



2024

ANNUAL IMPACT REPORT



www.coolplay.co.za



Chair's Letter

It is with immense pride and gratitude that I share this year's Chairman's Letter, reflecting on a period of deepened purpose and intentional transformation at CoolPlay.

2024 has marked a pivotal chapter in our evolution—one where our core commitment to Social Emotional Learning (SEL) is in the process to more fully embrace the importance of mental health. We have been working hard in the background to include these elements into our program. In a world where emotional resilience and psychological well-being are increasingly essential for young people, CoolPlay has continued to show up on sport fields. Leaving a mark in classrooms, and in communities—with care, consistency, and compassion.

Our Champions remain at the heart of this work – they are our engine for program delivery. As mentors and community leaders, we hope to embrace additional training in mental fitness, resilience-building, and trauma-informed engagement to better equip our Champions as we expand our strategic objectives.

This year, we reached a record of 2054 engaged learners across 5605 sessions. Our footprint, recognitions, and meaningful partnerships—from Allan Gray to Laureus Sport for Good to Periods for Hope and Under Armour—are evidence of the strength of our model and the integrity of our team.

I would like to express our sincere gratitude to outgoing CEO Tori Gardner for her extraordinary leadership. Her impact has been foundational, and her dedication will continue to resonate throughout the organization and team she's left behind. As we turn the page, it is with great excitement that we welcome Moshibudi Piet as the new Executive Director of CoolPlay. Moshibudi brings a wealth of experience, strategic clarity, and a deep passion for youth development. We are confident that her leadership will steer CoolPlay as we renew our strategic focus to include elements of mental health into our program for the coming year.

To our Trustees, Advisory Board, Champions, partners, and funders—thank you for your unwavering belief in the CoolPlay Way. Your support empowers us to keep creating spaces where young people can grow emotionally, socially, and mentally strong.

As we look ahead, our mission remains clear: to nurture capable, confident young leaders through the power of sport and connection. One child. One Champion. One game at a time.

Warm regards,

Saleem Gonday



Executive Director's Letter

Empowerment | Community | Well-being | Respect | Excellence

These five words embody the essence of CoolPlay and have guided me into a remarkable journey with an extraordinary group of people. Over my few months with CoolPlay, I've witnessed firsthand how we **empower** Champions to become transformative role models for children from their communities. Our Champions have resolved to journey with young people through life's challenges, helping them reach their full potential both on and off the field.

The **community** connections we've fostered are truly extraordinary. It has been so encouraging to see the intentional relationships our staff build with school partners demonstrating our commitment to serving with purpose and excellence. This collaborative approach enabled us to deliver 5,605 learning sessions over 10 months in 2024. While this represents a 12% decrease from 2023, it is mainly because we decided to strategically re-implement in-school programs. And this reflects our thoughtful approach to rebuilding and strengthening Coolplay after key Champion transitions.

Well-being remains at our core. As a sporting organization, we naturally promote physical health, but we're taking a significant step forward in 2024 by deepening our focus on the mental and emotional health of both our Champions and the +2,500 children they serve weekly. This holistic approach aligns perfectly with our vision of creating safe, inclusive spaces where children can thrive physically, mentally, emotionally, and socially.

Respect is on our logo and permeates everything we do. Anyone engaging with CoolPlay experiences our commitment to treating all people with dignity, fairness, and empathy.

A special thank you to all our Advocates: From financial supporters to volunteers, to our Advisory board and partners. We could not be where we are or get to where we need to be without you.

And as we navigate 2025 with **excellence**, we remain focused on empowering Champions to create positive community transformation whilst introducing mental health and wellness into our curriculum. With funding as our key challenge, please consider supporting our mission to build confidence, empathy, values and resilience in young lives.

Moshi Budi Piet



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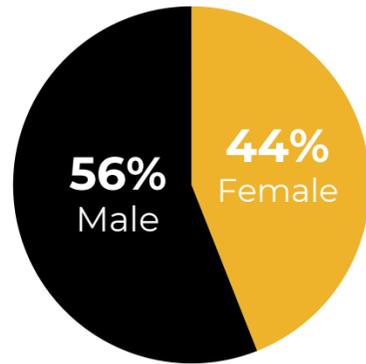
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2024 at a glance



Gender split of engaged learners



36

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



1

external research study by a masters student from the University of Stellenbosch

5605

SESSIONS

delivered by 36 Champions



86%

of 100 children showcased an understanding of the core competencies of CoolPlay during a SEL survey



R1200

per engaged learner for them to enjoy a whole year of CoolPlay



2054

engaged learners

A learner that attends 70% or more of the sessions available to them

Average of

19

learners at each session



22

partner schools across the Western Cape playing

RUGBY	SOCCER
NETBALL	CRICKET



6

partner communities in the South Africa



CoolPlay creates a fun and safe environment for children to be children.

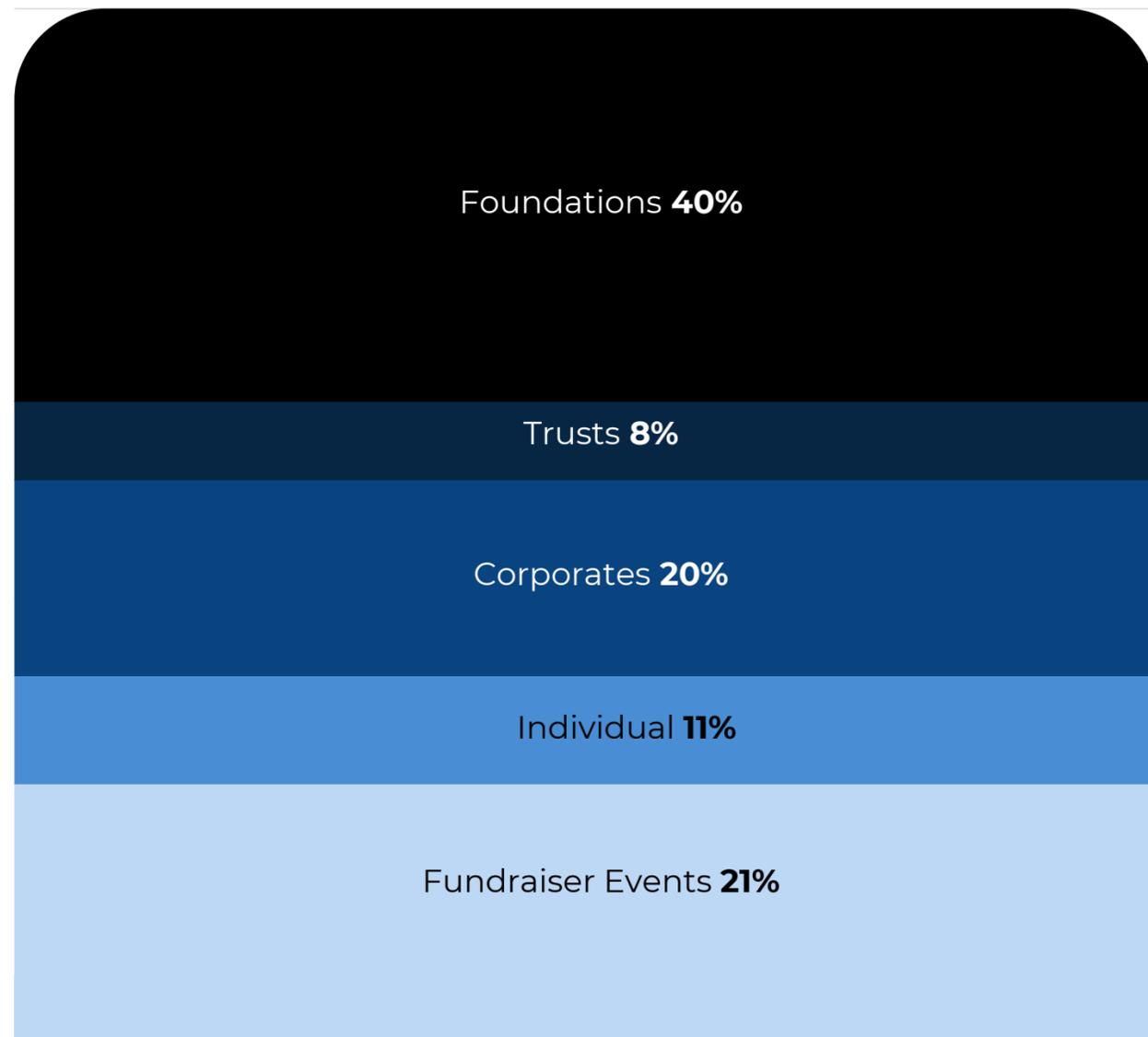
Where they can **play**, **learn** and **GROW**.



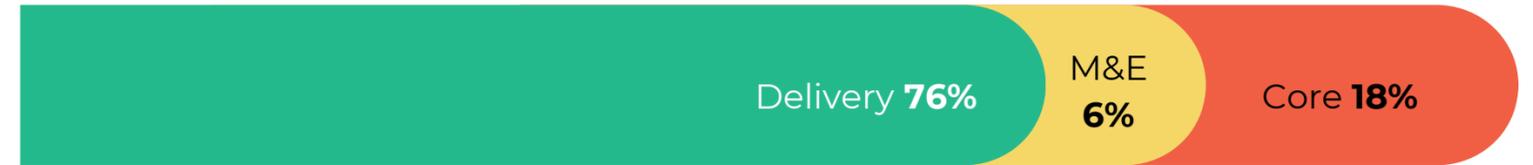
2024 Financials

In 2024, we operated with an annual budget of **R 2,870,000**, achieving remarkable cost efficiency at just **R 1,200** per engaged learner annually.

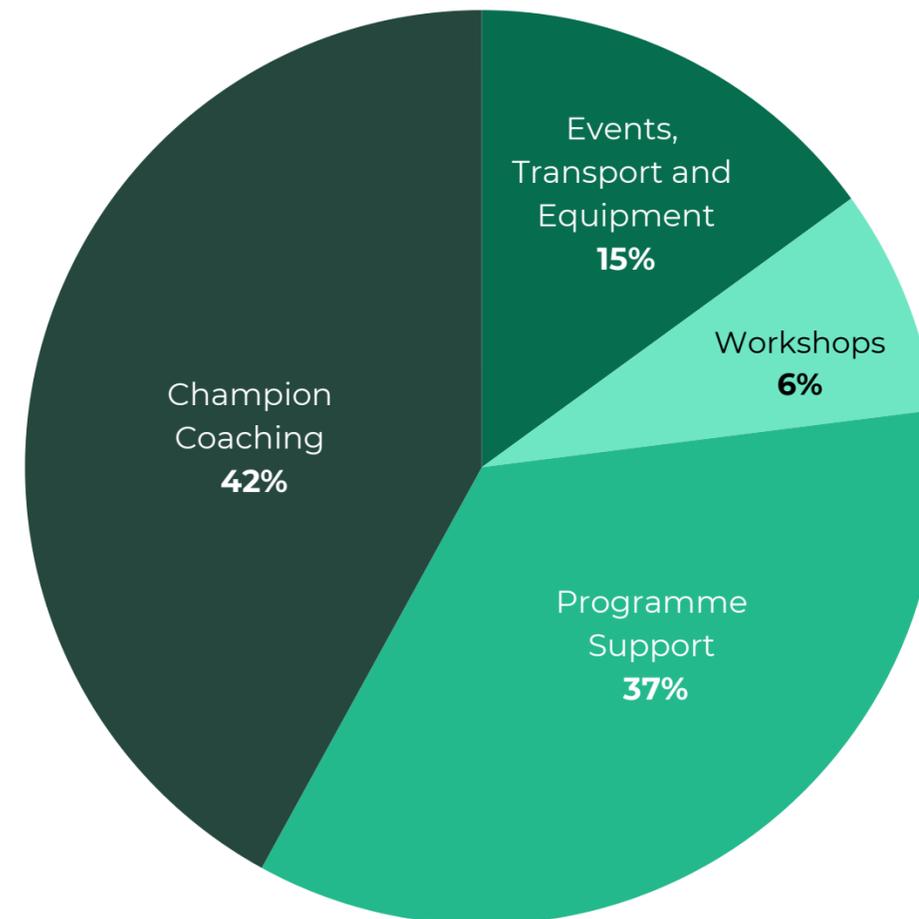
SOURCE OF FUNDS



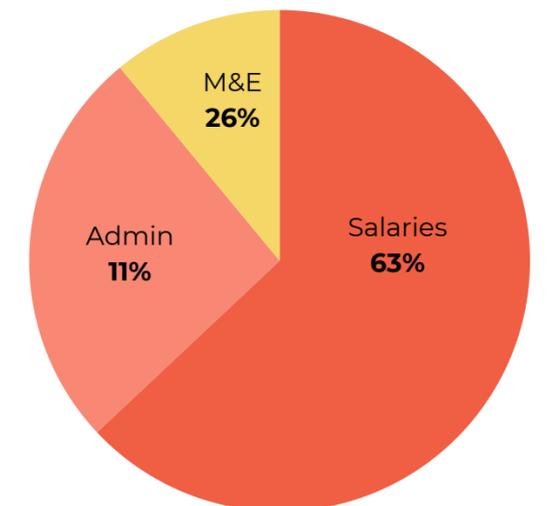
TOTAL EXPENDITURE : R 2,9 million



DELIVERY COSTS



CORE COSTS





Programme & Impact Goals

6 to 9 year olds

IN SCHOOL MINI-SPORT

Young minds are nurtured to understand their feelings and how to regulate them as they exist in the world around them.



10 to 18 year olds

AFTER SCHOOL TEAM SPORT

Children develop physically, mentally, emotionally and socially. Becoming confident, empathetic and resilient leaders in their communities.



+ 19 year olds

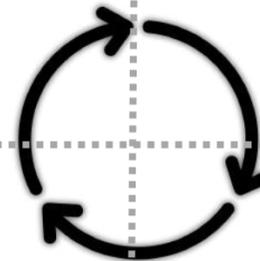
SPECIAL PROJECTS AND COMMUNITY ENRICHMENT

The CoolPlay Way and its values resonates through our partner schools, into our children and Champion homes then overflows into their community.



CHAMPION DEVELOPMENT

Over the past 11 years, CoolPlay has trained 132 confident Champions (coaches). Champions empower themselves as well as facilitate CoolPlay sessions with life-changing psychosocial skills through team sports as they mentor children to reach their full potential.





Social & Emotional Learning (SEL) at every stage

9/27

Coaching Cards

CoolPlay Curriculum

- 1 Goal Setting
- 2 Character Building
- 3 Values
- 4 Team Cohesion
- 5 Composure
- 6 Communication
- 7 Optimism
- 8 Decision-making
- 9 Gender Equity

Session Running Order

STEP 1

5 minutes

- Introduction and Energizer

STEP 2

5 minutes

- Well-Being Check-In

STEP 3

5 Minutes

- Breathing Exercises

STEP 4

15 minutes:

- Life Skills: Teach 'Coaching Card' for the week

STEP 5

40 minutes:

- Sports Drill with 'Coaching Card' incorporated

STEP 6

5 minutes

- Check-Out / Reflection



New Coaching Cards

CoolMindz Curriculum

- A Understand Emotions
- B Handle Stress
- C Build Resilience

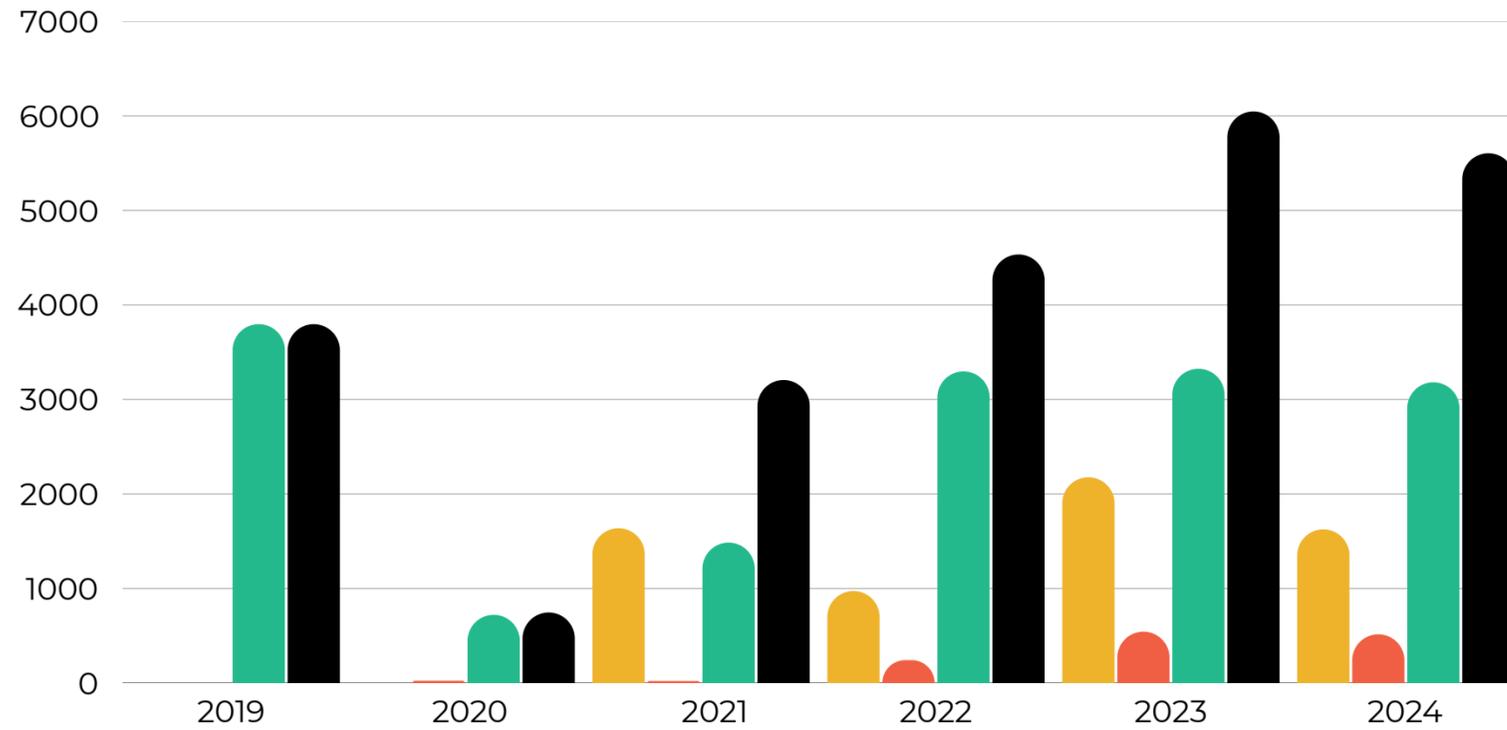


Distribution & Growth

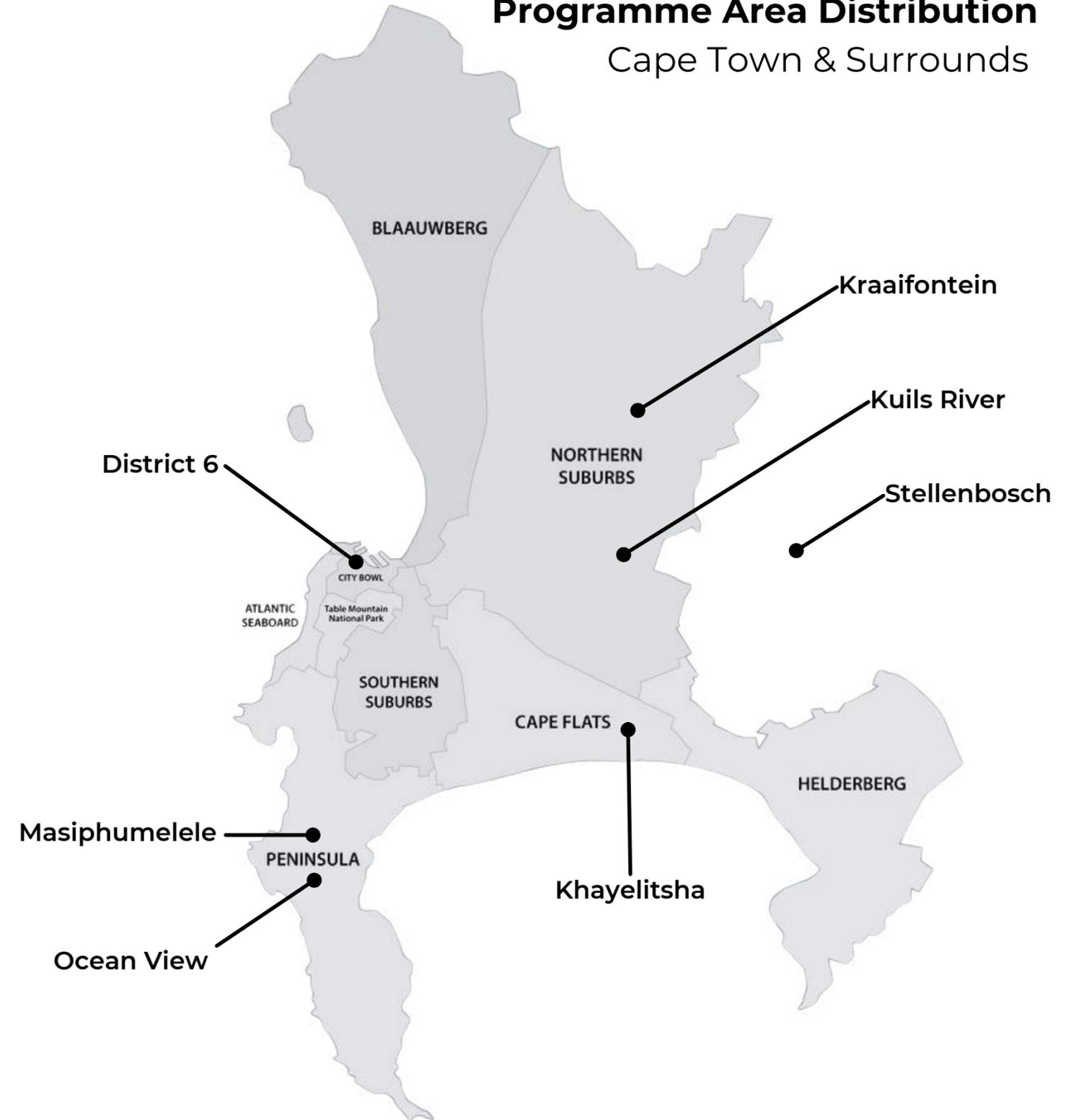
CoolPlay Programme Annual Comparison of Sessions Conducted

2019 + 2020 + 2021 + 2022 + 2023 + 2024

● Total Sessions ● After-School ● In-Class* ● Mini-Sport



Programme Area Distribution Cape Town & Surrounds





Activities & Highlights

6

International MBA Students

from the Henley Business School UK conducted research on stakeholder relationships in the programme.



4

Child Protection and Safeguarding training workshops with a local social worker.



1

Laureus Ambassadors

site visit at one of our CoolPlay schools. Cheslin Kolbe, Wayde Van Niekerk, Natalie Du Toit and Jean de Villiers





Activities & Highlights (continued)

15

Soccer Teams
Both girls & boys
participating in the
Werksmans Futbol
Tournament



7

Cool To Lead
Workshops
attended by **540**, Grade 6
and 7 children from
partner junior schools



8

Tournaments / Clinics

1210

children from across the
CoolPlay programme



315

children attended the
Youth Day Tournament

Children from across the
CoolPlay programme came
together to compete and
meet new friends.





Champions

The Champions (coaches) are the lifeblood of the organisation as we continue to impact +2500 children weekly. Their constant development and growth is a core priority for us.

In 2024, these training opportunities were provided for a total of

36

Champions



Currently, we partner with 24 male and 12 female Champions throughout different communities in the Western Cape. We strengthened our Champion support system in 2024 by implementing a more structured and responsive training approach. Our Training Manager, **Damion Barends** developed a comprehensive six-week rotation schedule, delivering Friday sessions across all regions to ensure consistent skill development.

The training followed a two-phase methodology. During the initial six-week cycle, Champions engaged directly with CoolPlay Coaching cards, collaboratively addressing knowledge gaps and sharing implementation strategies. The second six-week phase shifted to practical application, with Champions preparing and delivering demonstration sessions using the coaching cards. This peer-learning environment fostered the exchange of facilitation techniques, innovative activities, and participant engagement strategies.

To further elevate professional development, we established a valuable partnership with the South African College of Applied Psychology (SACAP), this will support Champions access to further skills and career opportunities. This collaboration provided Champions with specialized micro-credential courses that deepened their understanding of Social-Emotional Learning principles and enhanced program delivery effectiveness.





Champion Performance

Top Three Scores

Learner Connection

87%

average for displaying empathy and emotional intelligence

Learner Engagement

75%

average for consistently maintaining high levels of learner engagement throughout training sessions

SEL Concepts

65%

average in the facilitation of Social and Emotional Learning (SEL) concepts and coaching methodology

We conduct assessments throughout the year to ensure that Champions fully grasp the CoolPlay curriculum and deliver coaching with excellence.

Our assessment framework focuses on eight key areas:

1) **Engagement with Learners**

How Champions connect with and motivate participants?

2) **Coaching Methodology**

The strategic approaches used to develop skills and understanding

3) **Time Management**

Efficient use of session time for maximum impact

4) **Understanding of CoolPlay Coaching Card**

Proficiency with our core curriculum tools

5) **Facilitation Skills**

Ability to guide discussions and activities effectively

6) **Empathy and Emotional Intelligence**

Sensitivity to participants' needs and emotions

7) **Provides Constructive and Meaningful Feedback**

How do Champions help participants grow?

8) **Setup and Preparation**

Thoroughness in planning and organizing each session





Loorenzo's Story

Loorenzo - Life story and how CoolPlay has played apart in it

One of the true champions at CoolPlay, **Loorenzo Carelse**, has undergone an incredible internal transformation in the way he presents himself as a CoolPlay Champion. Having been with CoolPlay for the past six years, Lourenzo has grown significantly, constantly striving to live out the Social and Emotional Learning curriculum that CoolPlay offers its learners. As he spent more time engaging with the content and sharing it with his students, he began to truly embody the lessons, and this shift has extended to his rugby team as well. What started as a focus on winning and achieving results has evolved through challenges and obstacles. Lourenzo now understands that the value of sport goes beyond the game—it's about the lessons these young people can carry with them to school, home, and their communities

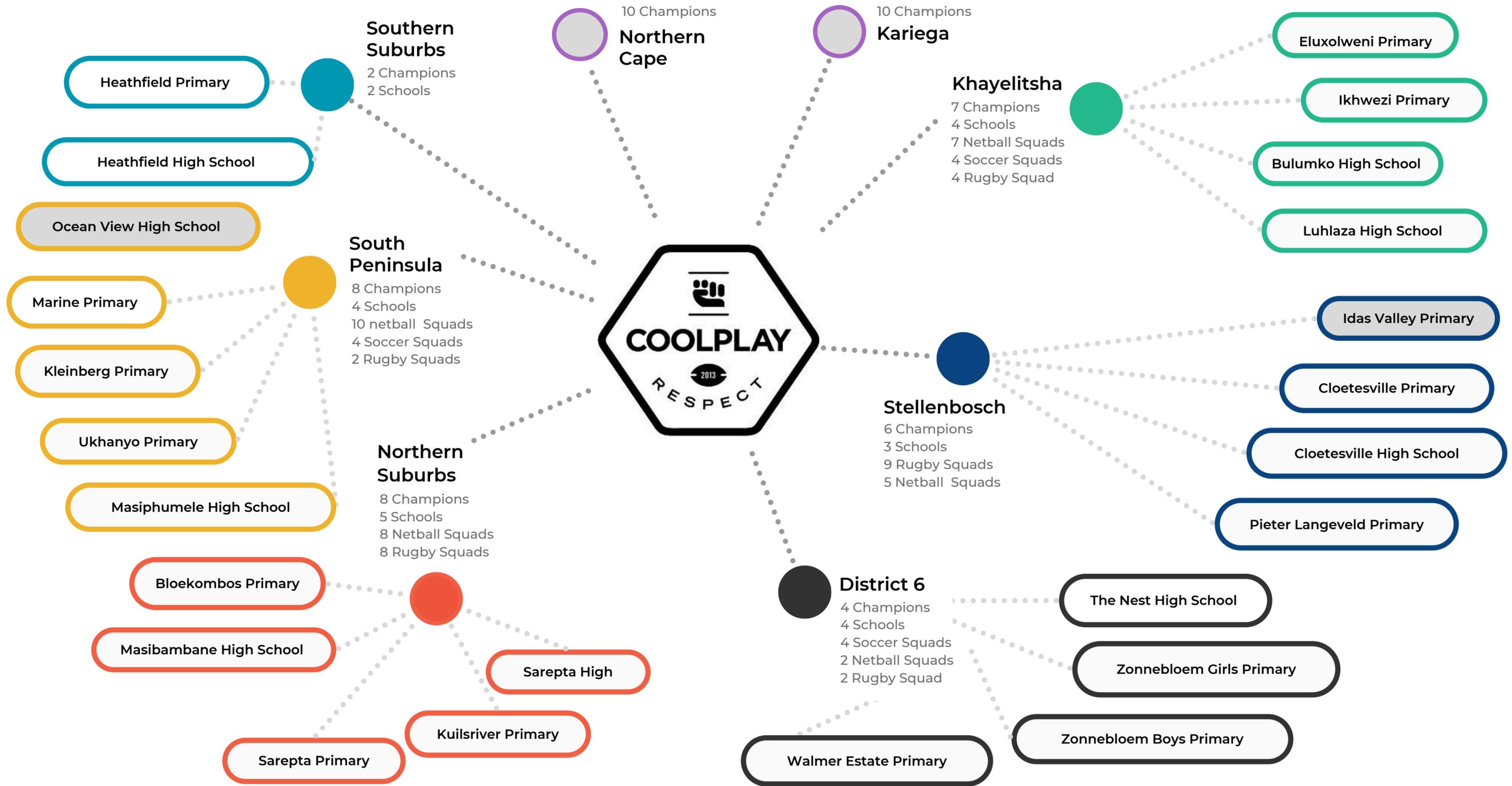
Loorenzo's approach to coaching at CoolPlay has undergone a significant transformation. Previously, his focus was solely on winning at all costs and just delivering sports sessions, a mindset that shaped the way he coached his rugby team in Stellenbosch. This mentality was partly driven by the community he and the players came from, where defeat seemed almost inevitable. Lourenzo's desire to break this cycle and secure victories was intense. However, over the past 12 months, he has gained a broader perspective, leading to a shift in his coaching philosophy. Now, his approach reflects a more holistic view, emphasizing growth and development alongside success.



The Network

36 Champions, 6 Designated Areas, 22 Partner Schools (14 Primary & 8 High Schools)

17/27





Monitoring & Evaluation

At CoolPlay, we're passionate about creating lasting change through rigorous assessment and continuous improvement. Our multi-faceted monitoring and evaluation framework ensures we deliver meaningful results for every child in our programme.

TeamPact App

Our field teams use an innovative mobile tracking system, to capture daily attendance and participation metrics. This real-time data flows directly to our Programme Managers, enabling immediate adjustments and ensuring every planned session reaches the intended learners with maximum impact.

School Feedback from Principals & Educators

School principals and educators provide quarterly feedback through structured interviews and targeted surveys.

Learner & Educator Focus Groups

Our annual focus groups create safe spaces where learners and educators speak openly about their CoolPlay journey.

Champion Assessments – Ensuring Quality & Consistency

Our management team conducts comprehensive biannual Champion Assessments, observing and evaluating our coaches in action.

Social-Emotional Learning (SEL) Surveys

Each year, we measure social-emotional growth through standardized assessments with 100 learners.

By integrating quantitative metrics with qualitative insights, CoolPlay continuously evolves its approach, maximizing our ability to transform young lives through the power of sport and purposeful play.





SEL Competency **Understanding**

100 participants were surveyed using our internal SEL survey designed to showcase the children's understanding of the core competencies of CoolPlay.

Goal Setting

99%

of learners now understand how to set attainable goals, paving the way for a future of success.

Ownership & Accountability

90%

of learners take responsibility for their actions, demonstrating strong character and leadership skills.

Self Management

89%

of learners credit the CoolPlay programme for teaching them how to make responsible and positive life choices.

Composed Under Pressure

88%

of learners can stay calm and composed when strong emotions arise, equipping them with resilience for life's challenges.

Growth Mindset

86%

of learners embrace challenges with a positive outlook, seeing the good even in tough times.

Decision Making

85%

of learners feel more confident in making good decisions, equipping them with the skills to navigate life's challenges.

Confident Communicators

80%

of learners reported improved communication skills, helping them express themselves effectively.

Emotional Awareness

72%

of learners have a deeper understanding of their emotions and thoughts, fostering self-awareness and emotional intelligence.





Learnings & Focus Group

Learner Feedback

Each year, we engage an external focus group facilitator to gather direct feedback from across our program. This process included **focus groups** conducted at **three Primary Schools** and **two High Schools**, with ten learners (50% males and 50% females) participating in each session.

What is a good decision?

“Something you thought about and are proud to do”

“When you learn from mistakes or you think before deciding what to do”

“Thinking about how it affects people close to you”

What does confidence feel like?

“Like you can take on anybody and achieve anything”

“You know you will make good decisions”

Why do you come to CoolPlay sessions?

“It’s a safe space for teamwork and development in sports and life skills”

“Coolplay has done a lot for me, and I continue to learn and make new friends”

“It’s a place where you can make memories”

How would you describe CoolPlay to your friends?

“A place to grow and become better”

“Somewhere where you are always accepted, and can have lots of fun”

“A place where you can make friends, and get better in your sports”





Learnings & Focus Group

Key Takeaways....

CoolPlay helps learners by providing them a place to show their talent and grow their confidence.

Helps keep learners disciplined.

Having Champions from the community assists in maintaining rapport / facilitating conversations.

CoolPlay participants stand out (confidence, communication, determination, initiative)

Educator Feedback

Additionally, a dedicated workshop captured valuable insights from **ten educators** regarding program impact and effectiveness.

How has CoolPlay helped you in the classroom?

"They are being taught valuable communication skills, and they look up to their coaches as heroes."

What changes have you noticed?

"The programme helps the children that are not academic, because it teaches them respect and discipline and gives them role models"

CoolPlay has been an integral component in developing sports and instilling Life Skills through sports here at Kuils River Primary. Learners have developed increased interest in partaking in sport codes with the involvement of Coolplay.

The CoolPlay coaches in sport codes netball and rugby has played a positive role in shaping the learner's perception about sports in positive light. Their expertise goes beyond the coaching aspect as they are also well acquainted with learners. Their coaching is about building good interpersonal relationships with the learners to get the best out of them in sport. The learners also respond very well to them as they are always excited to speak to their coach.

In essence, CoolPlay has become a pivotal stakeholder in the development of sport and creating a sporting culture in our school. We are therefore grateful to have them as a supporting structure in our sport.

Sports Coordinator

Mr. J.W. Thomas



Sustainable Development Goals

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

SDG3: Good Health and Wellbeing

CoolPlay cultivates resilience by creating safe spaces where participants develop effective coping mechanisms and achieve sustainable mental wellbeing.

SDG4: Quality Education

Goal setting and responsible decision-making form the foundation of the CoolPlay Way. Participants demonstrate improved classroom engagement, stronger academic commitment, and reduced behavioral issues.

SDG5: Gender Equity

CoolPlay champions equality, empowerment, and safety for all by identifying and eliminating barriers to female participation.

SDG8: Decent Work & Economic Growth

CoolPlay equips youth and coaches with essential skills for meaningful employment. Our personal and professional development philosophy prepares Champions for economically viable career opportunities.

SDG10: Reduce Inequalities

CoolPlay celebrates diversity and empowers individuals regardless of age, gender, disability, race, ethnicity, religion, or economic status.



After-School Sports

Life Skills Programme



Mini-Sports



Champion

Development



Special Projects &

Community Enrichment





Participant to **Laureus YES Programme Alumuni**



The Reflection Letter from Bradwin Louis

“Where do I even start! Firstly I would like to say thank you for this wonderful opportunity granted. No words can explain how grateful I am to have been on this Laureus YES camp. I am truly honoured to have experienced such fellowship, brotherhood and sisterhood. The level of guidance and support I got in just this week is insane to what I am used to in my community and what I know.

I feel free and opened up to change and to do better and do good. I am inspired in so many ways to keep on and Hold On because Pain Ends. I have uncovered what type of leader I am and I have learned that sometimes we win and sometimes we learn, we do not lose. I got to experience snorkeling for the first time. I never thought that I would do that because I would not have done it on my own or out of my own.

I got to learn about powerful conversations and how it works or what makes a powerful conversation. I found it interesting. I reflected on how sport has changed my life and realised that sport saved me from the outside world as well as from myself. I never heard about SDG's (sustainable development goals) and learned about them at the camp. I have come to learn that when you get to assumptions you should ask and not tell. We did the circle of influence where you should focus on stuff you can control like the inner circle. What you think, what you feel and what you do.

We touched on a lot of development models. I learned about personality and what it is made up of. Emotions and feelings have two different meanings! Resilience my favourite one. I discovered I am way more resilient than what I thought I was. I got a tool on how to build hope, called the hope scale. Basis of it is that you need someone to love, something to do and something to hope for. And that is not all I learned a goal setting technique SMART which I will definitely make use of.

To wrap the week up we were put in real job interviews and guided on how to sell yourself in thirty seconds. We got interview tips that blew my mind. Than last but not least and most importantly we received FINANCIAL EDUCATION. I learned very valuable tips that will change how I work with my money! A message I will carry with me is that failing is your First Attempt In Learning and what you learn is a lesson which you must use to build up on and not give up or stop pursuing whatever it is you are pursuing.”





In partnership with **Under Armour**

Since 2021, CoolPlay Champions have taken to the field proudly outfitted in **Under Armour**, one of sport's most respected and innovative performance brands.

This powerful partnership extends far beyond the annual kit provided to our Champions and Management team. Under Armour, through Apollo Brands, consistently strengthens our mission by supporting key fundraising initiatives throughout the year and making significant contributions toward programme delivery and special projects.

We extend our deepest gratitude to the entire Apollo Brands team for their unwavering commitment to our cause. Their support equips our Champions not just with premium athletic wear, but with the confidence and professionalism needed to inspire the next generation.





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.

How to DONATE?

For 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



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



MySchool MyVillage MyPlanet
MAKE EVERY SWIPE COUNT

Trust: IT135/2010

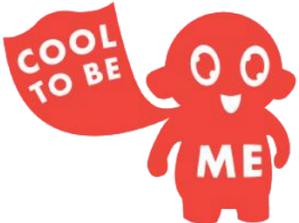
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Special - Thank You



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Our Team · Our School · Our Community

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To our 2024 fundraising dinner sponsors - thank you!





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