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ANNUAL
REPORT

www.coolplay.co.za





Trustee Report



Reflecting on a year affected by COVID 19 was not what we expected to be doing again. However, we have continued to adapt to the unexpected and we can confidently say that we learned and grew through the process.

CoolPlay has remained resilient in response to the challenges that were thrown at us. These included disrupted school days, the cancellation of after-school activities, the financial strain felt by so many in the NGO sector and the ever-present fear on the ground of the virus itself. Champions were innovative and collaborated with our partner schools and were able to remain active throughout the year, helping CoolPlay to withstand the storm and positively engage* with 1583 learners across the five hubs. This is no small feat since it is estimated that 25% of South African NGOs closed their doors in 2021.

*An engaged learners attends at least 70% of the sessions available to them.

This was possible because of collaboration, loyal supporters, the ability to respond quickly to the needs of our partner schools and the incredible Champion coaches who are the lifeblood of our organisation. Thanks also to the committed trustees and the agile operations team who have remained dedicated to effecting positive change in their communities. We are also thankful to our partners in Kariega (Lindy Sutherland) and the Koue Bokkeveld (Jeanette Clark) who remain strong advocates for the CoolPlay Way in their respective areas.

Improved Social & Emotional Learning (SEL) competences is one of our most crucial impact measures. In 2021 we were grateful to have been included in an international study administered by Hello Insight. The opportunity to compare the impact of CoolPlay alongside similar international organisations was promising and we are proud to share the findings with you later in this report.

Funding remains a concern and a constraint on programme delivery, but we are ever grateful for the many who continue to provide ongoing support, both financial and in other ways. In 2021 new funding of the CoolPlay Way came from Allan and Gill Gray Philanthropies South Africa, with a grant towards operations and the appointment of a new CEO, a position that Tori Gardner took on June 2021.

The Barbarian's Charitable Trust, JDI & Club Travel also provided generous support in the latter part of the year.

We are optimistic about an exciting 2022 and invite you to join us as we create opportunity and hope for the learners in our programme by developing resilience and promoting empathy and respect.

- **Barry O' Mahony**



CEO Report

The opportunity to use sport as a vehicle to create positive engagements in our country motivated my move to CoolPlay seven months ago. With a love of sport and the belief that it has the power to break down barriers, the transition has been an easy one for me.

One of my first experiences on the ground was visiting East Kraaifontein, when I joined one of our Champions, Reuben at a high school rugby session. I found myself dwarfed by 15 teenage boys, all from very different backgrounds from my own, within a community that I had only read about in frightening news headlines. If I had found myself in any other circumstance, I would (rightly or wrongly) have felt intimidated and uneasy. However, while chucking a rugby ball around, engaging in the CoolPlay Conversations, I very quickly felt more comfortable. Faces softened, laughter got louder and before I knew it, sport had removed barriers and we were on a level playing field. That is when I truly understood the CoolPlay Way. If I can visit a site and have my perceptions change from fear to a feeling of privilege – I believe that learners in that environment will enjoy even greater benefits.

The ethos of CoolPlay is one of personal development, at every level. Learning from failures and the “Do over” is recommended in a daily dose, often leaving behind a stronger sense of trust and growth. From my background in marketing and communications, the operational management required my biggest leap, but the team of Luq, Carl and Damion have been supportive and enthusiastic. The committee of Barry, Denis, Johan, Saleem and Ismail have also been patient and trusting as I’ve found my feet.

Getting to know the 36 amazing CoolPlay Champions has helped me gain greater perspective of the space in which CoolPlay operates, and I’ve developed such respect for every one of them - as it is far from easy. There is no doubt in my mind that the learners in their care are better off for having them in their lives.

The need for this kind of programme can be somewhat overwhelming. However at the same time, it encourages me to continue to look for the right people who see the impact that is possible and ensure that their funding is used where it makes the greatest impact. I am excited to see where CoolPlay is this time next year.

Please take the time to visit our [new website](#), sign up for our quarterly newsletters and pick a way to support the CoolPlay Way. 2022 is promising a lot of fun, a lot of growth and a few big learnings along the way.

Build with us!

- Tori Gardner



WHY CoolPlay?

So that empty fields & courts...



Can come alive like this & like this...



And conversations like this...can happen.



And so that these special people can grow!





Our Angle

CoolPlay is a sport-based youth development programme that works in underprivileged communities in South Africa. Safe spaces are created after school for learners aged 6 – 18 where they can play and learn. They are given access to positive adult role models (CoolPlay coaches that are called Champions), constructive peer relationships and are encouraged to take on new challenges and develop valuable life skills.

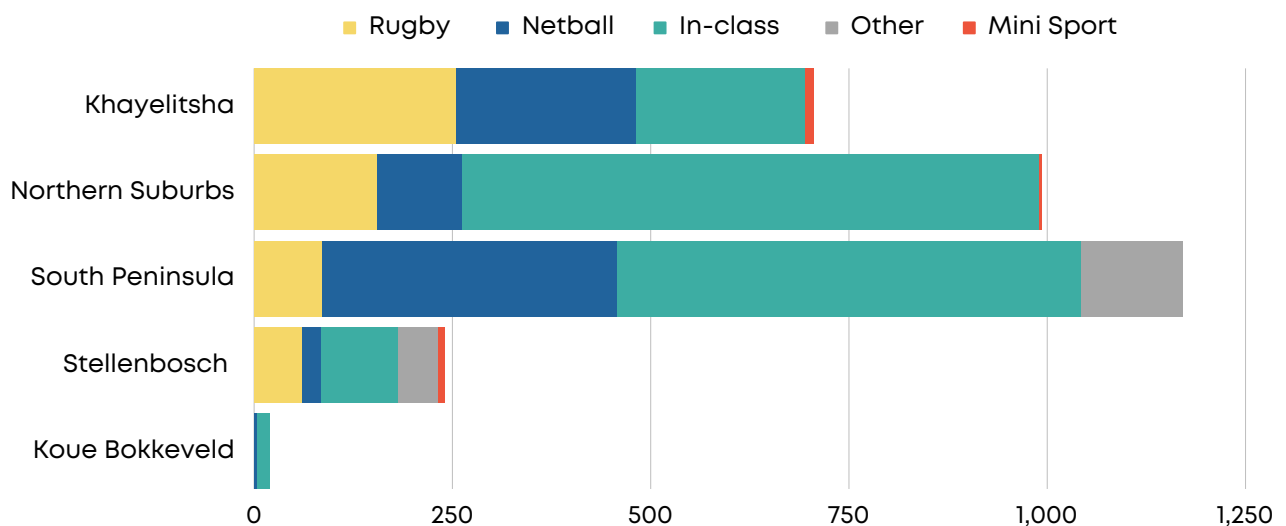
This is done through a specialised curriculum that has been developed by experts (a sport scientist & a child psychologist) that develops social and emotional learning.

Participants in the programme are empowered to make good choices, manage their emotions and develop healthy relationships.

CoolPlay gives children an opportunity to level out an uneven playing field, reaching their potential: on the field, in the classroom and in their personal lives.



Below is a breakdown of the number of sessions delivered per sport, by area in 2021.



*'Other' includes hockey, soccer & cricket and mini-sport. Mini-sport sessions target foundation phase learners and focus on age-specific SEL skills through play.



Our Champions

Our coaches are called Champions, because that is exactly what they are. They are recruited from within the local community and are role models and advocates for the CoolPlay Way.

On their journey with CoolPlay, Champions are upskilled to build their own personal resilience, to deliver fun and interactive sport and life skills sessions and to be positive agents of change within their own communities.



In 2021 the following training opportunities were provided for a total of

41

Champions:

- **JAN - CoolPlay** Material Training
- **FEB – Child Protection and Safeguarding** Workshops
- **JUNE – Neurolinguistics Programming*** Workshop in collaboration with the Trust Connection
- **JUNE – Gender Equity** in collaboration with Periods for Hope
- **JULY – CoolPlay Area Support** Team meetings & **mentorship**
- **OCT – Champion Squad Training: Bullyproof** workshop in collaboration with the JAG Foundation and social and emotional learning focus on **RESILIENCE and ASSERTIVENESS.**
- **OCT - DEC - 14 Champions** completed the **Cool to Be Me online SACE accredited Social & Emotional Learning training.** This equips them to deliver age-appropriate SEL training to Foundation Phase learners.

*Experiential leadership training focused on developing core skills of connecting with, and building trust with yourself and other people.



“I found the workshop on assertiveness really interesting. It gave me a lot to think about regarding how to handle a workspace.”



“The workshop gave me some great tips on how to communicate clearly.”



Implementation

3206 SESSIONS

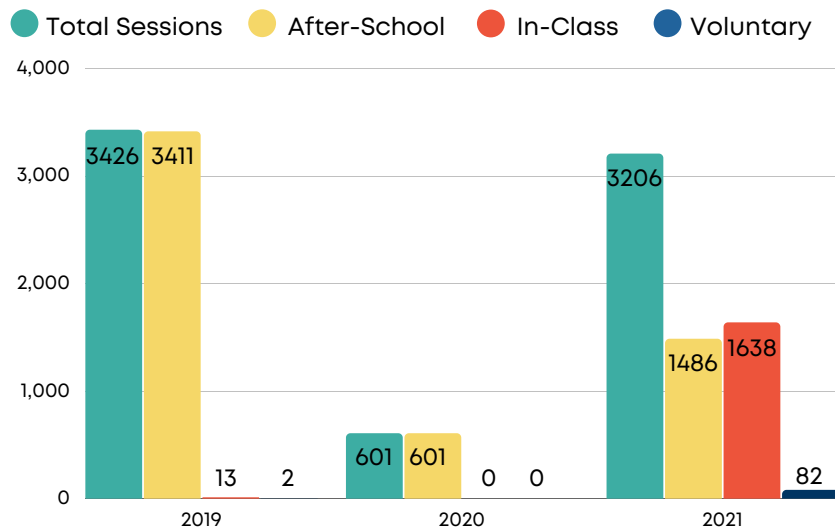
51% of the sessions delivered in 2021 were done in-class time due to COVID 19 regulations. 49% were after-school with the majority taking place in Q3 and Q4 as restrictions lifted.

1583 ENGAGED LEARNERS

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



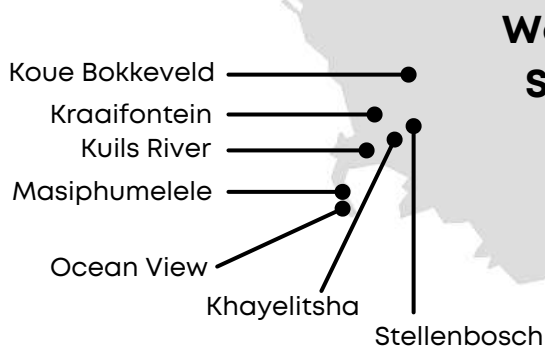
Programme Annual Comparison - 2019, 2020 & 2021



Average learner attendance per session

14

Programme Area Distribution






Other Activities

Weekend Clinics

Sport-specific clinics were hosted over weekends. Learners from outside of the programme were encouraged to join regular participants and meals were provided.

In 2021 the following clinics took place:



NETBALL
 Stellenbosch - 40 girls
 Khayelitsha - 35 girls
 South Peninsula - 65 girls

RUGBY
 Stellenbosch - 45 boys
 South Peninsula - 65 boys
 Northern Suburbs - 60 boys



✓ A CoolPlay Story ✓

CoolPlay hosted the first rugby clinic in the Northern Suburbs in October. Sarepta High, based in Kuilsriver was invited to Masibambane in Bloekombos for a CoolPlay rugby and life skills clinic. Whilst geographically these schools are close to one another, the boys speak different languages and there are entrenched social divides between the two communities. Bringing 60 teenage boys together was a great opportunity to create positive impact with the CoolPlay Way as the common ground. The Champions and the activities on the day intentionally broke down barriers by stimulating open conversations.



Once the life skills sessions were under way, one could sense that the boys were all enjoying themselves and had approached the morning with a positive frame of mind. Local Area Manager, Damion Barends and Operations Manager, Luqmaan Ismail, recount the enormous feeling of pride when they saw boys exchanging Afrikaans and isiXhosa language lessons throughout the day and singing war cries together at the top of their voices. Respect had been established and friendships had been formed.

Cool to Lead

Cool to Lead is a leadership workshop for learners in their final years of junior school (Grades 6 & 7). The programme incorporates the lessons from the CoolPlay Coaching cards in a short interactive presentation.

The emphasis is on identifying a learner's strengths and weaknesses and prepares them for the transition into being the seniors in their schools.

424

learners attended Cool to Lead Workshops in 2021.

A CoolPlay Story

Vuyo has lived with a speech impediment for as long as she can remember. This made her shy and withdrawn which affected her confidence in the classroom and when socialising. She was selected as one of the 14 Learner Leaders in the Phaphama programme in Khayelitsha at the beginning of 2020, which was a pilot programme in collaboration with the Bryan Habana Foundation.

For a year, she received regular support and guidance from CoolPlay Champions - Noks and Mzie.

Coach Noks reflects on Vuyo's journey through the programme by saying

"The safe space within the group environment with the other 13 Phaphama graduates and the care and support she has received has totally transformed her. She has the rest of the Phaphama group on her side, which has given her the confidence to speak up and feel valued. We are so proud of all that she has achieved."



Learner Feedback

"I've learned to write down my daily goals on a list and every day I am going to look at them. I am going to try and be better every day."

"I learned a lot in the workshop, but the need for self-discipline is what I will remember for the longest time."

Educator Feedback

"I found the workshop very helpful. It provided me with alternative ways to handle the learners in my class and how to teach."

"As the Principal at our school, I am grateful for the workshop because I have a good understanding of how I need to create a team atmosphere in the school."



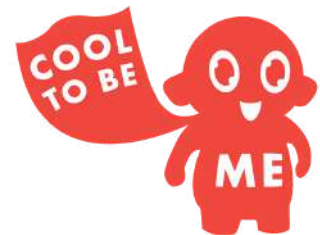


Social & Emotional Learning

Why Social & Emotional Learning (SEL)

A learner's ability to succeed academically, professionally and personally is strongly correlated to their social & emotional intelligence. However, these critical skills are not being taught consistently (if at all) in the schools or homes within the areas where CoolPlay operates.

The primary objective of the programme is to address this gap by teaching valuable life skills, thereby setting learners up for success as they navigate life.



We are grateful to have Lindy Sutherland and the Cool To Be Me Programme as partners on this journey.

When someone opts to live their life the CoolPlay Way they understand the impact of their actions, they make responsible decisions and become positive contributors to the world around them.

The CoolPlay Way Promotes:



- ▶ Respect for oneself and others
- ▶ Gender equality
- ▶ Growth & development-oriented thinking
- ▶ An optimistic outlook & a positive attitude
- ▶ A strong sense of self-awareness
- ▶ Staying calm & managing emotions
- ▶ Working hard & taking responsibility
- ▶ Patience & the understanding that change takes time
- ▶ Clear communication
- ▶ Honesty



Measured Impact

Hello Insight

In 2020 we were nominated as one of two South African NGOs to participate in the validation process of the internationally recognised SEL monitoring tool – Hello Insight.

141 high school learners involved in the CoolPlay programme completed both 'pre and post' surveys in March and December of 2021. Ideally the participants would have undergone a full year of CoolPlay after school programme participation (at least 40 weeks), however in 2021, exposure to the material was done predominantly within a classroom environment due to COVID regulations.

This sample's baseline CORE SEL benchmark was recorded as **'Mostly Advanced'** (as opposed to 'Emerging') which was found by grading them against a cohort of 125 000 other learners around the world. **This strong baseline could be explained by the fact that the sample of learners had all been involved in CoolPlay activities at their junior schools.**



Results showed:

- **83%** of the CoolPlay learners within the study had increased their core SEL competencies
- **78%** increased their desire to contribute and further engage with their parents, family and community
- **78%** improved their academic self-efficacy

The post-intervention benchmark concluded that **"A typical number of young people succeeded"** which was determined by comparing the growth rate of their SEL competencies to the international norm. *"Success is defined in two distinct ways. For young people with Emerging Core SEL, growth is a value defined as a statistically significant change from pre to post. For young people with Advanced Core SEL, maintaining their pre score or showing any positive increases."* - Hello Insight

These results from the selected sample of 141 learners are promising and validate that engagement in the programme **does** have a positive effect on social and emotional competencies and a learner's outward approach to the world around them.



≡ A CoolPlay Story ≡

Mr Mayiya, an educator from Ukhanyo Primary School situated in the Masiphumelele township, wrote a letter of appreciation to CoolPlay.

“On behalf of Ukhanyo Primary School staff, learners and parents. We would like to convey our sincere gratitude for the role CoolPlay has played in assisting our learners, coaches and educator to strive for excellence. With CoolPlay’s Life skills programme we have seen immense changes in our learners behaviour. They are more well-disciplined. Their self-esteem has improved, especially the learners who struggle academically.

They work very well in group activities as the concept of team work has been instilled in them through the CoolPlay life skills programme. Our leaders have also developed leadership qualities and skills.

The Ukhanyo Primary learners have a positive and optimistic view on their futures in sport. This has a positive effect on the community as most of the learners take part in community based sports. In return keeping them away from social ills such as drug abuse, violence and gangsterism.

WE WOULD LIKE TO THANK COOLPLAY FOR ENHANCING OUR LEARNERS’ SENSE OF IDENTITY, SELF-AWARENESS AND SENSE OF BELONGING.

To the CoolPlay founders and team, we really appreciate the work you have been doing at our school and please continue with the highly optimistic and enthusiastic staff. A million thanks and God bless you!”

Messages like this are what we are here for and give us the energy to carry on! Thank you Mr Mayiya!



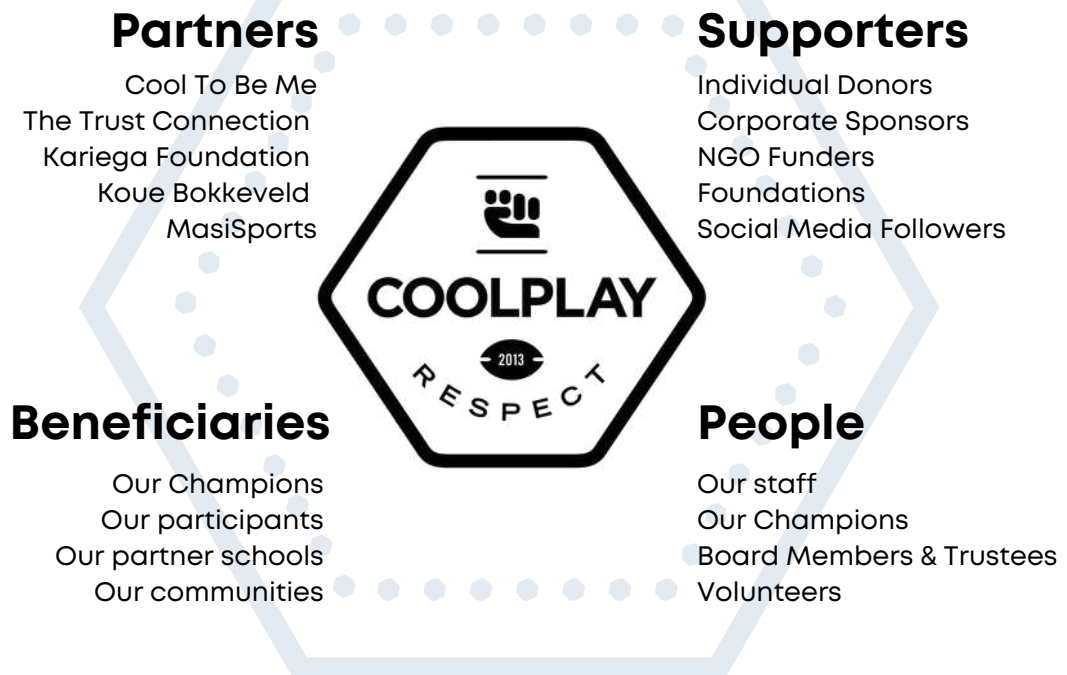
CoolPlay is the Life Skills partner to MasiSports, an NGO working in Masiphumelele with a vision to integrate a holistic sports programme in the Masi Schools with their education processes that will positively influence the learners, their families and the Masi community.



Our Stakeholders

CoolPlay's mission is to create meaningful change in underprivileged communities. To develop resilience and the necessary skills to empower learners to cope with life's challenges and become positive agents of change.

In order to do this, we rely on our various stakeholders to support us, evolve and adapt with us.





Our Finances

Our Champions' development and providing them with meaningful employment remains a central pillar to the CoolPlay programme. As is the monitoring and evaluation of the impact we have in order to understand where we can improve.

Programme Support includes the Area Management which is a critical link in the chain of delivery, & the Monitoring & Evaluation of the programme. In order for our Champions to deliver optimally, school relationships need to be maintained and Champions need to receive ongoing coaching & mentorship.

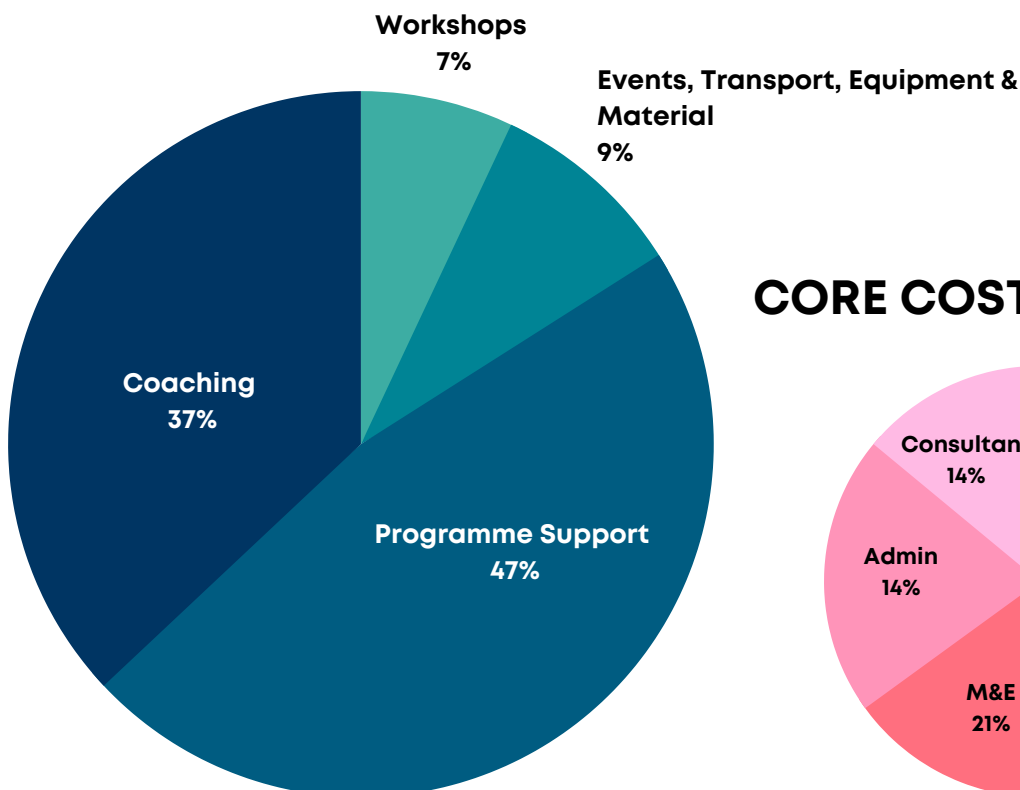
Funding remains an ongoing challenge. However, the core management structure of CoolPlay is now well in place and all additional funding raised will go directly into programme delivery.

A huge boost was received from Allan & Gill Gray Philanthropies, who provided funding specifically for the hiring of a CEO. Tori Gardner joined in June 2021. A key priority of this role is fund raising, the leadership of CoolPlay, and further building CoolPlay's long term sustainability

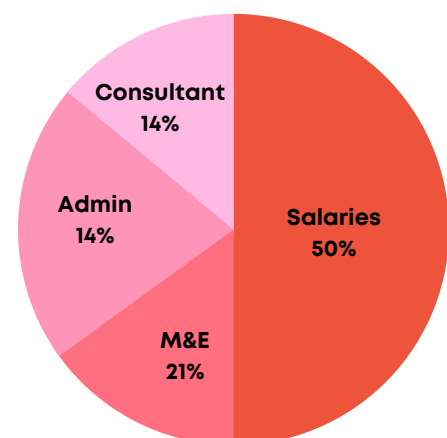
TOTAL EXPENDITURE



DELIVERY COSTS







CORE COSTS





We are committed to the following in 2022:

-  To running an impactful CoolPlay programme for 1700 engaged learners from age 6 to 18. Resulting in them being more resilient, confident, positive and more successful on and off the field.
-  Further building the core resilience of our Champions, and ensuring that they are committed, capable and seen as role models by learners, educators and parents.
-  Consistently monitor and evaluate the effectiveness of our 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.
-  Actively promote gender equity through workshops, games, activities and discussions. Ensure that girls feel safe at all CoolPlay sessions and events where they can participate confidently.
-  To grow awareness and support for the CoolPlay Way through well-structured communications on all available marketing platforms.
-  Attract new donors and maintain existing supporters so that we can increase the CoolPlay annual budget, all of which will go to programme delivery.



Support Us

If you appreciate the value of social & emotional intelligence and the right to play in safety – we need your support.

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



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

Donate

With as little as a R1000 CoolPlay can uplift one learner for a 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:





2021 Funders & Partners



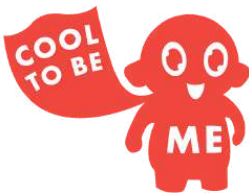
**Paul
Farlam**



**ROLF-STEPHAN
NUSSBAUM FOUNDATION**



**THE TRUST
CONNECTION**



**Thank you to everyone who has supported the
CoolPlay Way in 2021!**



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



**We look forward to sharing another
successful year with you in 2022!**

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:



@coolplay.sa

www.coolplay.co.za
info@coolplay.co.za