



PLAY FOR FUN - LEARN FOR LIFE

NEWSLETTER | Edition #16 | DECEMBER 2011

HAPPY HOLIDAYS and NEW YEAR! MAY THERE BE PEACE ON EARTH and GOOD WILL TO ALL!

PLAY SOCCER Nonprofit International (PSNI) and the PLAY SOCCER Network send best wishes for this holiday season and for the New Year ahead! We also send congratulations to our colleagues around the world for all you have accomplished in 2011 in our common mission of development through sport. We look forward to continuing that work with you in 2012 and hope that together we can help build a better future for children, youth and communities.

PSNI is proud and grateful for the commitment and hard work of PLAY SOCCER volunteers, program managers and directors and their communities who sustained the core program and managed to meet the challenges that arose throughout the Network, and for the Boards of Directors in all countries that gave time, effort and support. It was a difficult year for many reasons: human resource and capacity limitations caused constraints in governance, program management and development; a major reduction in income impacted the scope of our core program; and a difficult global economy and a highly competitive environment generally limited resources. Nevertheless PSNI and the PS Network successfully delivered the core PLAY for FUN, LEARN for LIFE program and moved ahead with significant accomplishments:

- Dynamic partnerships were formed that create important synergies for the future.
- The first program in the USA opened, expanding the Network to two continents
- The 2011 Global Peace Games for Children and Youth were celebrated again for the 10th year --- a milestone of PSNI leadership and collaboration
- New leadership and initiatives within PSNI and the Network are creating innovative program development

A brief summary of 2011 activities for PSNI and each Network organization follows:

PSNI, the network umbrella organization

- ❖ **The Global Peace Games for Children and Youth** were held around the world under the leadership and initiative of PSNI for the tenth consecutive year. The Certificate and Report on the 2011 Games will soon be posted on our website and distributed to all registered participants. This year, thirty-eight countries were represented by many organizations and hundreds of participating children and youth. The Games are a unique event that creates solidarity among children, youth and communities, linking them to the world from their grassroots communities and highlighting their leadership and actions in support of peace and nonviolence and the UN Millennium Development Goals. In addition to signing the traditional Nobel Peace Laureate Manifesto for a Culture of Peace and Nonviolence, special messages were sent to each registered organization from Mr. Lemke, the United Nations Office on Sport for

Development and Peace; from Mr. Blatter, FIFA; and Mr. Bouzou, Peace and Sport. PSNI wishes to extend special thanks to these leaders for their support to the Games, and to vital partners such as Right to Play and SOS Children’s Villages who continued their longstanding collaboration to organize the Games in various country locations.

- ❖ PSNI is honored to announce that **Cobi Jones**, a member of the Soccer Hall of Fame in recognition of his playing and coaching achievements, has agreed to act as **an Ambassador and will also join the Board of Directors of PSNI** to help move our new initiatives forward.



- ❖ PSNI formed a **partnership program with the Santa Monica Orthopedic and Sports Medicine Foundation in California, which is a designated FIFA Medical Center of Excellence.** The partnership program was launched at a fundraiser on November 30 in California by Cobi Jones, Judy McPherson and Dr. Bert Mandelbaum, Director of the Foundation and FIFA Medical Center of Excellence, an orthopedic surgeon, member of the FIFA Sports Medicine Committee and Team Physician for the US National Team among many other outstanding credentials.

The partnership aims to further develop the PSNI “PLAY FOR FUN, LEARN FOR LIFE” core program. Recognizing that a complex web of socio-economic factors affects health and wellbeing, the partnership program will build on the PSNI holistic approach and begin at the grassroots community level. The partnership plans to develop a pilot program in an underserved Los Angeles area, expand to other parts of the US, and to support existing programs in Africa. The pilot in Los Angeles will be an “excellence center”, an incubator site to review and qualitatively improve the pedagogical quality and content of the core program sessions, and to include hands on training of



trainers as the revised curriculum is implemented at both domestic and international locations. The core program is designed to protect and improve the overall health and wellbeing of children, youth and communities, to improve public health through education and the prevention of communicable and non-communicable diseases, and regardless of skill level, to teach soccer through fun recreational and age appropriate activities. As a FIFA Medical Center of Excellence, the Foundation will help PSNI improve, revise and develop its curriculum and activities to include better sport and exercise physiology and science, motor and cognitive development activities, and the implementation of new community health and wellness outreach activities. A voluntary expert advisory team has been formed in California, under the guidance of Dr. Mandelbaum, to launch and oversee this development and the building of capacity and structure for the partnership. A 2012 AmeriCorps grant, obtained through Up2Us, another partner organization, will provide staffing assistance to support volunteer efforts.

- ❖ And in a new geographic area, **St Lucia**, an island in the Caribbean that is part of the British Commonwealth, PSNI hopes to partner with the **Sacred Sports Foundation** to explore the possibility of a new PSNI initiative. The Sacred Sports Foundation, a highly respected and well established nonprofit organization, headed by Delroy Alexander, is interested to collaborate to assess and pilot the

implementation of the PSNI core program as an adjunct to its own existing program---a kind of “license” to use PSNI’s intellectual property rights instead of the independent national organization structure that PSNI has traditionally used to start new country programs. If successful, PSNI hopes to replicate and apply this modality to meet demands to start the core program in other countries, expanding through a more cost effective approach but with the same PSNI protections used to insure quality and accountability.

- ❖ A special 2011 event took place under the **US Department of State grant and partnership with Ohio University: in June forty (40) youth instructors from PLAY SOCCER Ghana, Senegal and South Africa traveled to the USA for an education and cultural exchange visit on the campus of Ohio University.** The youth instructors took part for two weeks in a broad range of education, training and cultural exchange activities arranged by Ohio University, including a course where each earned a special US Youth Soccer Coaching Certificate. They all also enjoyed the opportunity to teach USA children and share experience at the PLAY SOCCER Appalachia program site. Please visit the Ohio University site and YouTube for photos and info posted by Ohio U about the trip at <http://www.ohio.edu/soccer africa/> and <http://www.youtube.com/watch?v=3KkQkC83s4E>.
- ❖ **As reported on the FIFA site, the annual charity tournament run by Oranje in Brussels (OIB), a Dutch association centered on sport, networking and dialogue,** took place on September 21, 2011 with many European Parliament guests at a facility in the Belgian capital’s Parc Leopold public park near the Parliament in Brussels. PSNI was also honored to gain international exposure in September through this **fundraising event**, held for our benefit. The tournament involved some twenty amateur sides, divided along national lines and made up of employees of the European Union institutions, in the main. These teams usually contest the Euroleague, an amateur championship that was originally an initiative of the European Parliament and is now recognized by UEFA. The reputation of the charity tournament is already firmly established. Year on year, an increasing number of participants, spectators and sponsors have attended this festival of European football. PSNI hopes to continue the relationship in 2012.

PLAY SOCCER USA

Early in 2011 **the first program on a continent other than Africa began** in the USA, in the Appalachia region near Athens, Ohio. The program reached approximately 50 children in Trimble elementary school, working through the Kids on Campus, the Ohio University after school program for children in this underserved community. In 2012, PS USA is expanding local community collaborations with other organizations such as Bridgebuilders, an organization that seeks to build broader socio-economic activities within the area. Bridgebuilders helped recruit the current program manager, a second year Ohio University medical student, who has added the support of a group of other medical student’s volunteers. Their medical science interests and expertise will help to shape and address community health aspects of the core program.

GHANA

PLAY SOCCER Ghana and the Oguaa Football for Hope Centre are consolidating programming to insure a unified program and governance structure in 2012. The Centre has received funding for its new programs from the 2010 World Cup legacy funds /Football for Hope. Funding for the PLAY SOCCER Ghana core program has been separately financed and PLAY SOCCER Ghana is not eligible to receive additional FIFA/FFH funds other than those contributed

specifically to the Centre. The Centre expects to open officially in early 2012, and program consolidation of the Centre under PLAY SOCCER Ghana will be reflected to include a better financial distribution of program support. At the Centre, the new Street League program for marginalized youth/young adults has attracted strong interest. Wahab Musah, the Centre Manager has worked successfully to build individualized needs assessment of the participants and links to Cape Coast institutions. Several internships have been facilitated for two female Street League participants, and several others have joined Ghana’s U17 team. Female participation in general has been strong. The School for the Deaf is also involved. The Centre is nearing physical completion and is anticipating great community reception when it officially opens its doors in January.



CAMEROON and SENEGAL

PLAY SOCCER Cameroon and PLAY SOCCER Senegal both experienced significant financial constraints, with limited organizational and Board capacity and severe shortfalls in local funding. Both country programs are undergoing a major reassessment, searching for new operating partnerships and modalities to efficiently develop and support their activities in 2012. In Cameroon, PSNI has opened exploratory contact with United Action for Children, another streetfootballworld member, as to collaborative possibilities. Senegal also has collaborative explorations underway. Updates will be provided in the next 2012 Newsletter as negotiations progress.

SOUTH AFRICA

2011 activities for **PLAY SOCCER South Africa** were impacted by the complicated ongoing external audit of 2010 activities. During that year, the unexpected departure of staff occurred and other internal operational issues surfaced that affected management capacity. Now that this audit has been completed, PSSA is moving ahead to restructure its program and activities. A Management Council is forming to facilitate the strong participation of youth leadership. The organizational structure and plans for 2012 will be announced early in the New Year. During the year, though representatives from all sites were selected under the State Department grant to travel to the USA, PSSA program activities focused on two sites, managed by Themba Chauke and Tshepo Sithole, who continued site activities, organizing program sessions, events and the Global Peace Games.



Themba and Tshepo, both exemplary volunteer instructors, were also selected in November as Management Council representatives to attend the adidas/FIFA workshop and the Beyond Sport workshop in Capetown. PSSA is grateful to streetfootballworld which was instrumental in organizing and financing their participation.



PSSA is also proud to announce that Themba, who began participating as a child in the program at PSSA, has been exceptionally honored to be selected as one of 30 youth who will attend a special Youth Leadership Camp in Doha, Qatar, in January 2012. Mr. Wilfried Lemke, the Special Advisor to the United Nations Secretary General on Sport for Development and Peace and the UNOSDP is launching the new Youth Leadership program which aims at empowering young people from disadvantaged areas. Right to Play is collaborating to lead the camp. Utilizing the power of sport, the camp will help inspire youth to invoke change in their communities. Participants will receive practical leadership skills and experiences to advance development, and will develop, implement and evaluate their own sport for development and peace programs.

ZAMBIA

PLAY SOCCER Zambia is working to strengthen its Board, and build new local support and partnerships. One partner example is NOWSPAR which will facilitate special new opportunities for females and other program enhancements. Coaches Across Continents collaborated in the fall with some short-term program activities. Zambia' also experienced significant financial constraints but nevertheless, Paulo Liswaniso, the Program Director, though with reduced number of volunteer instructors, supported the core program through the year.

MALAWI

PLAY SOCCER Malawi proudly announces that Patrick Kulemeka, Program Director, was awarded the International Olympic Committee 2011 Trophy for Sport and Social Responsibility on June 25 at Thyolo Stadium on the Olympic Day celebration. Patrick was recognized for this award because of his commitment to promote the IOC objectives, and his outstanding contribution to development through sport and work with children and youth. Coaches Across Continents collaborated in Malawi to develop program initiatives for six weeks in the summer to assist with special initiatives. PLAY SOCCER Malawi staff have been closely involved with the Football Association of Malawi, helping to deliver and coordinate the FIFA 11 for Health program and Grassroots Soccer programs that have been administered in certain Malawi schools. Unfortunately, as with other Network programs Malawi experienced financial constraints, and had to reduce the number of participating children and sites.



The next Newsletter will be published by PSNI in the first quarter of 2012. Please send any questions or comments to PSNI@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, USA
TEL: (609) 683-4941 or (609) 651-0854