com) or visit the website

[www.playsoccer-nonprofit.org](http://www.playsoccer-nonprofit.org)

PLAY SOCCER, a Nonprofit Corporation

PO Box 106 Princeton, New Jersey 08542-0106 USA

Telephone 609 683-4941 or 609 651-0854