



PLAY FOR FUN - LEARN FOR LIFE

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PLAY SOCCER, a nonprofit corporation in the USA, has changed its name to PLAY SOCCER Nonprofit International. PSNI made this name change to better identify its international status as the umbrella organization for the PLAY SOCCER Network of independent affiliated organizations. The Network includes PSNI and the country organizations PLAY SOCCER Cameroun, Malawi, Senegal, South Africa, Zambia, Ghana and the Ghana Oguua Football for Hope Center.

The 2010 Global Peace Games for Children and Youth

PLAY SOCCER is proud to celebrate its 10th year of international leadership to organize this unique global event which celebrates the United Nations International Day of Peace and the Millennium Development Goals. Please read the INVITATION/INSTRUCTION on the PLAY SOCCER website, submit the registration form and join the thousands of children and youth around the world in the 2010 Games! As of September 2010, organizations from 45 countries had registered. Registration is free----the Games are low cost, locally financed and organized-----and ***ALL ARE INVITED AND WELCOME TO PARTICIPATE.***

The Global Peace Games for Children and Youth generate solidarity around the world for the achievement of a healthier, peaceful and better future for all. They build local youth leadership for this purpose, providing children the educational opportunity in their own communities to learn about and contribute to the achievement of the Millennium Development Goals. They promote friendship, respect for others and cultural understanding. All participating organizations receive special messages from the United Nations and FIFA, sign the Manifesto for a Culture of Peace and Nonviolence created by Nobel Peace Laureates, and receive a Certificate of Participation along with the Report on the Games that documents the activities that have taken place in all countries.

PLAY SOCCER is proud of its Consultative Status at the United Nations and of its continuing commitment to help achieve the MDGs and a culture of peace and nonviolence.

As reported in the UN Daily News from the UN News Service on 20 September, 2010 Sport continues to gain recognition as a means to help achieve the Millennium Development Goals

A high-level meeting of the United Nations General Assembly took place this month to take stock of the progress so far towards the MDGs – which include slashing poverty, combating disease, fighting hunger, protecting the environment and boosting education – and to determine what else needs to be done to reach the Goals by their target date of 2015. Secretary General Ban called on Sports to Help Score the Eight Millennium Development Goals.

Sports has a significant role to play in development goals, both as an example of the benefits of teamwork and as an advocate for aiding the poor, sick and hungry when its champions become spokespersons for United Nations humanitarian agencies, Secretary-General Ban Ki-moon said today. “We use sport in many of our programmes. Here at the MDG Summit, we will hear much talk about the need for stronger partnerships in making the Goals a reality,” he said referring to the targets of slashing poverty and hunger,

combating disease, protecting the environment and boosting education, all 2015. “Sport exemplifies that very spirit: teamwork, fair play, people collaborating for a common goal.”

He cited this summer’s football World Cup in South Africa where he witnessed first hand the “power of sport for change” with the many initiatives undertaken in support of the MDGs. “More and more sportsmen and women are devoting their talents and visibility to promoting the UN’s goals and values,” he said. “Millions of other people are active every day all over the world in grassroots and sport-for-all projects. They are using sport to promote democratic values, keeping our youth safe from sexually transmitted diseases, steering them from drug use, taking care of our environment. “Let us support these wonderful people, these powerful initiatives. The world of sport offers so many opportunities. So please help us score all eight millennium development goals before the final whistle in 2015.”

In other meetings and discussions about the MDGs and the reduction of poverty, the Secretary-General said one of the keys to success was “making the smart investments in infrastructure, small farmers, social services... and above all in women and girls.” ----- he is expected to unveil a global strategy for improving women’s and children’s health, with study after study indicating that a boost in this area will have an enormous multiplier effect across all the MDGs.

PLAY SOCCER NETWORK News:

The core program operates weekly and year- round in all countries that are part of the PLAY SOCCER Network. The news below highlights program enhancements and special activities that have taken place in addition to the core program in each country.

USA

Late this fall in Ohio, PSNI will open its first USA program in Appalachia, a socio-economically underserved area of the country. Funded by both a US Youth Soccer grant and a separate AmeriCorps grant through Up2US, the program will also be part of important new nationwide USA social development programs. As it establishes and implements the Appalachia program, PSNI will collaborate closely with Kids on Campus, an Ohio University program that provides enrichment and health programs on the University campus and in Appalachia schools. The new program will also be part of activities in the summer of 2011 that are part of the US Department of State grant for cultural and educational exchange received through PLAY SOCCER’s partnership with Ohio University. Approximately 45 of PLAY SOCCER’s volunteer instructors from South Africa, Senegal and Ghana will travel to the USA and carry out training activities at the site. The pilot Appalachia Program will be closely monitored and evaluated to improve its USA curriculum and determine how it can be replicated in other USA locations.

CAMEROON

PLAY SOCCER Cameroun continues to carry out its program for nearly 1800 children at 11 sites in both the French and English speaking regions, some of which are rural and difficult to access except by motorbike. They are: Lower and Upper Bessi, Ambo, Gunda, Batibo Center, Wumongong, Ngallen, Ekodie, Alabukam, Ntaduru and Guzang. Approximately 35% of the participants are girls. Program enhancement activities have included a celebration of the 50th anniversary of Cameroon’s independence, participation and a second prize in the National Top Cup organized by the Brasseries of Cameroon, a celebration of the Day of the African Child, and the construction of two peace gardens at Gunda. Cameroon manages a weekly mobile library and clean up campaigns at most sites-----and has achieved ongoing community support to provide healthy snacks which assists its limited budget. The Global Peace Games for Children and Youth will take place in early October in both North West and Centre Provinces.

GHANA

PLAY SOCCER Ghana celebrated a very important 10 year birthday and milestone in the history of the PLAY SOCCER Network on the 15th September. On that date in the year 2000, the first PLAY SOCCER program and organization was 'incorporated as PLAY SOCCER Ghana under the company's code of 1963. Kodwo Morgan, Ghana Program Director sent a big AYEKOO message to the PLAY SOCCER family and others noting: ***"Whilst congratulating ourselves for a good job done, it is equally important that we say thank you to all companies, institutions, individuals and the media who have supported us all these ten years. Without your support we would not be around today to tell our story and for this we are very grateful! Times have changed, however we continue with our programs despite the numerous challenges we face. The task ahead is not an easy one but I am very confident that with your continuous support "we will get there."*** From its first site PLAY SOCCER Ghana has expanded to operate weekly in several regions at 12 sites: Tema SOS, Ashiaman, Tema Manhean, Cape Coast Bakaano, Cape Coast Antem, Bunso A, Bunso B, Asiakwa, Trede, Dominase, Pakyi 1 and Pakyi 2. The program serves 1262 children, of whom 20% are girls, with 80 volunteers. Ghana is putting efforts into improving weekly attendance and female participation. PLAY SOCCER Ghana has worked hard and successfully on fundraising for the core program and the new Football for Hope Center with important contributions received from MTN, Coca Cola, Stanbic Bank as well as individual Board members. In addition, through PLAY SOCCER Ghana's efforts, GTZ /Youth Development through Football will fund a Network training workshop late this fall on fundraising and financial management for the PLAY SOCCER Network. These training activities are a major contribution to the Network. The Global Peace Games in Ghana are scheduled for November in Ashanti region at the Pakyi 2 site.

The Ghana Oguua Football for Hope Centre in Cape Coast has progressed from hope to reality. Wahab Musah has been appointed as the Centre Manager, providing the leadership to move this large and complex project forward. Architects for Humanity created the design of the building which provides both educational and community meeting spaces and an artificial turf field, donated by Greenfields. The site has been cleared for construction and the initial FFH funding to develop the building and the program has been received. The Centre is expected to open by January 2011. The Cape Coast community is involved in planning the program for the facility which is located adjacent to the Mfantsipim School, a renowned secondary school institution in Ghana which donated the land for the Centre. The program that PLAY SOCCER has designed for implementation at the Centre heralds an expansion of the core program plus several new dynamic program components specific to the Centre.



A new core program site has already opened at the Centre location, with 286 registered children. When the Centre opens, PLAY SOCCER will offer three new program components as follows:

1. The Community Learning and Media Centre will deliver technology based education and resources for children and youth, respond to the web and ICT needs of the local community, and also provide information sharing and media training education and products. The CLMC plans three levels/streams of programming:

- For young children: educational activities and “edutainment” to facilitate learning and literacy
- For youth and young adults: IT training and access, plus media training and production
- For the community: IT access and resources, eventually as an income generating/social enterprise, and as a facility for IT courses and credentials

2. The Street League will target marginalized young adults who are unemployed or outside the educational system, an older age group and population. The recreational Street League program will serve as a social gathering mechanism to bring at risk young people into the Centre learning space and help them find the necessary support, services and tools to integrate them as well adjusted citizens in the community. The young adults will be engaged in a structured program to improve physical fitness, learn from health and social services that encourage positive choices and life skills, and assisted to find educational /vocation training to transition towards employment, independent living, and a better future. Various institutions in the Cape Coast area will be linked in to this endeavor to insure engagement, access and inclusion of Street League participants.

3. Coaching the Whole Child is a coaching education course to help coaches learn how to teach and use a developmentally and psychologically appropriate coaching methodology, particularly for younger children and girls. It will focus on three teaching/learning domains: a) physical and locomotor skills, because the game of soccer

demands non-linear movement and activities that support wellness. b) cognitive to promote thinking, learning, and mental acumen so that players learn to problem solve challenges while they are moving, with health and social learning topics built in to encourage both physical and mental growth. c) affective or emotional development, with the psychological theory concerning child development at the core of this domain. The Coaching the Whole Child curriculum will be developed and expanded over time in these three domains, bringing in the resources of various Cape Coast educational institutions and international partners to add value and expertise. An initial basic course module will be delivered to PLAY SOCCER volunteers by the Ohio University team that will be in Ghana in December under the US Department of State grant given to the Ohio University/PSNI partnership for educational and cultural exchange.



MALAWI

A highlight of the summer was the visit of a team from Coaches Across Continents who spent July 30 to August 17 in Malawi, the second year of CAC commitment to the program. The CAC focus this year was on coaching education and to assist in building local fundraising capacity. The experience for Malawi was positive and constructive, and greatly appreciated by all. Malawi's Board of Directors has been meeting to strategize and develop a 5 year plan and will use some of the fundraising materials that CAC helped to develop. Malawi has faced difficult funding constraints this year. However, the program continues strongly and a new contract with UNICEF has just been signed for the year ahead. The program operates in three of the most underserved communities near Blantyre: Ndirande, Chigumula and Bangwe, serving nearly 5000 children of which approximately 38% are girls. The Global Peace Games will take place in early October.

SENEGAL

PLAY SOCCER Senegal a ses 600 enfants qui participent a six sites: Kaolack, Rufisque, Grand Yoff, Pikine Sefacc, Pikine Icotaf, et Louga; presque 30% sont des filles. Ils avons fêté la journée de l'enfant africain le 16 juin 2010 qui a connue beaucoup de succès avec l'aide des sponsors et de donateurs qui nous ont soutenus avec des coupes, des maillots et des repas pour les enfants. Le sport est devenu ces derniers temps le lieu où se déroulent régulièrement des violences de toutes sortes dues à un manque de culture de la paix et du Fair-play.

Senegal a decide il est temps donc de cultiver chez nos jeunes sportifs et les supporters une éducation et une sensibilisation pour le respect des notions élémentaires comme : le Fair-play, l'Egalité des races et des sexes, la culture de la paix, le respect des règles de base du sport, et l'importance de l'arbitre dans le terrain. Les jeunes étant les plus exposés dans ces violences, plusieurs équipes d'enfants ont été regroupées dans le quartier de Ouakam durant toute une journée sous la supervision de bénévoles et de formateurs les ont aidés à organiser des tournois et à discuter autour des thèmes de la violence dans le sport. A la fin de la journée les meilleures équipes et les meilleurs joueurs ont reçu des coupes et du matériel de sport. Cet événement s'est déroulé dans de bonnes conditions et tous les enfants sont partis satisfaits comme leurs parents après une journée de sport dans le fair-play et sans violence.



SOUTH AFRICA

During July, PSSA participated in the Football for Hope Youth Festival, an official FIFA World Cup event, held at its Alexandra site, which is a designated location for a future World Cup legacy Football for Hope Centre. The core program of PSSA which normally operates at the Alex site had to temporarily move to another location to accommodate the Festival construction and activities. This disruption for nearly six months at the Alex site, and the unexpected resignation of the Program Director in May caused a difficult transitional period during the summer. However, with the continued efforts of the Program Manager and the volunteer instructors, a revitalized Board of Directors, the appointment of an experienced interim Program Director and consultancy support from GTZ/YDF to guide the development of operational skills and capacity are providing a strong platform for the organization. PSSA anticipates a successful year ahead. PSSA operates at 7 sites in Gauteng province--- Alex, Weilers Farm, Winnie Mandela, Finetown, Lawley, Rondebult, Zonkiszwe and serves approximately 1500 children.

ZAMBIA

PSZ is also awaiting a visit from Coaches Across Continents who will spend the month of October in Zambia assisting with training to improve the volunteer instructor skills in several curriculum topics.

PSZ has had a busy summer of fun, educational program enhancements, starting in June when they partnered with other local organizations to advocate for the end of child labor on the International Day Against Child labor. The Ministry of Labor, ILO and others participated in the celebration, PSZ children won first place on the quiz about children's rights and won second place in the Goal for a Goal: End Child Labor soccer match.





During the summer PSZ also partnered with the AIDS Health Care Foundation to run an HIV/AIDS program enhancement at various sites, working with the Foundation to provide voluntary texting and educational activities. MTN contributed shirts and balls for these activities. Zambia works at seven sites in greater Lusaka (Chazanga, Kamanga, Zingalume, Bauleni, Kalingalinga, Mandevu, Chipata) and in collaboration with the Q Fund, at one site in Ndola. PSZ serves 2,268 children with twice weekly activities.

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, USA
TEL: (609) 683-4941 or (609) 651-0854