



2022

ANNUAL REPORT



Trustee Report



I'm often asked to give a quick overview of what CoolPlay does, and I usually feel that we need an extra LONG elevator ride to get the message across. This is because there are so many layers to CoolPlay, each as meaningful as the next that all have a positive impact on the schools and communities we work with.

In recent conversations with our partners at Under Armour, we've been reflecting on the moments of CoolPlay's truth. We've determined that it lies in a Champion's ability to hold meaningful moments of magic with the kids on the field, time and time again. And that this is done across a network of 19 schools, across five communities in the Western Cape where 36 Champions engage with over 1700 children at least twice a week. These moments of magic could be the decision to leave a gang, to stay in school, or to stand up for a girl on the street – all good decisions which often define your character.

The strength of CoolPlay lies in its consistency – which removes uncertainty and leads to trust. Trust, in turn, leads to influence, and against a backdrop of so many challenges in South Africa, CoolPlay is a positive influence which we believe creates hope for a future in the hands of well – rounded and positive leaders.

2022 will always stand out as the year that we very sadly lost my fellow founding anchor - Johan Schlebusch. He was the original Champion who shaped CoolPlay to what it is today, we all miss him tremendously. The link to my personal tribute to this unsung here can be found [here](#).

In the opening created by the big oak of Johan's departure, the sun has reached the seeds around him, and I am proud of the resilience that the CoolPlay Management team has shown over the past year. Tori, Luq, Carl and Damion have worked hard to ensure that CoolPlay continues to grow, adapt, and strive to be the best it can be each and every day. To Denis, whose voluntary management of our finances ensures we pay attention to every detail and stretch every cent. We have strengthened our volunteers over the past two years and structured an advisory committee that guides the organisation. Saleem Sunday is now our Chairman and he is joined on the board by Ismail Teladia, Gontse Tsatsi & JP Maurel.

To continue reaching the 1700+ children and more, we need ongoing financial support. We continue to face the problem of most donors only funding for 3-year cycles. The game of snakes and ladders continues. Our goal is relatively modest, same schools, more kids in more teams with the same Champions, who can earn a better income.

We are a registered PBO and can offer Section 18 A tax certificates and continue to look for new foundations, companies and provide them with the BEE points they need. If you know of someone or entity that can help us we would be so grateful if you could guide them in our direction. We need an additional R2m to get to our required budget annually, every little bit will help.

- **Barry O' Mahony**



CEO Report

As a mother, I have seen the necessity of consistent guidance. I've learned how important it is to be there for my children, through the good times and the bad. I've seen how vital it is to help them understand themselves and how they deal with others and I've learned that a lot of these lessons need to be taught, intentionally and often.

Being involved in sport does teach many of these lessons, yet in the communities we support, the positive adult guidance is often lacking, and these lessons about emotional and social awareness are often left to chance. Our Champions solve that problem and are the positive pillars of support, encouragement and learning that every child deserves and they're there through the highs and the lows promoting mental wellness - a life long quest.

The impact of CoolPlay is not a once off dose, it is a consistent drip which over time has proven to help many children reach their potential. Like the three CoolPlay participants from Ocean View who had been under the guidance of Champions Grace and Ethan for five years who were awarded full bursaries to previous model C schools in 2023. Or the group of U13 soccer girls from District 6 whose behavioural issues were reported by the principal to have "practically disappeared" since playing soccer together twice a week. There is also the Champion Cheney who was a former participant, whom I met for the first time a year and a half ago. She was so shy she point-blank refused to stand up at a Champion workshop. A few weeks ago, I was sent pictures of her standing tall and presenting in front of a crowded room at an SA netball coaching workshop.

By engaging with more and more people, we're able to make more of an impact on the community at large and we do this through consistent programme delivery, Champion training and upliftment projects, opportunities for regular sport competition, and across the programme ensuring that respect is promoted across gender, race and culture.

Thank you to our dedicated Champions, to our agile Management team, to our supportive Advisory Committee and volunteers. Thank you to all the individuals, organisations and schools that are with us on this journey. You are all as much a part of CoolPlay as we are to our partner schools and together we will continue to work together to make the sports field a place where magic happens.

- Tori Gardner



Who is CoolPlay?

The Problem

- Inequality in South Africa.
- A failing education system.
- Limited (if any) social & emotional learning happening in children's lives.
- Lack of positive adult role models to look up to.
- Girls suffering from gender based violence.
- Limited or no access to regular sport & exercise.
- Children routinely witness or face violence inside & outside of school.

Our Solution

Create a safe space on a sport field where positive adult role models are equipped to teach social & emotional skills. In doing so - encouraging positive school engagement, healthy relationships & promoting physical & mental wellness.

Activities

- Age appropriate, life-changing content
- Consistent after school sport
- Sport specific clinics & tournaments
- Leadership programmes
- Adult resilience training for Champion coaches
- Educator Workshops
- Gender Awareness Activities
- Fundraising Events

Key Metrics

- Attendance data - TeamPact (Consistency)
- Evidence of Social & Emotional learning using Hello Insight Tool & internal surveys
- Qualitative feedback from children, educators & school principals through focus groups.
- Champion Appraisal System (Quality Control)

Our mission

To create a fun environment for children to be children. Where they can play, learn and grow.

Vision

A future South Africa filled with good people, who are confident, empathetic and resilient leaders.

Unfair Advantage

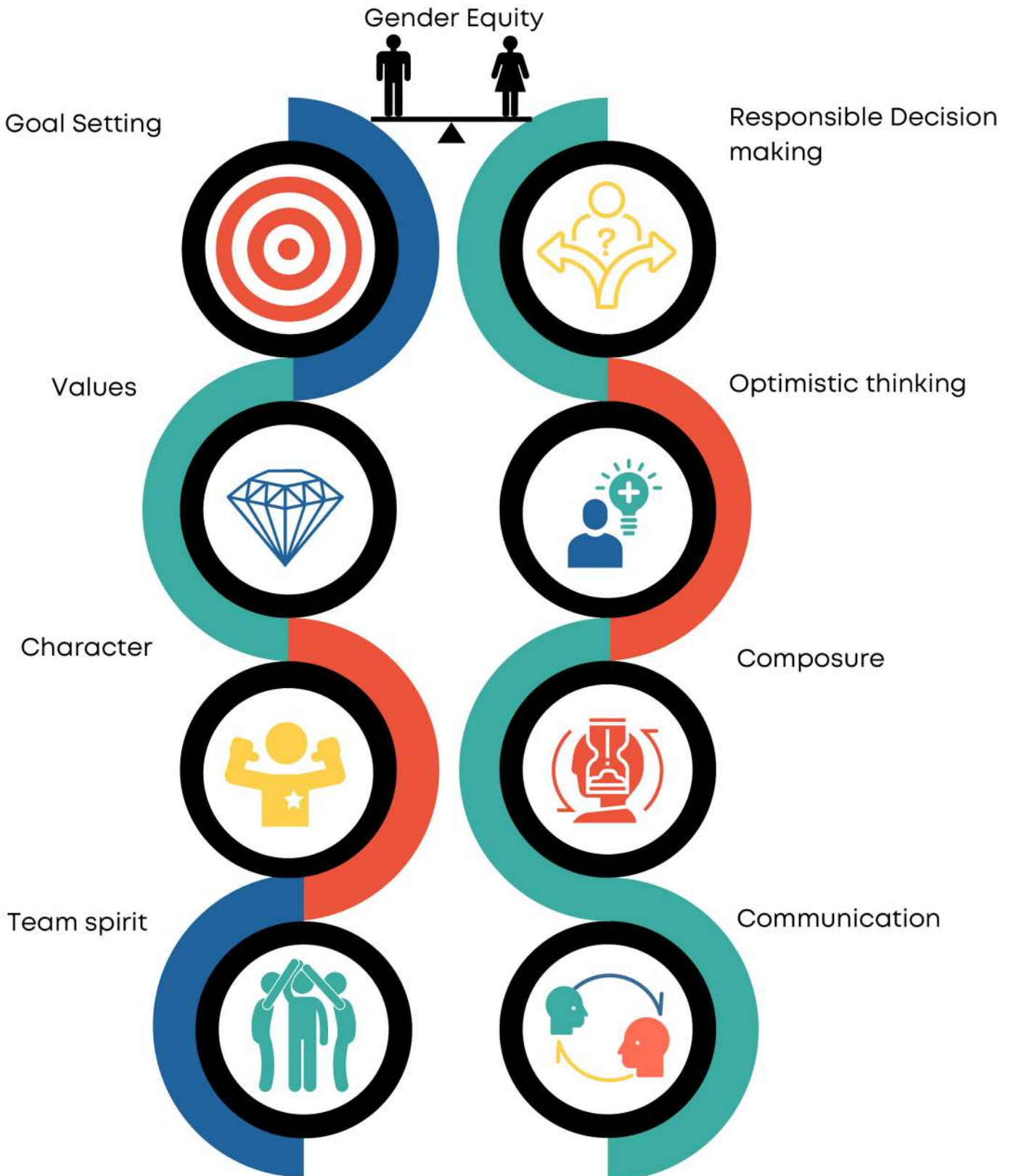
Our Champions are local & trained on the CoolPlay Way that was created by experts. **We believe in trusting & enabling those closest to the problem, to create the solution.**

So much more than just sport



The CoolPlay WAY

Changing lives in South Africa - one game at a time using the specialised curriculum which establishes:





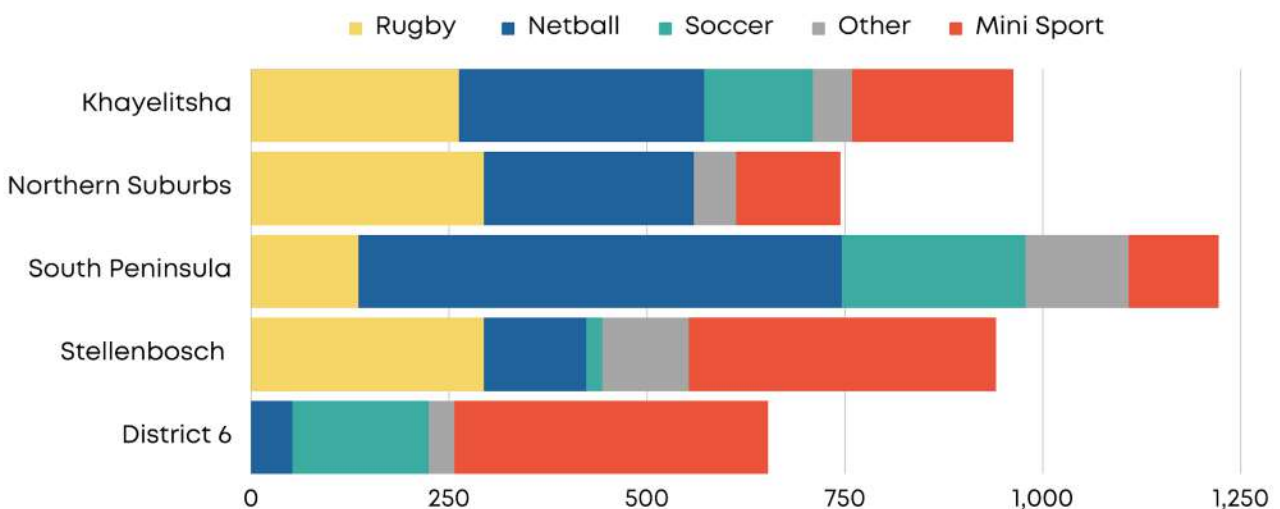
Our Angle

CoolPlay creates a fun environment for children to be children. Where they can **play, learn and grow.**

Benefits of team sport environment:

- Improved physical health
- Reduced risk of chronic diseases
- Enhanced mental health and well-being
- Increased social interaction and sense of community
- Improved self-esteem and confidence
- Development of teamwork and leadership skills
- Opportunities for personal growth and skill development
- Many examples of enhanced academic performance
- Reduced stress and anxiety levels.

Below is a breakdown of the number of CoolPlay sessions delivered per sport, by area in 2022



**"Other sessions" include voluntary sessions conducted by Champions outside of regular programme delivery.



Summary of Activities

4534
SESSIONS

Core structures are in place and in 2022 41 Champions delivered **41% more sessions** than in 2021.

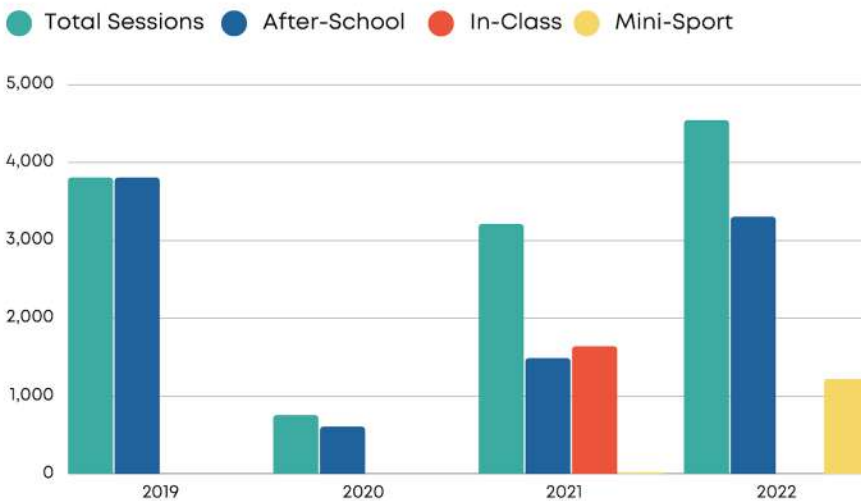
1716
ENGAGED LEARNERS

Engaged learners attend **70%** or more of the sessions available to them.

For the first time in 2022, CoolPlay measured the number of engaged learners as a percentage of the total school population.

7 of the 19 partner schools had an engaged score of over 10% and across all 19 schools **9.5% of the total school populations** were engaged in the CoolPlay programme.

Programme Annual Comparison of sessions conducted - 2019, 2020, 2021 and 2022



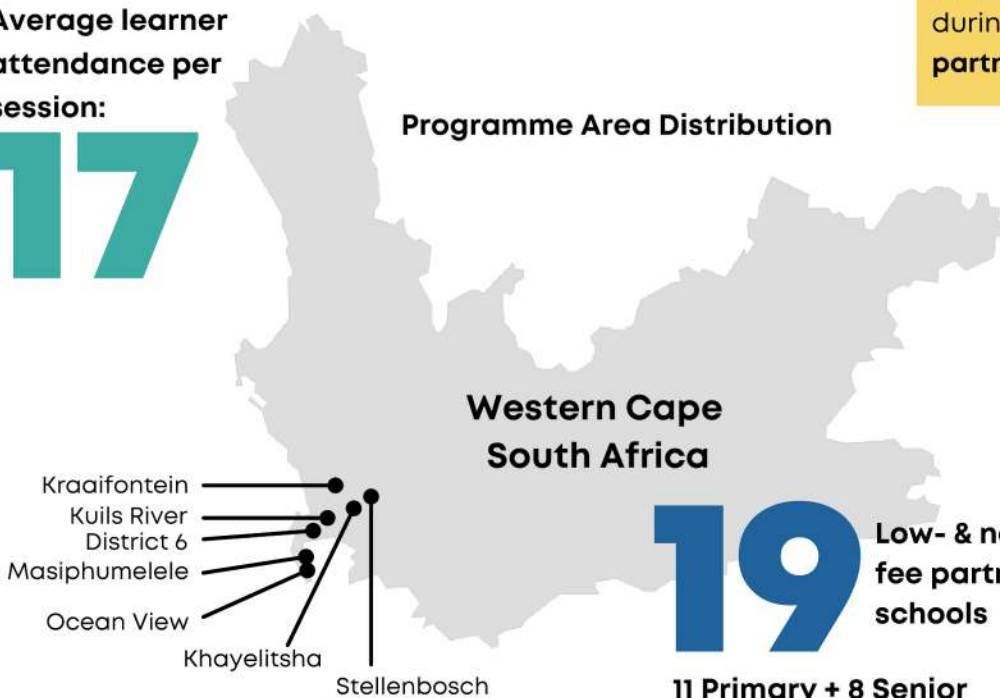
In-class sessions took place while covid restrictions were still in place.

Mini-Sport is a programme which targets foundation phase learners between ages 6 - 9. Held either in-class during physical education lessons or just after school. The curriculum is more age-appropriate and based in story-telling. The need for this programme was realised during COVID & is offered in **11 partner primary schools**.

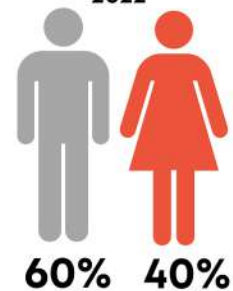
Average learner attendance per session:

17

Programme Area Distribution



Gender Participation Levels 2022



19 Low- & no-fee partner schools
11 Primary + 8 Senior



Other Activities

7 **Sport clinics and tournaments** took place throughout the year where teams were brought together from different areas. A total of **977 learners** attended. These events allow for a change of setting where diversity and respect is celebrated.



1007

20 Educators attended the first of its kind CoolPlay **Educator's Workshop** that was held in Masiphumelele. This was an opportunity to share the social and emotional learning techniques, which are used by CoolPlay on the fields, but can also be used within the classroom setting.

Learners attended **5 Cool to Lead Workshops in 2022** (424 learners attended in 2021) that were held at partner primary schools. This workshop guides grade 6s and 7s in finding one's leadership characteristics and styles.

1 **Girls rugby clinic** hosted at Hamilton's Rugby Club thanks to support from the Barbarian's Foundation. 30 girls attended.

3 **New schools** joined the programme in District 6. This was thanks to the support from the **Otto Foundation** who focus on literacy and learning support at 4 schools in the area, but saw a need for more movement and play.



3 **Champion Tuesdays** took place with **Under Armour**. At these opportunities for staff engagement the children thrive in the company of enthusiastic adults getting onto the field with them.



Our Champions



The Champions are the life blood of the organisation. Their constant development and growth is a core priority.

In 2022 the following training opportunities were provided for a total of

41

Champions:

- CoolPlay Material Workshop
- COOL TO BE ME - Social & Emotional Learning online learning course
- Child Protection and Safeguarding
- Monitoring & Evaluation basics
- Ongoing mentorship from Area Managers
- Neurolinguistics Programming Workshop with the Trust Connection
- Training from SHAWCO Periods for Hope on how to approach conversations about Menstruation
- Basic Life Support First Aid training for 8 Champions
- Select Champions identified to share feedback from their communities at end of year strategic planning workshops

This year we were proud to have Champions achieving in their capacities as coaches & players:



Grace Mapfumo was selected as the U14 WP Netball team manager and toured to JHB in the July school holidays.



Mzie Kunjuzwa was selected as the U15 WP Girls rugby coach at the National's tournament in Gauteng during the July.



Alicia Arendse was selected for the Open Women's WP Netball side where she was chosen as the player of the tournament & top goal scorer.



The rise of Mini-Sport

Where it started:

During the disrupted times of COVID, CoolPlay Champions were invited into the classrooms to support the school as they tried to manage their schedules to meet the restrictions. This required the Champions to adapt the CoolPlay activities to the classroom setting which was normally during the Life Orientation classes. Educators reported that having enthusiastic Champions to manage these classes was a welcome relief and brought a fresh approach. They noted that the children were also more attentive after the CoolPlay sessions.

Where it is now:

A total of 1217 Mini-sport sessions took place in 2022.

The number of Mini-Sport sessions increased from 171 in Q2 of 2022 to 362 in Q3 as it was decided that having the opportunity to reach children in the Foundation Phase during the school day was addressing one of the greatest risks to South Africa's future and increasing the chances of children staying in school.

Our motivation:

Only 35% of children enrolled in Early Learning Programmes (ELPs) in South Africa thrive by five. Half of all 4-5 year olds attending ELPs face barriers to thriving. These children will start school struggling, either because of physical stunting or because they lack the basic learning foundations.

It was found in the 2022 **Thrive by Five Index** that "Children with better social and emotional functioning tend to transition more successfully into the school environment, and these skills influence the child's ability to play and work with their peers in a group setting, to ask for information or help from a teacher, to complete tasks independently, and to handle change. This was evidenced in the Index, where children who met the standard for social-emotional functioning performed better in terms of learning outcomes overall. "





Hello Insight

Hello Insight is a tool which helps youth development organisations prove impact and improve programmes, with pre-built surveys, predictive analytics, and compares across an international cohort.

In 2022 **150 learners across the programme** were surveyed at the beginning and end of the year. Below are the findings.



Primary School Measurement

For the first time this tool was used to assess **50 junior school learners** involved in the CoolPlay programme. They completed both 'pre and post' surveys in March and December of 2022.

Results showed in the primary school sample:

- **100%** of the learners surveyed demonstrated an increase in at least one Core SEL competency.
- **53%** indicated an increase in their abilities to regulate their behaviour and recognise emotions to take positive risks and persist through life's challenges.
- **59%** indicated an increase in motivation and perceived mastery over their own learning, school performance and potential to attain academic success.

High School Measurement

100 high school learners from three of the five CoolPlay areas conducted the pre- and post-intervention Hello Insight surveys.

Results showed in the high school sample:

- **89%** of the learners surveyed demonstrated an increase in at least one Core SEL competency.
- **64%** had increased their desire to contribute and engage further with their parents, family or community.
- **72%** indicated an increase in their ability to regulate their behaviour and recognise their emotions to take positive risks and persist through life's challenges.
- **82%** showed an increase in their ability to identify the skills needed in order to successfully apply themselves academically.



A CoolPlay Story

I'm am Nessa, I am 13 years old. I am part of the U13 netball team and play center. I grew up in Khayelitsha Cape Town. Growing up in the area is fun, dangerous and challenging as the community has a lot of gangsterism and crime which makes me feel scared daily. Despite these challenges I have very supportive family and friends.

I joined CoolPlay because I love sport and wanted to be good at it. Before CoolPlay started in our school the only sport I took part in was athletics. What motivates me to do CoolPlay is my teammates and coach as we have a good understanding and we have fun every day. I am excited and look forward for the year as I want to learn new things and do the best that I can do.

(Who do you admire is a question asked of children when they're asked to define the character that they would like to be). I admire Mrs. Moosa because her childhood was not easy. So, she worked very hard to get out of her situation and the area where she lived. She was determined and focused and even though she faced many difficulties, she got through it and never gave up. I want to have the same mindset and believe that I will accomplish and achieve everything I wish for in life.

I have learnt a lot from the CoolPlay coaches and think they are really cool. My coach motivates me every day and always reminds us to believe in ourselves and our goals. I have learned that I need to communicate not only with my teammates but also at home with my friends or family. I am also working harder at school and want my grades to go up and pass with A's.

One of the life lessons or CoolPlay cards that stands out the most for me is card number 8. It teaches me to make good decisions and not rush things. Playing netball has taught me that when I fall I should get back up and should not give up and everything is not about winning. If I should teach another child which is not at CoolPlay a lesson it would be that they need to make good decisions and never give up because they can do better and never underestimate yourself.



Focus Group Feedback

Comments taken from the participants and educators in end of year Focus Groups - 2022.

How would you describe CoolPlay to your friends?

"Somewhere I feel cared about and supported"

"A place where you can find happiness"

"A place where you can have fun safely & connect with other people"



"A place where your dreams can come true"

"Time with a Champion who can guide you through good and bad times"

"Somewhere were people teach you to have love and respect for each other"

How has CoolPlay helped you in the classroom?

"Children who go to CoolPlay are more accountable for their behaviour, specifically in this class, they will admit when they are wrong.

"That's the big issue we have with kids, they don't take accountability but the CoolPlay kids have that accountability, and will let you know if they have done something wrong."

"They are punctual and also inspired."

"CoolPlay fills a gap which needs to be filled."

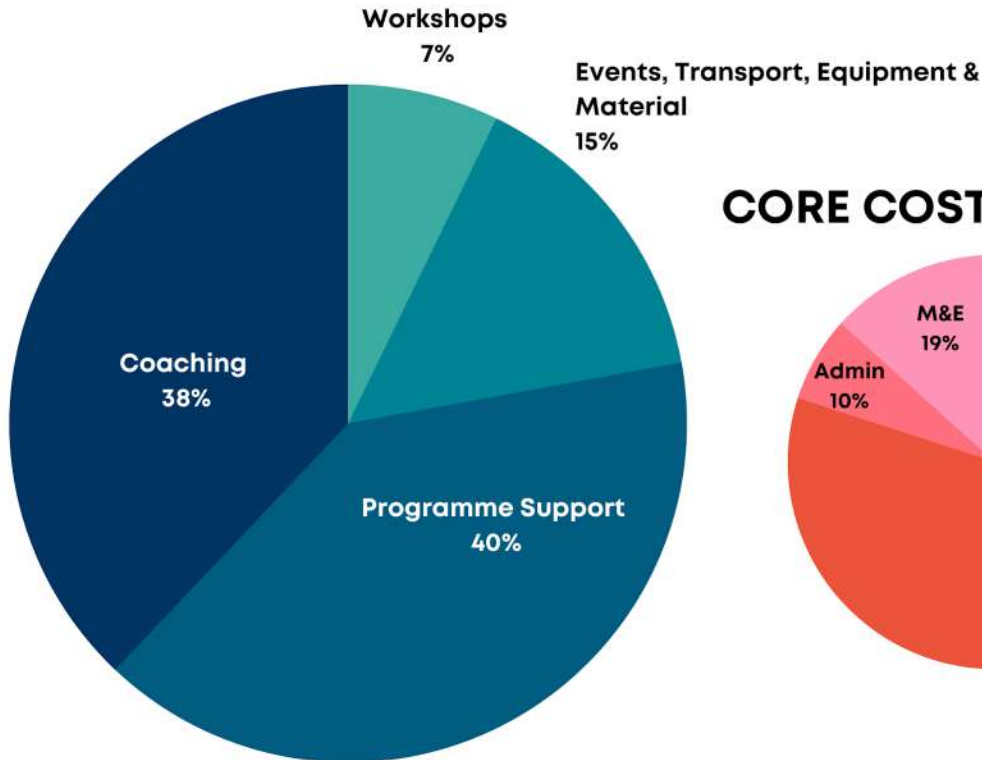


Financials : Jan - Dec 2022

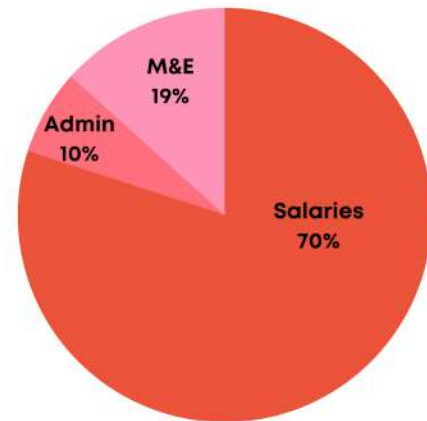
TOTAL EXPENDITURE : R2.5 million



DELIVERY COSTS



CORE COSTS



The annual operating costs for 2022 were R2.5million, which translates to **R 1 457** per engaged learner for the year.

For this, each of those **1716 children** were given the opportunity to participate in an organised sport programme where they are able to learn about themselves more deeply and benefit from the consistent mentorship of their Champion coaches. In this cost per child, opportunities for competition (including meals and transport) were provided as well as other opportunities during the year which are out of the norm and help develop a growth mindset.

The core staff of **3 full time and 2 part time** manage the operations, monitoring & evaluation, marketing & communications, fundraising and HR of the organisation.

The management team is supported by a strong volunteer base and an active advisory board. Forty-one Champions were employed through the year on a part time basis and delivered a total of **4534 sessions**.

Funding remains an ongoing challenge. However, the core management structure of CoolPlay is now well in place and any additional funding raised will go directly into programme delivery.



Our Strategic Objectives - '23

- Fundraising** To raise R3.2 million in 2023 in order to extend our impact into 2024.
- Champions** To have 36 highly effective Champions regularly providing social & emotional learning through fun and interactive sport sessions to 20 low- and no- fees schools in the 5 CoolPlay areas and understand & improve the third-party relationship with Kariega in the Eastern Cape.
- Monitoring, Evaluation, Research & Learning** Consistently monitor and evaluate the effectiveness of the programme through surveys, structured feedback and focus groups and take corrective action whenever required to ensure we continually improve our programme. Through networking and research - remain abreast of best M&E practice.
- Governance** To maintain an accountable governance structure with clearly defined roles and responsibilities of all members that guides the CEO's operational and fundraising activities.
To ensure that every donor cent that CoolPlay receives continues to be spent responsibly and in line with CoolPlay's core objectives.
- Marketing & Comms** To grow awareness and support for the CoolPlay Way.
- Gender Equity** To actively promote gender equity throughout all CoolPlay activities at all levels.



In 2022 we were sad to lose founding trustee Johan Schlebusch. He was the original Champion who helped create the culture of growth and development at CoolPlay and whose name is still brought up at all levels of the organisation.

His legacy also lives on in the Schlebusch trophy, awarded to the team that displays the best sportsmanship at all CoolPlay events.





Support Us

If you believe, like we do that all children are good and that they deserve the right to play, and learn and grow in safety - we need your help!

Volunteer, donate, or collaborate – become an advocate for the CoolPlay Way and change lives.

[DOWNLOAD OUR SUPPORTERS HANDBOOK HERE!](#)



Trust: IT135/2010
NPO: 259 900
PBO: 930034864

Donate

As little as R1500 can uplift one learner for a whole year, giving them access to a safe environment to enjoy the benefits of team sport and gain valuable life skills.

[CoolPlay is a registered PBO able to provide Section 18A certificates for tax rebate purposes.](#)

Click here to donate using a **Credit/Debit Card** online:



Donate via **EFT**:

The CoolPlay Trust

Bank Name: Nedbank

Account Number: 9016057063

Branch Code: 198 765

Account type: Corporate Saver

Click here to open up **SnapScan** or scan to donate:



Snap here to pay



Add CoolPlay as a beneficiary on the **Woolworths MySchool Card** :



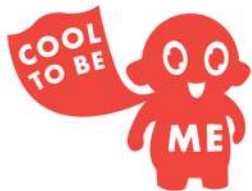
MySchool MyVillage MyPlanet
MAKE EVERY SWIPE COUNT

Run/walk or take on an adventure in support of **CoolPlay** using the online crowdfunding platform:





2022 Funders & Partners



Thank you to everyone who has supported the CoolPlay Way in 2022!



To our our supporters, funders, donors,
community members, schools and staff



KEEP IN TOUCH

To keep up to date with CoolPlay on the ground - please [sign up for our quarterly newsletter](#) and follow us on our social media platforms:



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