NEW Website and Brochure

PLAY SOCCER proudly invites you to visit its new website at www.playsoccer-nonprofit.org. We gratefully acknowledge the generous contributions- in-kind that have made both the new website and brochure possible. Revised for the first time since its creation in 2001, the new website features a PAY PAL link to facilitate online contributions as well as a sign-up for future issues of this newsletter and a link to download our new brochure.

Another new feature of the website is the “Who We Are” page, which aims to highlight how individuals at each of PLAY SOCCER’s country programs are shaping its identity and vitality. This page, which will be updated quarterly, gives each PLAY SOCCER country program a chance to share the stories of the people – the directors, children, youth instructors and members of the community – who make their program unique.

2009 Global Peace Games for Children and Youth

PLAY SOCCER invites all interested organizations and communities to join this annual grassroots event which takes place each fall. The Games celebrate the United Nations International Day of Peace and the Millennium Development Goals. Since 2001, PLAY SOCCER has provided international initiative and leadership to organize the Games and has collaborated with the UN Office on Sport for Development and Peace to bring a special message to children and youth all over the world about their role in creating a better future. The invitation and registration forms for the 2009 Games will be distributed and posted in June on the PLAY SOCCER website. Plans for the Games are already underway in the USA where some Embassies and Missions to the United Nations and the City of New York will join in the Games to be held September 19 at Flushing Meadows Corona Park.
NEW PARTNERSHIPS
PLAY SOCCER is proud to announce new 2009 partnerships which will add expertise, focus and quality to the core program. These partners are:

KILIMANJARO INITIATIVE: The Kilimanjaro Initiative, a Kenya-based NGO, organizes an annual climb of Mount Kilimanjaro aimed at engaging youth in building skills and leadership for productive citizenship and the creation of crime-free communities. The Kilimanjaro Initiative sponsored PLAY SOCCER Ghana’s 28-year-old volunteer youth instructor Benedict Ofari-Sarpong, outfitting him for the trek and providing two weeks of Outward Bound training in preparation for the physical and psychological demands of the climb. Read an interview with Benedict on the new website’s “WHO WE ARE” page and hear from Ghana Program Director Kodwo Morgan about how he designed the selection process used to pick Benedict for this outstanding opportunity.

OHIO UNIVERSITY: PLAY SOCCER’s partnership with Ohio University and the Institute of the African Child will develop two new programs with a unique interdisciplinary approach. The first program, “Coaching the Whole Child,” will focus on soccer coaching, nutrition, health and aspects of child development through developmentally-appropriate training. The second focuses on developing a plan for a Community Computer Center that will offer computer access, educational programs, technology training, and media training with a focus on African sport. PLAY SOCCER has two principal collaborators at Ohio University. The first collaborator, Dr. David Carr, Coordinator of Coaching Education in the School of Recreation and Sport Sciences will be a principal partner for the “Coaching the Whole Child” program. Dr. Carr was awarded prestigious recognition in 2009 by the US Youth Soccer Association for his outstanding lifetime dedication to the education of youth soccer coaches in America. The second is Mr. Gerard Akindes who is the Technology Coordinator for the College of Health and Human Services. In addition to his African heritage and French language skills, Mr. Akindes has a broad range of experience and expertise in the fields of computer technology and training, and media and communications. As a result of his personal experience as a former professional basketball player and coach, Mr. Akindes also has expertise in African sports analysis.

PLAY SOCCER has also partnered with Ohio University to apply for a three-year US State Department Grant that would targets programs that “strengthen the ties that unite the USA with other nations by reaching out to children and youth and their coaches through the sport of soccer/football”. If PLAY SOCCER is awarded the grant – announcements will be made in August – it will be used to develop a two-way exchange program between the US and three African countries, Ghana, Senegal and South Africa.

The Moremi Initiative: An organization with a mission to engage, inspire and equip girls and young women to become the next generation of African leaders, the Moremi Initiative provides education and training, mentoring, networking, professional internships, and resource assistance. The Moremi Initiative will work with PLAY SOCCER to provide enhancements to the core program, and design its activities to be integral to development through sport as PLAY SOCCER actively seeks to maximize female participation and benefits to girls and women in the program. Zambia will be a pilot program for the partnership, with startup activities in the late fall of 2009. Moremi is registered as a non-profit organization in Nigeria and operates with satellites in the US and Ghana. Ms. Violet Awothi, a native of Nigeria, is the Executive Director and co-founder. Violet has extensive experience as a leader in both non-profit and for-profit business worlds in the USA and Africa, and a strong commitment to social entrepreneurship particularly for women.
**The Q Fund**: An NGO in Zambia with activities in other countries, the Q Fund was founded in 2000 by Chellie Que, an American who created a visionary fund to support educational facilities for the most vulnerable children alongside the development of social enterprise activities such as agriculture that provide sustainable support. The Q Fund was first introduced to PLAY SOCCER in Malawi where its contribution of funding for a borehole at one site produced a milestone community benefit with far-reaching impact not only for water, but for other health and sanitation program activities as well. Following this successful project, the Q Fund invited and funded a new partnership with PLAY SOCCER Zambia that has supported a new site in Ndola, the Copperbelt region, where the fund has a community school in an underserved area with many vulnerable children.

**The Janeemo Project (funded by the Scottish Government and led by the Macaulay Institute and others in Malawi)** is a fourth new partnership. The Janeemo Project is developing a sustainable biofuels program and other nutrition and food security benefits in Malawi. The project provides a range of small-scale enterprise opportunities for farmers to diversify their income streams, reduce poverty and help communities meet their own needs by developing local enterprises. PLAY SOCCER will collaborate with the Project at the community level to provide advocacy, education and information about the project activities. PLAY SOCCER will also partner in new areas with the Janeemo Project to extend the social enterprise, food security, nutrition and other benefits from the Project alongside the PLAY SOCCER program’s community development and educational benefits.

**Coaches Across Continents**, another US-based NGO, will partner with PLAY SOCCER in Malawi, conducting training in football skills for the instructors and children in the program. Coaches Across Continents will also evaluate and suggest improvements for the program’s football curriculum and training materials. A team of five coaches from CAC will be in Malawi for approximately six weeks in June-July to carry out this valuable training and evaluation project. Their recommendations will be reviewed and discussed at the Management Workshop for the PLAY SOCCER Network to be held in South Africa in November with support from GTZ/Youth Development through Football.

**BEYOND SPORT Awards**
PLAY SOCCER has won a spot on the Shortlist for the prestigious Beyond Sport Awards 2009 as one of the nominees for the UNICEF Children’s Rights Award. Beyond Sport is a UK Foundation chaired by former British Prime Minister Tony Blair and dedicated to “promoting social innovation that uses sport to create positive change.” All shortlisted organizations were invited to the London Beyond Sport Summit from July 7-9th - an exceptional opportunity to gain access to a network of high-profile representatives from sport, corporate business, government and international organizations. The Summit will culminate with the announcement of the winners of the 12 categories of awards. Winning organizations are set to receive substantial financial support and a specially-designed package of professional and technical support. Global partners of Beyond Sport include Virgin Atlantic, Time International and Barclays Spaces for Sports. Judy McPherson, Chair and CEO of the PLAY SOCCER Network, will represent PLAY SOCCER at the Beyond Sport Summit.

**GHANA Football for Hope Centre**
PLAY SOCCER was selected in 2008 to manage one of the FIFA “20 Centers for 2010” Football for Hope Centers that are being created as part of the 2010 World Cup Campaign. The Center is to be built in Ghana this year with a design by Architects for Humanity. The process has been slowed considerably by land title issues, which are expected to be resolved in June so that construction can begin and be completed within 2009. The Center’s program will service the entire PLAY SOCCER Network in addition to the Ghana program and other organizations in the country and in West Africa. The program plan has received preliminary approval and Football for Hope will fund construction of the facility and support for three years after the launch. PLAY SOCCER, however, must also raise significant sums for the program and facility maintenance.
COUNTRY NETWORK News: The Network opened its 2009 programs later than in previous years and with serious budget constraints. Funding declined in 2008, the first decline since PLAY SOCCER began operations in 2000. A major factor in this situation was a decrease in funding from FIFA as PLAY SOCCER entered a new funding arrangement under the streetfootballworld /Football for Hope strategic alliance that has replaced the direct FIFA relationship. Under the terms of this new alliance, PLAY SOCCER must apply as a Network with a maximum limited amount. This requirement sharply reduced FIFA funding and eliminated support for both the US and South Africa. PLAY SOCCER expects further reductions in 2010 given the new sfw/FFH funding regulations and priorities. Countries are working hard to develop local funding sources and PLAY SOCCER USA continues to seek new diverse sources. However, in the current economic environment, PLAY SOCCER faces significant challenges as it competes with an increasing number of development-through-sport organizations for a limited pool of funds.

PLAY SOCCER Country Organization Statistics—Summary June 2009

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<tr>
<th>Country</th>
<th># of Sites</th>
<th># register children</th>
<th>Boys</th>
<th>Girls</th>
<th>5-6 %</th>
<th>7-9 %</th>
<th>10-12 %</th>
<th>13-15 %</th>
<th>Total #</th>
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<th>F</th>
<th>Av. age</th>
<th>Staff**</th>
<th>National Board Set up</th>
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<td>n/a</td>
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* Includes site managers
** Program directors and program manager excludes account & admin part time
*** Partnership with Unicef—program operates separately from core PLAY SOCCER program

TRAINING WORKSHOPS---GTZ/Youth Development Through Football has renewed its commitment to providing more major support for our Network training workshops, a significant and exceptionally important contribution. Training is a critically important and vital to the success of the program and its goal of providing participating children and youth with life-long benefits. Three separate workshops - each of which is an essential investment in the volunteer instructors and in program quality - will be held in Ghana, Zambia and South Africa later this year. The workshops focus on health and social curriculum and on skills and management training for the Program Directors.
CAMEROON

2009 started with a new Program Director, Acho Godfred, who has worked hard and successfully to take over program management. Acha Samuel Acha, the previous Program Director, won a lottery for US citizenship and is now living in Kentucky, in the USA. From his new location in Kentucky, Acha Samuel Acha continues to work as a liaison with the PLAY SOCCER Network Council, assisting with country monitoring and reporting and he is an important resource for the country offices.

A new Cameroon site opened in Guzang Village with a lot of enthusiasm from the children, villagers and the Fon who said “the future of my village lies in the hands of these children, and with the introduction of this program I hope it will help to shape their lives and the way they will behave in society.” Volunteer instructors also noted the training and knowledge gained from the program. One of the instructors recently spoke of her pride in herself for the knowledge she has gained from PLAY SOCCER and the leadership role it has helped her to play in her village. The introduction of the mobile library in Cameroon has contributed positively to the literacy and numeracy skills of the children, according to feedback from the children themselves. The opportunity to read books is also an incentive for attendance and a fun experience at the program sessions. The Rural Women’s Environmental Protection Association, (RWEPA), continues to be an important local partner, both by bringing the program strong community support and by providing healthy fruit snacks for the children. Cameroon has 11 community sites now in the Northwest and Center Regions of Cameroon, and a steadily increasing number of children. In 2009, despite budgetary constraints, the number of registered children increased to 1,734 over last year’s 1,482.

GHANA

Ghana also has a new Program Director, Kodwo Morgan, who brings strong educational and media experience to the position. Ghana, which had been without a Program Director for a year, has been revitalized by Kodwo’s leadership and initiatives. In addition to assuming major tasks related to planning for the Ghana Football for Hope Center, Kodwo has visited all the Ghana sites and instituted program enhancements and other plans to strengthen program quality. Enhancements, for example, include the creation of site leagues, each with a name that has some relevance to PLAY SOCCER. These site leagues will engage in all-play-all activities to select champions in each of the core program curriculum areas: health, social and soccer skills. Recognition for Ghana’s program is growing within Ghana. The new President of Ghana, H. E John Evans Atta Mills, visited the Cape Coast program site on March 14th and watched the session there under the direction of the PLAY SOCCER volunteer instructors as the children had fun learning the core program curriculum. Board member Nana Sam Butler escorted the President for the visit. Ghana also proudly announced that Tony Baffoe, the renowned former captain of the Ghana National Team has agreed to become PLAY SOCCER Ghana’s Ambassador.

Ghana was invited by GTZ/Youth Development through Football to identify two candidates for a pool of candidates, from which two will be selected and sent to the June Confederations Cup. The top candidate selected by GTZ was a boy from PLAY SOCCER; another, a girl, came in fourth. Kodwo himself, on behalf of the PLAY SOCCER Network, has been designated to attend the streetfootballworld Forum in South Africa at the time of the Confederations Cup.
MALAWI

Recognition of Malawi’s program is growing and a close relationship with the Malawi Football Association encourages good exchange and opportunities. Recently, for example, the English Premier League and the British Council invited PLAY SOCCER to identify a number of volunteer instructors for coaching courses, with training costs covered by the British Council. Other recognition came in the form of visit to the Bangwe site by the new UNICEF Representative to Malawi and government officials from the Ministry of Youth and Sport. UNICEF has supported activities of the Malawi program since last year, and discussion is underway for an expansion of the relationship. Malawi continues to support the largest country program in the Network – 4560 children – with further expansion constrained only by limited funding, which continues to prevent response to the huge demand for the program in the Blantyre and other regions.

Friends of Play Soccer Malawi in Scotland continue, with generous and tireless commitment, to deliver important support to Malawi. A contribution from the Celtic team, specifically to provide nutritious snacks for the large number of participating children was an outstanding contribution delivered through the Friends’ effort.

SENEGAL

Senegal is proud to provide a special report about Mr. Mamadou Mbaye, who since 2006 has been a PLAY SOCCER site supervisor in Grand Yoff, a community on the outskirts of Dakar. Through his volunteer activities and leadership of the PLAY SOCCER program at the site, Mr. Mbaye became well known for his work and commitment to improve the lives of the community’s many marginalized children and youth. In recognition of his outstanding community service and all he has done for vulnerable children and youth through PLAY SOCCER, Mr. Mbaye was recently elected Mayor of Grand Yoff. All of the PLAY SOCCER Senegal volunteers are extremely proud!
Une promotion pour un superviseur de Play Soccer

Monsieur Mamadou Mbaye, qui est depuis 2006 superviseur du site de grand Yoff, vient d’être élu comme Maire de ce quartier pauvre qui se trouve dans la banlieue de Dakar. Cette nomination il l’a obtenu grâce à son engagement bénévole auprès de la population et particulièrement auprès des jeunes.

Son travail dans les activités de PLAY SOCCER Sénégal s’est manifesté par son enthousiasme méthodique et soutenu auprès des enfants de son quartier. Lors des élections municipales et rurales les populations n’ont pas hésité à le porter à la tête de la mairie. Mamadou Mbaye, malgré son nouveau statut de Maire, s’engage à préserver son rôle de Superviseur de PLAY SOCCER dans son quartier de Grand Yoff qui compte actuellement 100 enfants et 10 superviseurs. C’est dans ce même quartier que PLAY SOCCER a expérimenté « l’Ecole des devoirs » et « l’Ecole des exclus », deux initiatives qui prennent en charge des enfants qui sont défavorisés dans leur scolarité. Cette nomination d’un superviseur comme Maire de la commune de Grand Yoff est une reconnaissance du travail fourni par PLAY SOCCER Sénégal auprès des couches les plus démunies de la population et des enfants en difficulté dans les quartiers pauvres. Cet exemple fait la fierté de tous les membres de l’encadrement et de tous les bénévoles de PLAY SOCCER.

ZAMBIA

Zambia’s most exciting news was the partnership and contribution from the Q Fund to support a new site in Ndola, the Copperbelt Region. The new program started in April with the recruitment and training of 10 new instructors for 150 registered children. The Q Fund (www.QFund.org) featured the partnership on their website. The seven program sites in the greater Lusaka area continue to expand with over 2,000 children registered this year. Sessions are held twice a week. Pumulo Liswaniso, the Program Director, has taken on important responsibilities this year to organize all the GTZ/YDF training programs for the Network and will travel to participate in all three. Local fundraising received a boost with a contribution of T-shirts from MTN and the Zambia Board organized its first fundraising effort with a local golf tournament that also helped to raise the visibility of the program in the community.
SOUTH AFRICA

Last year climaxed with a wonderful gala event celebrating the SAMSUNG “Next Heroes Campaign” that generated a significant contribution from SAMSUNG to PLAY SOCCER South Africa. Among other activities funded by this important contribution, a new site was started in April of 2009 at Weiler’s Farm, a community situated south of Johannesburg. Further program expansion is being supported by GTZ/YDF in the community of Alexandra, where the 2010 Festival will be held as an adjunct youth activity to the World Cup. With the opening of two new sites in Alexandra later this year, South Africa will have a total of nine sites in the Gauteng area, in addition to its activities with UNICEF outside the core program in another province. The UNICEF program, operated in connection with the Ministry of Education and other partners besides PLAY SOCCER, includes over 2,000 children in community-based programs in Limpopo and other programs in the schools. Its key objective is the constructive engagement of children and youth to reduce violence and crime and improve educational benefits.

The core program for the very first time since the program opened in 2003 has been enjoying several program enhancements. These enhancements focused on health topics such as dental care sponsored by the South African Dental Association, drug and substance abuse by Tembisa Social, and Road Safety presented by the Johannesburg Traffic Department. In June PLAY SOCCER South Africa will host visitors at the Finetown site from the Football for Hope Forum who wish to visit our “best practice” program in action. Sibu Sibaca, South Africa Program Director, will join Ghana Program Director Kadwo Morgan at the Forum, which will take place in Vaal, South Africa. The two directors will share information and knowledge gained from their participation with the entire PLAY SOCCER Network at the Management workshop in November.

The Next PLAY SOCCER Newsletter #12 will be published in September
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

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