

News for All

Edcon funds a Sport For All

Sport For All is very pleased to announce that EDCON, through their JET Brand have funded the set up costs of two Sport For All Franchises for 2008.

The areas for the franchises are yet to be finalized, but it looks like it will be in the Pretoria and the Waterberg District Municipality regions.

For Edcon, transformation is a vital element of their business, and one that is given extensive attention. Due Diligence, site

inspections and a business models are all orders of the day. Projects funded by EDCON maintain strict governance and detailed levels of reporting. Sport For All is not only proud but humbled to be grouped with other Corporate social investment initiatives with such high reputations.

Sport For All and EDCON look forward to establishing these franchises early next year, and making a difference to two additional communities together.



SEESA's Clients come together to make a difference.

The Sport For All social franchise offers corporate funders the opportunity to make a difference in communities, and by doing so, increasing their scorecard in the areas of Enterprise Development and Socio-economic Development.

Previously the onus of ensuring that enterprise development contributions were utilized as stipulated in the agreement, fell on the company kind enough to make a difference. This can become rather labour intensive and has discouraged many companies from considering this as an option.

The Sport For All Franchise model, removes that responsibility from the funding company and onto the franchisor who ensures service levels and provides guidance (operational and other) to achieve sustainability.

SEESA BEE consultants in Pretoria saw the value this offering would make to their clients.

Over the last few months numerous businesses throughout Gauteng, under the guidance of their BEE Advisors, have come together and jointly funded a social franchise.

It is incredibly encouraging to notice the diverse mix of contributors, from the long-standing family owned businesses to the Multi-nationals illustrating that every bit counts.

The Sport For All team will start the process of identifying the beneficiary community, engaging all the relevant stakeholders, appointing a franchisee and ultimately opening our next site before the end of the first quarter next year.

Sport For All finds another funder in Impala Platinum

Sport For All Franchising recently signed an agreement with Impala Platinum funding the establishment of a franchise in the Kagisano Local Municipality, North West Province. The Kagisano local municipality has been identified as a key labour sending area for Impala Platinum, who acknowledge their corporate responsibility to give back to the communities they operate in, or recruit labour from.

Joint presentations from Sport For All and the Implats transformation team were delivered to the local municipality, who not only endorsed the program, but have committed to funding the membership fees of 150 Orphaned and vulnerable children

from their community.

This partnership, between the municipality, corporates and the private sector, show the levels of commitment to transforming areas that are historically disadvantaged and under serviced.

The chosen site for the program will be finalized early in the New Year, triggering the next step in the process, appointing the franchisee. We hope to be operational before the end of March 2008, with the franchisee trained, coaches appointed and children off the street, benefiting from the experiences of a structured sports coaching system.

December 2007

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Coaches Corner Robert Mohlabi Mokhane



Robert Mohlabi Mokhane

Robert Mohlabi Mokhane is a Soccer and Volleyball Coach at SFA Katlehong since March 2007. He was also voted "Coach of the Year" for 2007. Well done, Robert You deserve it!

Robert had the following to say when he was interviewed...

SFA: How has Sport For All helped you grow?

RM: I am still experiencing new things everyday, but the future looks very good.

SFA: What has been the highlight of your career with Sport For All so far?

RM: Being exposed to multi-sport and interacting with children of different cultures, as well as being coach of the Year 2007.

SFA: What are your ambitions for the future?

RM: To have a very strong and solid volleyball team. I also want to get all levels in different sports.

SFA: What advice can you give to fellow and prospective coaches?

RM: To respect children and know what you want in life and also know what children expect from coaches as they look to them as role models.

SFA: What difference has Sport For All made to your community?

RM: It has given children in the community an opportunity to take part in Sports of their choice, giving them an after care facilities and making their dreams comes true.

SFA: What are your hobbies?

RM: Watching TV, Playing Soccer and Playing Volleyball.

Ekurhuleni 10km Municipal Race

Ekurhuleni hosted a 10 and 21km road race at Katlehong Stadium on December 2nd. As always the various Sport For All teams have their own internal race, this year there were three teams, SFA Head Office, represented by Trevor Locker, Potjo Matsikane and Marie Locker; SFA Palm Ridge, represented by Elizabeth Molomo, Franchisee and her coaches Simphiwe Ndwalane and Siyabonga Ludidi and SFA Katlehong, consisting of Benny Mphahlele, franchisee and his coaches Robert Mohlabi and Brian Twala.

When the race started the Sport For All teams started conservatively at the back, while I (Potjo) tried to get ahead. Along the route Trevor and Brian passed me, leaving me in third position of our "race within the race". You'll be amazed how positions changed during the course of the event.

Robert and Siyabonga overtook Trevor, who eventually caught Brian at the entrance to the stadium to finish, except to his horror, Brian was starting his next lap, he was running the 21km. I finished a few minutes behind Trevor, followed by Siyabonga and Benny.

In the female category, Marie was the first Sport For All lady home, followed by Elizabeth and Simphiwe.

Everyone really enjoyed the race, we'd like to thank everyone for participating, but more importantly, Ekurhuleni for yet another extremely well organized race, that proudly showcased Katlehong.

Year End Function

This year we celebrated our yearend function differently from last year, we decided to combine the two SFA program's, Palmridge and Katlehong.

The visitors, SFA Katlehong came along on Saturday morning singing their songs and all of us at Palmridge welcomed them open arms (and some healthy competition).The atmosphere was full of joy and happiness

We started the day with cricket and the results were as follows:
The Palmridge side managed to score 79 runs in 15 overs
The visitors, Katlehong managed to score 32 runs all out

The main event of the day was, of course the soccer matches:
The under 12 Palmridge side managed to beat Katlehong 5-3
The under 15 Palmridge side beat the Katlehong side 2-1
The under 17 Palmridge side took the lead 2-1 but the game was unfortunately not completed due

to rain stop play.

The Katlehong girls beat the Palmridge girls in netball...
Scores were as follows;
U/ 12 won 9-4
U/ 15 won 32-25

At the end of the day Palmridge walked away with two trophies, for cricket and soccer and Katlehong walked away with the netball trophy.

Due to the rain we were not able to play volleyball as the decider of who was going to take the overall floating trophy. So Palmridge will keep the trophy for 6 months and the Katlehong will get it for 6 months.

Both sides gave out awards to the top players the following Monday.

At the end of the day every one was a winner! We all shared a great lunch and parents, players, younger siblings and friends all had a great day.

Letter from Trevor Locker Chief Operating Officer, Sport For All Franchising



Trevor Locker
C.O.O

To all Valued Partners, Funders and Friends of Sport For All Franchising,

On behalf of the Sport For All team, I would like to take this opportunity to wish you all a safe and relaxing festive season and a prosperous new year. May your dreams be fulfilled and your generosity rewarded.

Looking back on 2007 it is encouraging to see that our Katlehong project has remained sustainable and the Palm Ridge project achieved sustainability in its third month of operation, once again underlining the success of the social franchise model.

Looking ahead to the first quarter of 2008 we will be opening 4 new sites thanks to the generosity of various funders. The details of which are covered in the balance of the newsletter. This is a very exciting time and we look forward to making a positive impact in those beneficiary communities. Our focus in the new year will be to get all our new sites sustainable as quick as possible and then concentrate on expanding our footprint further.

An additional challenge for the new year will be to increase our Orphaned and Vulnerable Children funding. I am happy to announce that

our relationship with the Laureus Sport For Good Foundation will continue and we will be bringing a new OVC partner on board early in the new year. Watch the press for details. We envisage increased support from businesses with regard to OVC funding and will target getting more of these children into the fold.

I would also like to take this opportunity to thank the Sport For All team for their incredible hard work this year. Enjoy your holidays, rest up as we have a lot of work to do in 2008.

Until next year,

Thank You, for taking the time to make a difference!

Sport For All is proud to have been nominated for a Franchise Association South Africa (FASA) award

The Annual FASA awards were held on 25 October 2007 at Emperors Palace and the Sport For All team went along for the great occasion. The evening's awards included Franchisor of the Year, Franchisee of the Year, Newcomer Franchisor of the year and Brand builder of the year. Along with Pick 'n Pay Family Supermarkets and Hot Dog Café, Sport For All was nominated for the Leading Developer of Emerging Entrepreneurs.

"Being nominated for this award was a great honour for us, having been a member of FASA for two years. We were nominated along with Hotdog Café and Pick 'n Pay Family Supermarkets, who are both leaders in the field and we are indeed very proud. Well done to Hotdog Café for winning the category they have done fantastic work giving emerging entrepreneurs viable opportunities", said Trevor Locker, COO of Sport For All Franchising.

Sport For All Franchising has been working hard at getting start up capital from corporations for aspiring entrepreneurs in townships and rural areas. It is often a long and difficult road

obtaining the funding needed but the rewards are great! During 2007 Sport For All Franchising with Standard Bank has successfully put two entrepreneurs into sustainable businesses in the Kathorus area, South of Gauteng. We provide Sports Coaching to the children of the community at an affordable monthly rate and employ coaches from the immediate area. This is social franchising in action, business helping people to help themselves and those around them.

"By the 2010 Soccer World Cup we aim to have 200 black owned franchises up and running in previously disadvantaged areas, 2000 young coaches employed and at least 100 000 children playing sport on a daily basis. This nomination from FASA has given us great encouragement and we thank FASA for the recognition that they have given us." says Trevor Locker.

Sport For All wishes to congratulate Hotdog Café for winning the category and would also like to thank FASA for their support!

Role Models Retreat 2007

From the 21st - 23rd November 2007, DaimlerChrysler South Africa (DCSA) hosted Laureus Sport For Good Foundation South Africa for the fifth annual Role Models Retreat.

The retreat was attended by coaches and project administrators from different Laureus funded projects around South Africa. For many people, it was their first time at the Role Models Retreat and the experience was worthwhile and sure to be remembered.

Day 1: After registration and energisers, Mr. Sej Motau of DaimlerChrysler, welcomed all the delegates and told them to enjoy the experience of their stay during the retreat. There was also an address by Morne du Plessis, Chairman of Laureus Sport For Good Foundation Trust South Africa.

The Highlight of the day was the address by Braam Malherbe, a man who together with his running partner, David Grier, became the first person in history to run the entire length of the Great Wall of China. "This run broke several endurance records 98 days of running a full marathon per day in addition to being a world first!" said Braam. His epic journey across the Gobi Desert, into the mountains of North China, and down to the Yellow Sea, was also a vehicle for raising money for Operation Smile.

The title of the presentation was - NOTHING IS IMPOSSIBLE. In his own words Braam said that the run has changed his life and he only realised during the journey that most of the challenges and obstacles that he faced he never envisaged. He said that the only motivation that kept him going was a letter his Son wrote for him on his way to the epic journey that said, "Dad, remember that step that you will be taking on the race you are step closer to coming back home". When I personally asked him if ever given an opportunity to do it again would he be ready and willing to do it, his answer was " I will never do it again!".

Day 2: The day was dedicated to presentations by all the projects represented at the retreat. After that we had Motivational Speaker, Rachel Guttabingi from UGANDA. Rachel's presentation made most of us realise how other Nations make it through, regardless of the challenges and difficulties they are subjected to in their everyday living.

Rachel's presentation taught us to be motivated and be happy with what we are doing as we are bringing change to the children that we are dealing with on a daily basis. She also reminded us that we are real role models, and we always need to keep our heads up, as we are most fortunate here in South Africa, we have access to many opportunities.

We were also privileged to have children from various projects visiting DCSA where they had an opportunity to interact with coaches and took part in different activities that were organised for them. The activities included

Soccer, Boxing, a Fitness Challenge and life skills.

Day 3: At the end of the third day we were taught the process of reporting to Laureus. This was to emphasise and make us understand the need to do more work, prioritise and take more consideration of what we are doing.

The end of the Retreat was a group social held at the Lion Park. We had an opportunity to see Lions and other animals. Before everyone departed back to different destinations we had a Lekker Braai, where we enjoyed good food and company. All too soon, it was time to say goodbye to the Laureus Role Model Retreat 2007.



Potjo Matsikane, Nokuthula Tsela, Elizabeth Molomo, Agresham Shingange, Benjamin Mphahlele with Braam Malherbe



SFA Team at Daimler Chrysler South Africa.