



# INTRODUCTION

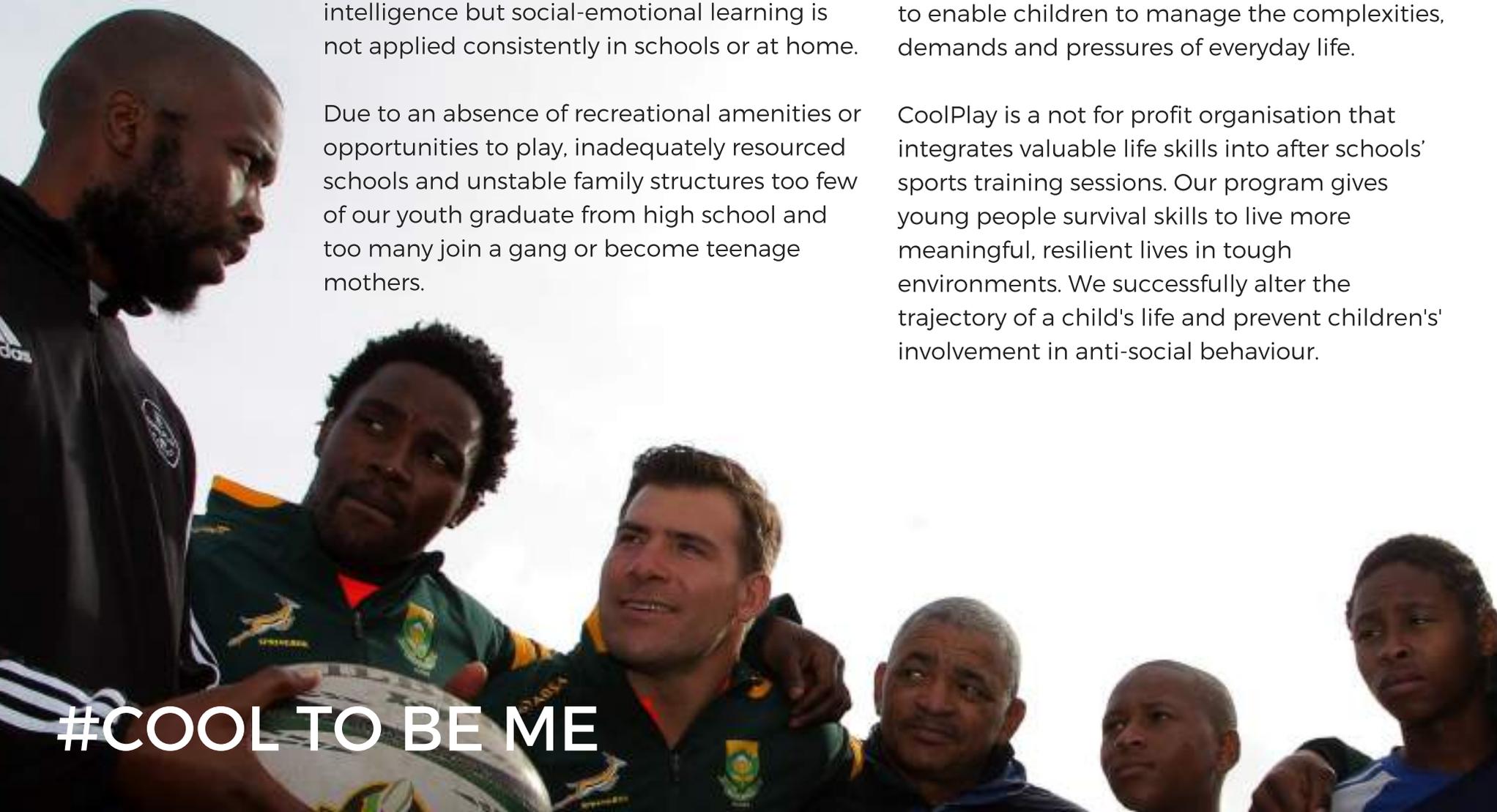
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A child's ability to succeed academically, professionally and personally is strongly correlated with their emotional and social intelligence but social-emotional learning is not applied consistently in schools or at home.

Due to an absence of recreational amenities or opportunities to play, inadequately resourced schools and unstable family structures too few of our youth graduate from high school and too many join a gang or become teenage mothers.

However, research shows that life skills are possibly the best investment to make in a child as it reveals significant impact on academics and to enable children to manage the complexities, demands and pressures of everyday life.

CoolPlay is a not for profit organisation that integrates valuable life skills into after schools' sports training sessions. Our program gives young people survival skills to live more meaningful, resilient lives in tough environments. We successfully alter the trajectory of a child's life and prevent children's involvement in anti-social behaviour.



#COOL TO BE ME

# WHAT WE DO



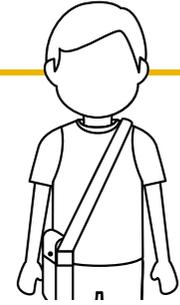
## LIFE CHANGING CONTENT

CoolPlay Conversations are unique social and emotional learning techniques developed by experts in child psychology and sports science. They use sport as the vehicle through which we develop a child's emotional literacy: building self-awareness, self-regulation, strong social skills, self-motivation, empathy, and resilience. By doing so we believe this will help learners build strong personal foundations.



## DELIVERED THROUGH SPORT

A CoolPlay Champion, skilled in our Conversations conducts year round rugby and netball training sessions, centred around a CoolPlay conversation. We believe sport offers a powerful analogy for life and CoolPlay strives to enable players to transport the CoolPlay conversations they learn on the sports field into their lives.



## TO DISADVANTAGED YOUTH

The schools that we work with are primarily government schools that are under resourced, and have class sizes of 40+. Pupils routinely witness or face violence inside and outside of school. Many boys live in homes without fathers, and face peer pressure to join gangs. Girls suffer from gender based violence, and often have a lack of confidence, and no access to regular sport and exercise.

# HOW IT WORKS

# THE COOLPLAY CONVERSATIONS

## SETTING GOALS

Allows players to set self-determined team and personal goals and helps players create an action plan to make them accountable.

## TEAM SPIRIT

Creates a team environment that is respectful of differences and allows each member of the team to feel confident, appreciated and accepted as who they are.

## CHARACTER

Provides the opportunity for players to gain increasing and realistic insight into their skill and character strengths and areas of future development.

## PERSONAL RESPONSIBILITY

Allow players to feel a sense of pride in their responsible actions and create a safe space for them to reflect on their mistakes and change behaviour

## COMMUNICATION

Creates an environment that understands the importance of clear, effective communication to build open positive relationships and team cohesion.

## TEAM VALUES

Assists in defining what players and teams stand for, and creates an environment of mutual accountability to live out these values as a group.

## OPTIMISTIC THINKING

Teaches players the power of a positive mindset. To visualise a situation as you wish it to be is a powerful tool in effecting change in a players lives

## COMPOSURE

Creates an environment that normalises overwhelming emotions on and off the field and the impact it has on a player.



# OUR GOALS



## IMPROVED SOCIAL & EMOTIONAL WELL BEING

01

Our Coaches (Champions) use aspirational and uplifting language. Being taught sport the CoolPlay way increases empathy, resilience and the ability to self-manage, make good choices and build healthy relationships.



We evaluate social-emotional learning competencies



## IMPROVED PHYSICAL HEALTH

03

Participation in sport makes you embrace a healthy active lifestyle, and can be successful in managing stress, worry, or depression.



We measure the number of sports sessions attended and level of substance abuse



## BETTER SCHOOL & ACADEMIC PERFORMANCE

02

Our Conversations about Goal Setting, the Power of Positive Belief, and taking Personal Responsibility have a direct benefit in the classroom. Research indicates that sports improve memory function and concentration, which can enhance learning.



We monitor academic performance, attendance & measure classroom behaviour



## SELF CONFIDENCE

04

Children who play sports learn to appreciate their bodies regardless of size; feel physically, mentally and emotionally stronger; make friends with greater ease; and usually embrace other healthy lifestyle habits – such as not smoking and staying away from drugs



We measure perceived self confidence and self efficacy



# IMPACT 2017



## 2667 LIFE SKILLS SESSIONS WITH 1200 LEARNERS

Our aim for 2017 was to reach 1000 children. We ultimately worked with 66 squads at 30 schools - 27 of them girls netball teams. We reached 1100 learners every week comprised of 437 girls, and 641 boys either playing netball, soccer or rugby. We conducted 2667 life skills sessions, twice as many as 2016. That's 80% growth per year on average since 2014

## 30 SCHOOLS ACROSS THE WESTERN CAPE

Our program reaches across the Western Cape - with hubs in the South Peninsula, Cape Agulhas, the southern suburbs of Cape Town, Kahayelitsha and the Kuils River / Kraaifontein area. We had up to 65 rugby and netball squads active throughout the year, with an average size of 20 learners.

## 34 COOLPLAY CHAMPIONS TRAINED

Our Coaches are our primary assets and are responsible for the delivery of the CoolPlay Conversations. In 2017 we invested heavily in their training and re-training, going deeper than before in how psychology, tone and listening play an important part in the life of a great Champion. This focus continues in 2018 with a new program to develop adult resilience and emotional literacy in our Champions.



# OUR STORY



## FROM HUMBLE BEGINNINGS

CoolPlay is a Not For Profit (NPO) Trust founded in 2010. CoolPlay started with the support and funding of the Laureus Sports for Good Foundation and The Learning Trust. To develop the CoolPlay content the trustees partnered with Linda Bruce from Cool To Be Me, who develops and implements Social-Emotional Learning (SEL) programs for children and Steph Nel, a consultant to World Rugby . Starting with rugby we have now expanded our material to include other sports with netball our primary focus for girls.

The Trustees are Barry O'Mahony, Ismail Teladia, Johan Schlebusch and the Sentinel Trust (Dale Irvine)

## OUR VISION 2018



### REACH 1500 YOUTH

at 50 schools with rugby and netball. 60% boys and 40% girls.



### EXPAND EACH ZONE

We currently have 5 zones. Our goal is for each school 'zone' to include 8 primary schools and 8 high schools, with rugby & netball



### EXPAND TO NEW HUBS IN DURBAN AND JOBURG

with strategic partnerships in other metros



### INVEST IN OUR COACHES

In 2017 we will have 34 Champions. To ensure they are the best trained in the industry we are hosting sport specific workshops, and digitising our curriculum to make it easier for these Champions to learn the CoolPlay way.'

# TESTIMONIALS



**Jean De Villiers**  
Ex-Springbok Capt

I think it's a fantastic program, I experienced first hand today what you do - creating opportunities for kids and teaching life skills through sports. Make the most of it, enjoy every moment, and keep on learning."



**Xolani**  
CoolPlay Champion

"I have learnt so much about myself and my capabilities just by doing my coaching using the CoolPlay Way. Thanks to CoolPlay for developing my self-esteem, for being the drive to a positive attitude and for developing my coaching and the love of the game!"



**Scara Ntubeni**  
Springbok A

I believe the programme is valuable for our youth as CoolPlay do not just bring the game of rugby but also life skills, discipline and the manner in which to apply it in their daily lives. I am proud to be an Ambassador for CoolPlay.

# HOW CAN YOU HELP?



## SPONSOR A CHILD FOR A YEAR

**R1500**

Each child will have the chance to play sport for the school year, with the CoolPlay Champion as their mentor. The Coach will guide them through our 8 pillars: Foundations, Goal Setting, Values, Character, Responsibility, Team Spirit, and more.

Goal: Reach 1500 children in 2018.

## SPONSOR A SCHOOL FOR A YEAR

**R45,000**

The schools we work with are under-resourced and often the sports program is the first to be cut from deadlines or budgets. Help us re-instate or invigorate a school sports program at a previously disadvantaged school. We can deliver coaching to 4 squads, with each squad having 2 CoolPlay sessions per week.

Goal: 60 schools in 2018

## SPONSOR A ZONE FOR A YEAR

**R450,000**

The setting up of zones of 16 CoolPlay schools to foster school pride and healthy competition in an area would begin to change a whole community.

Goal: 5 zones in 2018

# CONTACT



THE CLAUDE  
LEON FOUNDATION



## DONATE

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Account Type : Savings  
Account Name : CoolPlay Trust  
Account Number : 901 663 1851  
Branch Number : 198 765  
Swift Code : NEDSZAJJ



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## ADDRESS

CoolPlay,  
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South Africa



“

Rugby is like life because all the decisions that you make must be to let you score a try. Even if you are being tackled very hard you must get up and keep moving.

- CoolPlayer

