



2023

ANNUAL REPORT



www.coolplay.co.za



Chair's Report

3/25

It is with immense respect and pride that I present my first report as Chair of CoolPlay. Stepping into this role has opened my eyes to the transformative power of sport for development, and the dedication of the people who make it happen.

2023 was a testament to the organization's agility and unwavering commitment to serving the children and young people within the programme. Our operating model, including governance has been strengthened and we continue to be focused on our purpose. Facing challenges head-on, the team delivered on their promise, creating safe spaces through sport where children can learn, grow, and thrive.

This organization's core strength lies not in sports drills and skills, but in the indomitable spirit of its Champions. These dedicated individuals are the true heroes of our story. They go beyond the field, becoming mentors, role models, and beacons of hope for the children entrusted to their care. Their ability to ignite potential, mentor and foster a growth mindset in each child is truly inspiring. From all of us one step away from the courts and fields – thank you!

Our heartfelt gratitude goes out to our Management Team of Tori, Carl and Damion, who steer the ship with skill and vision. My deepest appreciation also goes to my fellow Trustees and the Advisory Board for their unwavering support and strategic guidance.

Without our partners and funders, we wouldn't be able to change over 2000 lives a year, thank you for believing in us.

We look ahead with optimism and purpose as exciting developments await us in 2024. We are determined to leverage the power of sport to empower even more children and young people to reach their full potential. Through innovative programmes, dedication and partnerships we will strive to build a brighter future, one child, one game at a time.

Saleem Sondag



CEO's Report

2/25

2023 was one of remarkable growth for our organization. We're proud to share some key highlights:

- **More opportunities for learning:** We delivered 6,047 learning sessions, a **33% increase compared to 2022**. This is split into **3,118 after-school sessions** and **2,543 mini-sport sessions**. The consistent delivery of sessions over 10 months of the year helps build a sense of security and enhances the connections to Champions and team-mates.
- **We reached more children and young people:** Our participant numbers rose significantly, from 1,716 in 2022 to **2,771 in 2023!** This growth has been seen mostly in the rise in Mini-Sport.
- **Recognized excellence:** We were nominated as one of the best after-school sports programmes in the Western Cape by the Department of Culture, Arts and Sport – a testament to our dedicated staff, our dedication to quality programme delivery and our relationships with schools.
- **Event success:** Our second annual event with Guernsey Finance, featuring Alan Committie, raised over R400,000 thanks to your incredible support.
- **Impactful partnerships:** We hosted two successful holiday programmes funded by the Laureus Sport for Good Foundation, reaching **188 children**. Additionally, a successful CoolPlay Youth Day tournament, facilitated by the HCI Foundation and the Sport for Social Change Network. This event connected **200 children across Cape Town**. Another impactful partnership that represents the CoolPlay culture is with Under Armour whose support is responsive, meaningful and genuine.

We are deeply grateful for the ongoing collaboration with our partners in the NGO space: MasiSport, Periods for Hope, HeadStrong, Laureus Sport for Good, Kariega Foundation, Kolisi Connect and TEAMPact. Thank you to Sentinel Trust for your diligent treasury management and for ensuring good governance practices. Endless gratitude to Denis Handley for his invaluable financial expertise and support. Thanks to the Advisory Committee: Gontse Tstatsi, JP Maurel, and Nokhulunga Mvandaba for your wisdom and dedication. And last but not least – thank you to our Trustees: Barry O'Mahony, Saleem Sondag, Ismail Teladia, and Dale Irvine for their commitment to the CoolPlay Way and for always holding the organisations interests at heart.

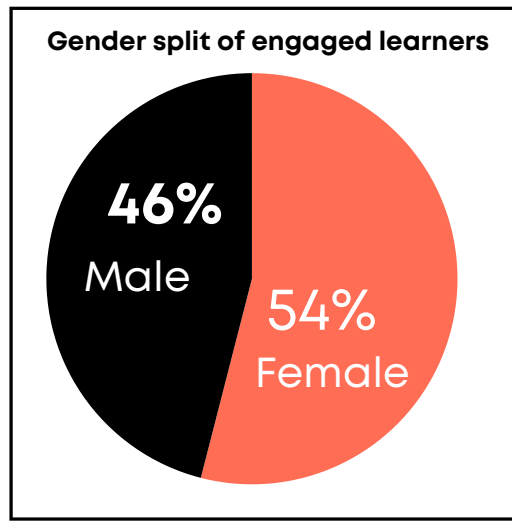
As we tackle 2024, we remain committed to providing a thriving environment for our Champions so that they are equipped with everything they need to make a positive impact in their communities and where the growth and wellbeing of every child in the programme is our ultimate priority.

Securing adequate funding remains a key challenge to ensure success and expand our impact . If you recognise the importance of confidence, empathy, values and resilience in a young person's development – please consider supporting us!

Tori Gardner



2023 at a glance



38

Champion coaches delivering weekly CoolPlay sessions for 10 months of the year.



3

External researchers studying : The Impact of CoolPlay on the Champions who coach it and the use of sport as a means to promote gender equity.

6047
SESSIONS

In 2023 38 Champions delivered **33% more sessions** than in 2022.



71%

Of the high school learners surveyed increased their desire to contribute to their communities & engage with their parents, family or community.



R1 200

Per engaged learner for them to enjoy a whole year of CoolPlay.



2771
Engaged learners

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

An average of
19
Learners at each session.



19

Partner Schools across the Western Cape playing

RUGBY **SOCCER**
NETBALL **CRICKET**



50

Educators taught the foundations of the CoolPlay programme and the concept of Social and Emotional Learning.

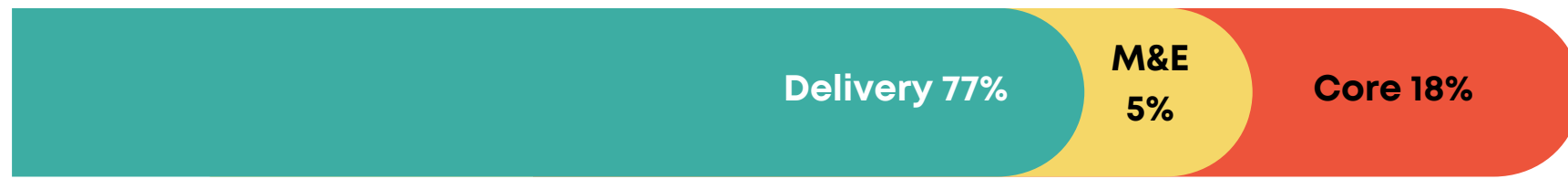


CoolPlay creates a safe & fun environment for children to be children - where they can play, learn & GROW!

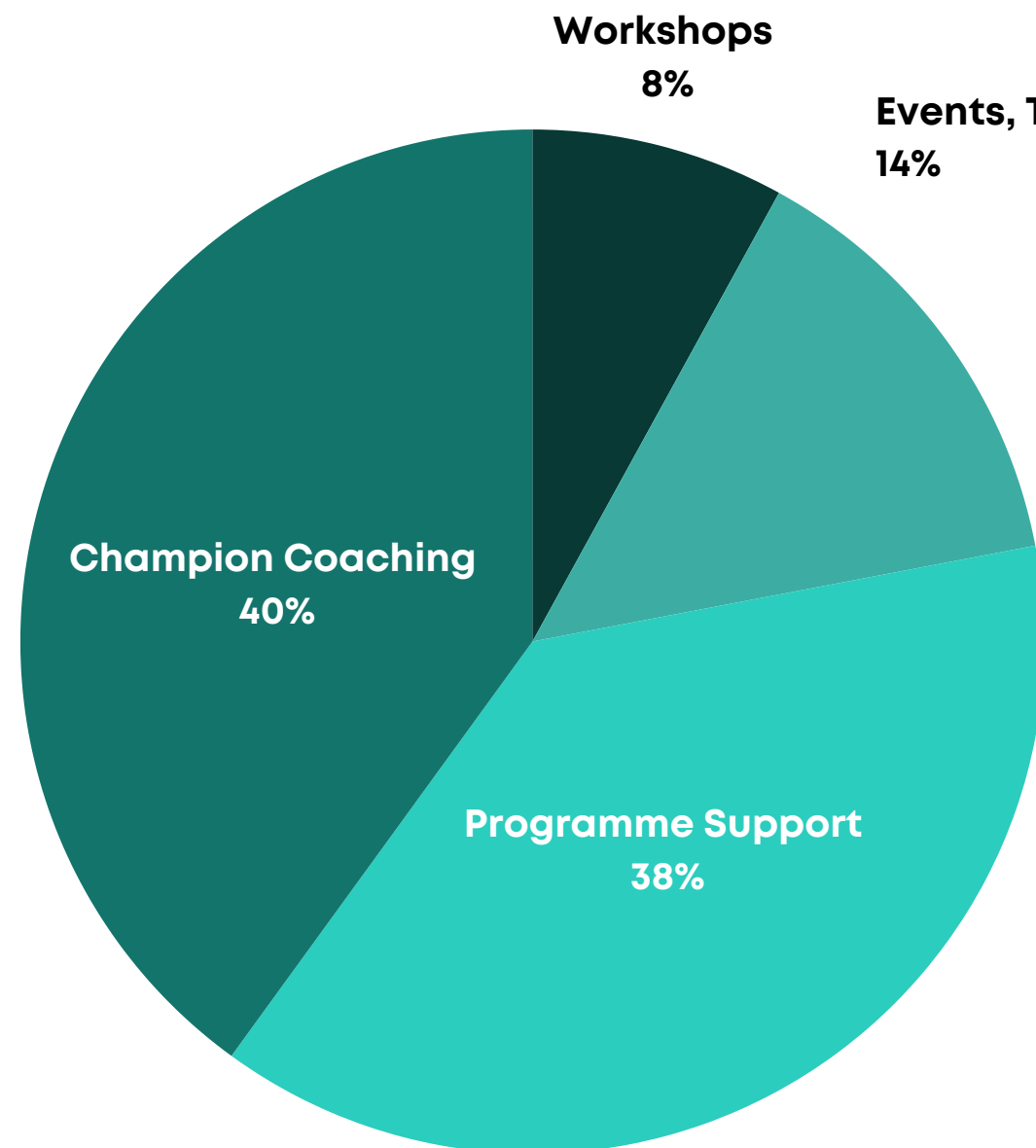


Financials

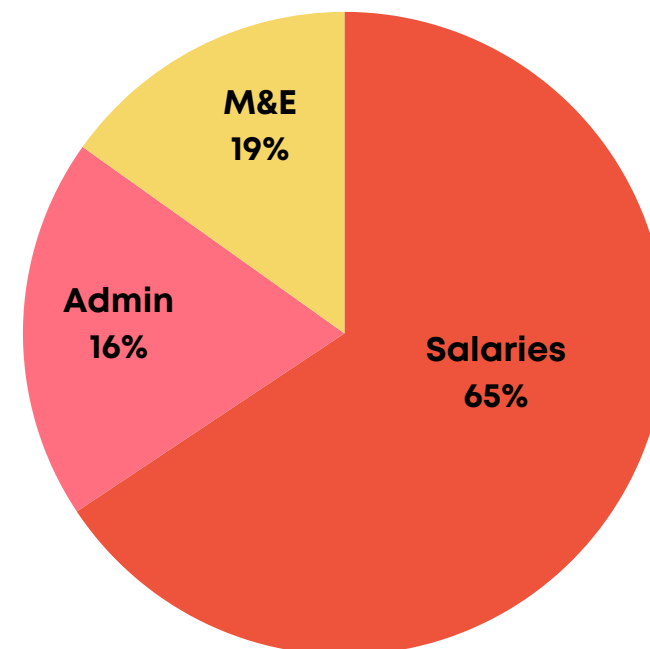
TOTAL EXPENDITURE : R3 million



DELIVERY COSTS



CORE COSTS



The annual operating costs for 2023 were **R3 051 000**, which translates to **+R 1 200** per engaged learner for the year.

For this, each of over **2,500 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.

1,295 participants from the After School programme attended at least one event or clinic during the year.

The core staff of **4 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. **38 Champions** were employed through the year on a part time basis and delivered a total of **6,047 sessions**.

The core management structure is well in place and any additional funding raised will go directly into programme delivery.



Programme & Impact Goals



IN SCHOOL MINI-SPORT

Young minds are nurtured to understand their feelings and how to regulate them & the value of a healthy life is instilled.

Ages 6-9

AFTER SCHOOL TEAM SPORT

Children develop both physically & mentally. Becoming confident, resilient & positive role models within their communities making good life decisions.

Ages 10-18



Ages 19+

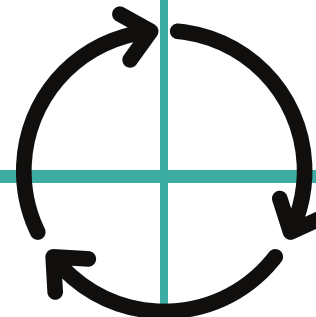
SPECIAL PROJECTS & COMMUNITY ENRICHMENT

The CoolPlay Way and its values resonate throughout the partner schools, into the homes and into the communities.



CHAMPIONS DEVELOPMENT

40 confident, well trained Champion coaches are able to facilitate CoolPlay sessions effectively and create meaningful impact in their communities by being lighthouses for the CoolPlay way and mentor children & young people to reach their potential, on and off the field.



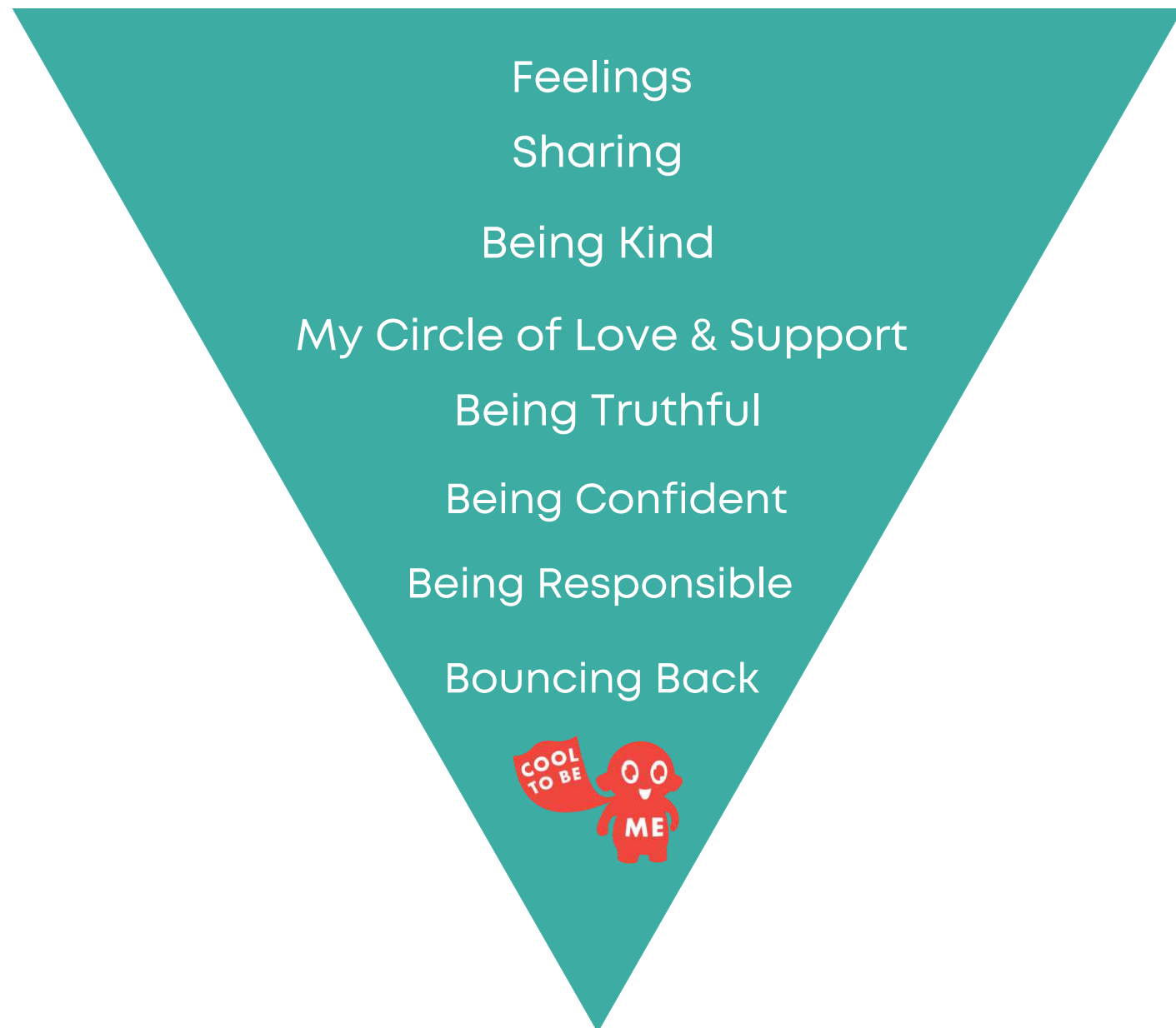


Social & Emotional Learning (SEL) - at every stage

With support from our partners from COOL TO BE ME and SELSA, all activities help us to deliver of age-appropriate SEL content through every sports-based interaction.

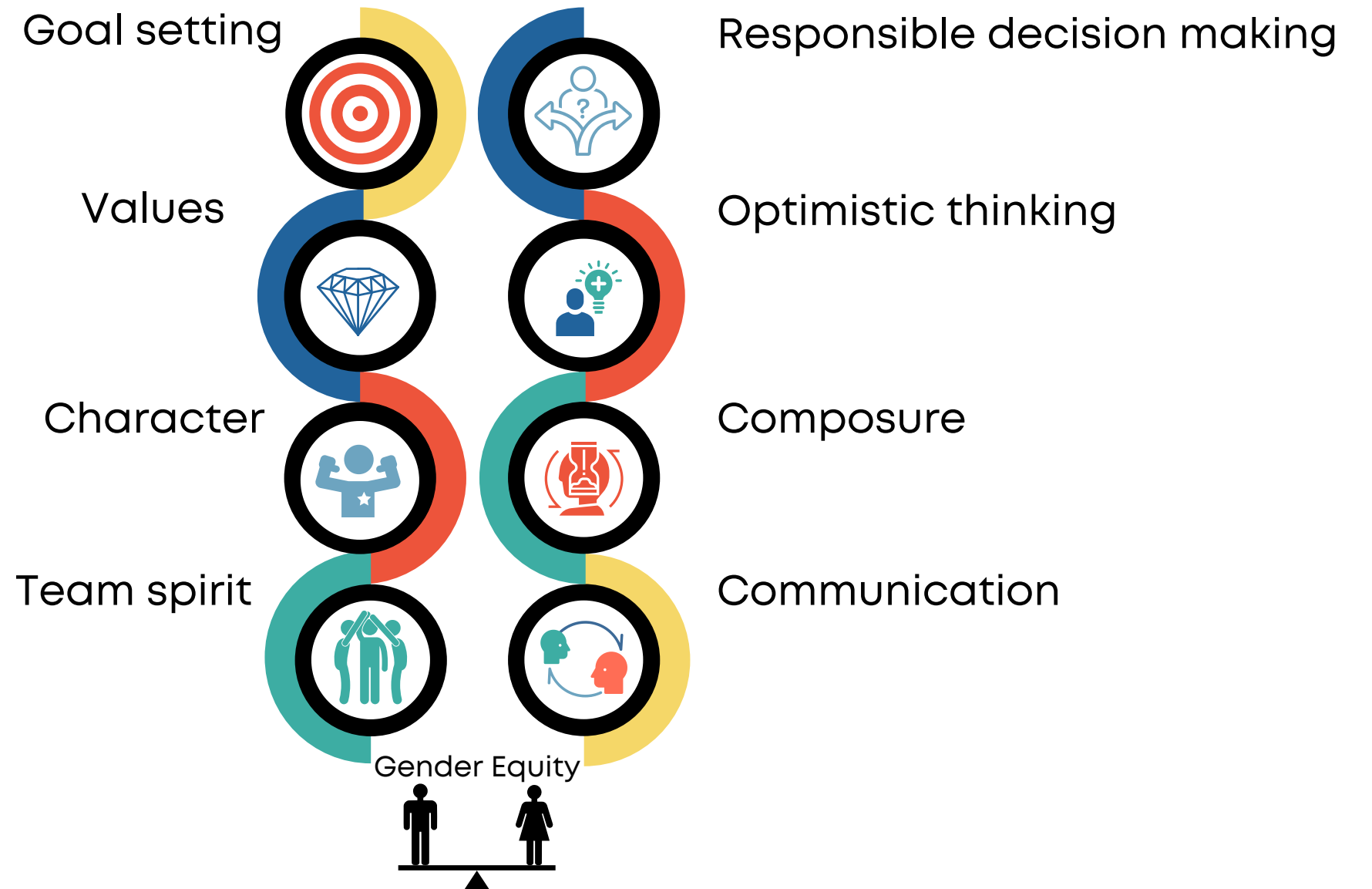
MINI-SPORT PROGRAMME

Using the COOL TO BE ME Programme which teaches:



AFTER SCHOOL PROGRAMME

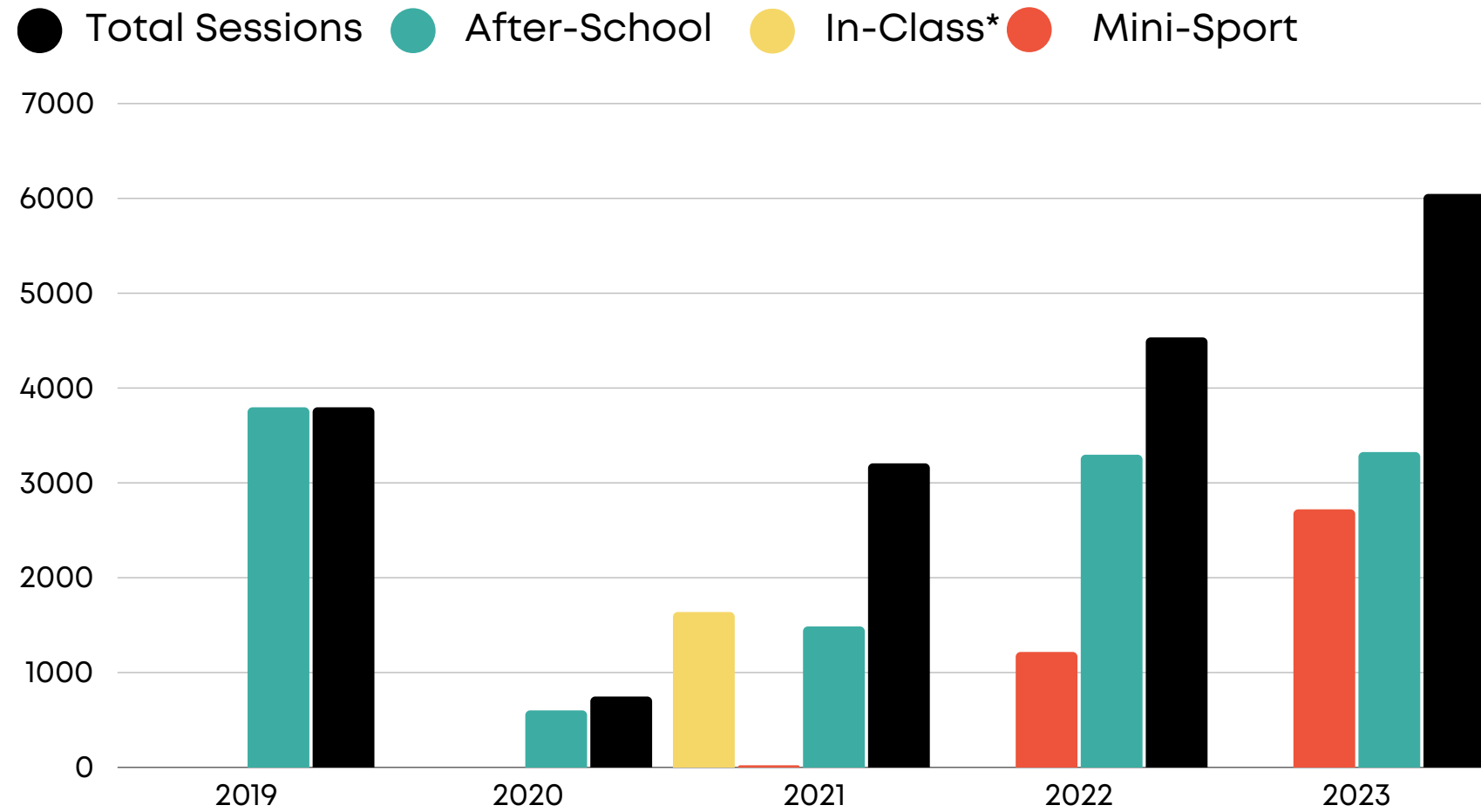
Using the CoolPlay Coaching Cards which coach:





Growth & Distribution

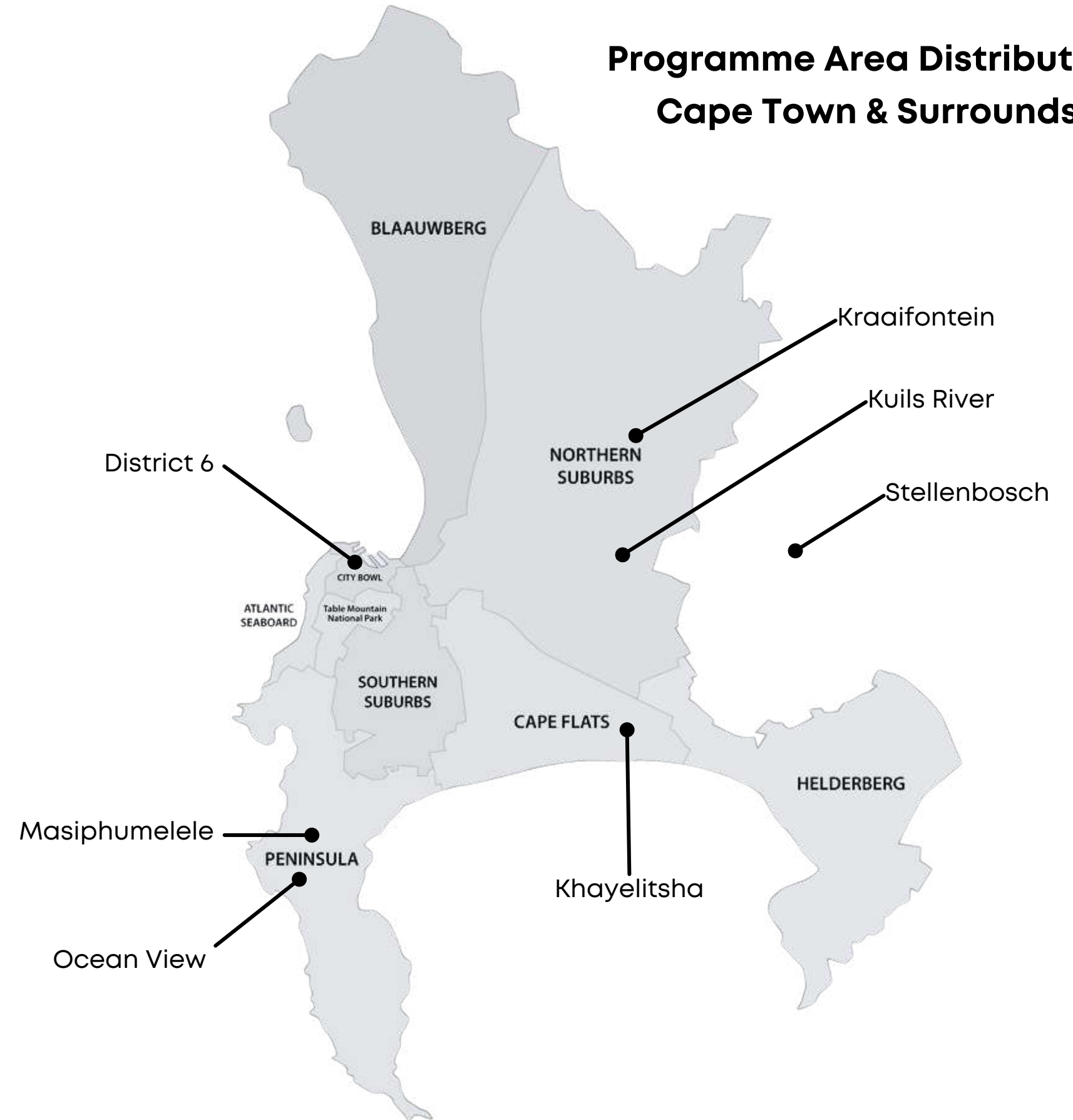
CoolPlay Programme Annual Comparison of sessions conducted - 2019, 2020, 2021, 2022 & 2023.



***In-class sessions** took place while covid restrictions were still in place. They laid the foundation for Mini-Sport which takes place in school and has grown quickly since covid.

Mini-Sport 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 uses story-telling to develop SEL. The need for this programme was realised during COVID whilst in-class sessions were being delivered. Mini Sport is offered in **11 partner primary schools**.

Programme Area Distribution Cape Town & Surrounds





Activities & Highlights

2
Holiday
Programmes
100/88
Boys Girls



1
Nomination as one of
the Western Cape's
Best After School
Programmes



2
German Masters
Students researching
the impact of
programme on
Champions



1
Public Speaking
workshop for 10
Champions



Activities & Highlights

11/25

9

Soccer Teams

Both girls & boys participating in the Werksmans Futbol Tournament in September.



13

Tournaments / clinics

1295

attendees



6

Cool to Lead Workshops

Attended by **556** Grade 6s and 7s from partner junior schools.



1

Youth Day Event

Where over **200 children** were brought from across the programme to compete and meet new friends.



Champions

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

In 2023 the following training opportunities were provided for a total of **38** Champions:

- CoolPlay Social & Emotional Learning (SEL) Material Workshop
- Transformer (Adult resilience training) with the Nolands Foundation
- Child Protection and Safeguarding
- Monitoring & Evaluation basics
- Ongoing mentorship from Area Managers
- One day workshop with HEADSTRONG - Mental Fitness & Strength Finding Exercises
- Two workshops with PERIODS FOR HOPE - Menstruation Education
- Netball level ONE certification for all netball Champions that required
- BokSmart training for all rugby Champions
- Public Speaking Workshop with Terry Winship
- 5 Champions enrolled in the ETA NQF 4 Exercise and Training Certificate : 1 year qualification which qualifies the graduate to lead and instruct exercise in a community environment.



"For someone to become something you need principles. CoolPlay has taught me the importance of the three D's.

Discipline, Dedication and Determination.

In order for you to be part of something you need to be disciplined.

For you to get something out of it you need to be dedicated and none of that will happen if you are not determined."

-Bradwin Louis - Champion from Northern Suburbs



CHAMPIONS!





Sustainable Development Goals

CoolPlay aligns with the UN's SDGs of 3,4,5, 8 and 10.

SDG3. Good Health and Wellbeing:

CoolPlay builds resilience in the participants by creating safe spaces for them to develop coping mechanisms for the world they live in and promoting long term mental wellbeing.

SDG5. Gender Equity:

CoolPlay promotes equality, empowerment, and safety for all. With a strong mission to recognise barriers to female participation and removing them.

SDG4. Quality Education:

Goal setting and making responsible decisions are central pillars to the CoolPlay Way. CoolPlay learners are reported as more engaged in the classroom, more dedicated to their academics and less likely to be involved in behavioural misconduct.

SDG8. Decent Work and Economic Growth:

CoolPlay develops skills in youth and employed coaches to create pathways towards meaningful employment.

The ethos of personal and professional development amongst CoolPlay Champions equips them with the knowledge to engage in meaningful and economically viable employment.

SDG10. Reduce Inequalities:

CoolPlay promotes the strength in diversity and strives to empower all irrespective of age, sex, disability, race, ethnicity, religion or economic or other status.



After-School Sports & Life Skills Programme



Mini-Sport



Champion Development



Special Projects & Community Enrichment





Monitoring & Evaluation

Various methods of feedback are used to ensure the decisions made are in the best interest of the children and young people in the programme and the communities around them.

The programme is monitored using the following tools:

- **TEAMPact** - cellphone based attendance app which provides real time delivery information from the fields to the Programme Manager. This also allows Champions to communicate the content of their sessions and if any noteworthy events happened. (Daily)
- **Principal and educator feedback** through interviews and questionnaires. (Quarterly)
- **Focus Groups** - with learners and educators. (Annually)
- **Hello Insight** - a tool which helps youth development organisations prove impact and improve programmes. With pre-built surveys, predictive analytics the tool compares results across an international cohort. (Twice Annually)
- **Champion Assessments** - are conducted by trained members of the management team to ensure consistent delivery of the CoolPlay content and helps the Champions to grow and sports and SEL facilitators. (Twice a year)
- **Internal SEL surveys** - to determine the level of understanding of core SEL competencies. (100 surveys done by participants annually)





Learning - SEL Improvements

In order to thrive, young people need to develop a positive sense of self, set & achieve goals, feel & show empathy for others, establish & maintain positive relationships and make responsible decisions. There are called **CAPACITIES** and commonly called **Social & Emotional Learning**.

Hello Insight is a globally recognised SEL measurement tool for measuring programme efficacy. **156 learners*** completed Hello Insight surveys at the beginning and end of the year. They were from primary and high schools and completed two surveys. *Statistically relevant sample.

Primary School results: (80 learners from 2 areas)

85%

demonstrated an increase in at least one SEL capacity.



59%

Felt more motivated and confident in their ability to learn, do well in school, and achieve their academic goals.



53%

increased their ability to regulate behaviour & emotions



97%

demonstrated an increase in at least one SEL capacity.



70%

Felt more motivated and confident in their ability to learn, do well in school, and achieve their academic goals.



71%

wanted to be more involved with their families and communities.



79%

increased their ability to regulate behaviour & emotions





Damion's Journey

My journey with CoolPlay started in 2017 as a Champion & I got to coach & mentor a group of Grade 1 & 2 boys that were interested in rugby. Coaching was very new to me, but the young group were keen to learn. They were very eager & interested in playing rugby & becoming Springboks one day. I had to marry that enthusiasm of becoming a good rugby player with teaching them the CoolPlay Way - which is a set of values which we hope all participants walk away with.

As the years went on we won games & we lost games, but I could see that these boys had it in them to not only be good rugby players, but also become the light houses that will spread the CoolPlay message to those around them.

In 2019 when I was given the opportunity to become an Area Manager, it was difficult to leave the boys behind. We had formed a bond not only at school but in the community as well. I had to entrust them with another Champion after 3 years - it was a bittersweet moment. I knew the group was in good hands & the new coach will make them even better & will continue to change their lives. He would do this by teaching them how to set goals, be responsible, think outside the box, how to appreciate diversity & keeping the team spirit alive.

Reality struck this year when we had a CoolPlay Youth Day Tournament & I saw these group of Grade 1 & 2 boys all grown up in Grade 7 now. It was a beautiful moment to see the journey that they have walked with not only me but with CoolPlay.

They have become CoolPlay ambassadors in their own way. Their parents often tell me that they are grateful for CoolPlay & the journey we have taken their boys on.

They have played a huge role in my personal development and opened my eyes to see that the change that we are trying to bring is possible. I want to wish them all the best as they will be going to High school next year. **They must keep shining the CoolPlay Light where ever they go.**





Learnings - Focus Groups

Each year, CoolPlay uses the services of an external focus group facilitator who meets with groups from across the programme to gather first-hand accounts of the activities and impact on the ground. A total of **10 focus groups** were conducted at **3 Primary Schools** and **2 High Schools**, with **10 learners present at each focus group**. An educator workshop was also held with 10 educators giving their accounts of the programme.

Learner Feedback

What have you learned about yourself?

Confidence – how it feels and where it can be used
Communication & respect
Supporting my team mates
Why good decision making is so important

What does confidence feel like?

“Like you can achieve anything”
“It feels like you are the best version of yourself”
“You feel like nothing can go wrong and you can perform”
“You know you will make good decisions”

What is a good decision?

“When you do something to benefit everyone and not just yourself!”

“Doing something for the long term and something positive”

How would you describe CoolPlay to your friends?

“Where I know I can get good advice and share anything with my Champion.”

“A place where you can have fun safely and people connect with each other”

“Somewhere where my Champion is always willing to listen. I always feel accepted, and welcomed by my team.”

“A place where you can make friends, and stay safe from bad influences”

“It’s a place where you can talk about any problems”





Learnings - Focus Groups

Educator Feedback

What changes have you noticed?

"Children are more excited because they have another purpose to come to school"

"I have a learner in my class who did not want to participate due to struggling with autism and adhd, but he is now first in line every week due to the effort made to include him consistently by the Champion" ★

How has CoolPlay helped you in the classroom?

"The Champions are helping us to build little ones with character, and stability."

"They are more confident in class, and they will correct one another if they see one of their peers misbehaving."

Key findings from Educator Focus Groups:

- Schools rely on the ability of the Champions to mentor their learners.
- CoolPlay helps keep learners disciplined & engaged in the classroom and it keeps them motivated.
- CoolPlay participants stand out with confidence, good communication & determination.
- Good communication between teachers and Champions makes it a positive working environment.
- Children establish trusting relationships with the Champions.
- Having Champions from the same community helps build trust and a safe space.





Chenay - from Participant to Champion



I am Chenay Abrahams, born in Kraaifontein. When I was 3 months old I had to move to my father's mother in Kuils River.

I started my schooling career at Sarepta Primary, I was a quiet and shy girl. The only time I would talk is when I was doing orals at school.

I started playing netball at Sarepta primary and this was a way for me to express myself, since I didn't talk much. At primary school I started to discover my passion for netball, I joined the CoolPlay programme without knowing about the life skills it would teach me. My high school career started in 2016 and I matriculated in 2020 and during that time, I got to know the CoolPlay Champions – one who was Damion, who is now my Area Manager.

Now that I am a Champion, I am using my netball talent and combining it with the life skills of CoolPlay. I see that power in sport and believe I can change not only my own life, but others' lives through sport.

If I look back at when I started with CoolPlay and compare that to where I am today, I am more confident and can speak openly in front of people. When my young netball girls look up at me, it warms my heart even more, and that gives me the strength to tackle any challenge that comes my way.

My message to every young person out there is that even though your circumstances might not allow you to achieve your dreams right now, never give up, there is hope, you can achieve anything if you put your mind to it.

Failing is a way to success, try again! Even though you might fail 10 times, you have to ask yourself - Will the 11th time be a success?





In partnership with **Under Armour**

Since 2021 CoolPlay Champions have been proudly dressed from head to toe in one of sport's most iconic brands - Under Armour.

The support doesn't end with the annual kit that all Champions and Management are given, but also extends to regular support with fundraising initiatives throughout the year and donations towards programme delivery & special projects.



Enormous thanks to everyone at Appollo Brands for this ongoing support.





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.

Donate

As little as R1 200 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

SWIFT Code: NEDSZAJJ

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



Snap here to pay



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THANK YOU



To our 2023 Fundraising dinner sponsors - thank you!





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www.coolplay.co.za



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