

# News for All



## Sicelo and Chesterville, the new sites on the block.

Its really been a busy year for the Sport For All Head Office team. Five new sites were opened in 2008, the last two being in Sicelo, Midvaal, Gauteng and Chesterville, Cato Manor, KZN. Both of these sites came about through Partnerships with a Foundation and various NGO's all doing a superb job in their communities, but lacking a structured sport component.

The Midvaal partnership came about through a relationship with the Hollard Foundation and their work with Kaga Ya Bana, a consortium in Meyerton.



Mpumelelo Mtimkulu, fondly known as Dallas, was awarded the Sicelo Franchise in October.

Mpumelelo's previous work experience, both as an activity co-ordinator and at the Dept Sports, Art and Culture, coupled with his extra ordinary energy levels, made him the perfect candidate for the position.

Mpumelelo says; "Making the youth achieve their dreams will be an added bonus. The most critical part for me is the wellness of my community as a result of participation in sport."

Just 31 years old Mpumelelo is Sport For All's youngest franchisee, his eagerness to learn and enthusiasm to truly make a difference, despite adversities is highly commendable.

The Cato Manor franchise is a partnership between Sport For All and Vukukhanye Community Upliftment Initiatives. Sport For All started 13 years ago in Cato Manor and is thrilled to finally go back to their roots, with the sustainable franchise model.

Vukukhanye has been very involved in the community of Chesterville for many years, running various key initiatives, now they have a sport element to be able to offer the community, which will encourage the children off the streets.

The Vukukhanye - Sport For All team, which consists of Sipiwe Qwabe, Mandla Mchunu and Mandla Sithole, underwent extensive training with Mpumelelo in October 08, at the Sport For All head office in Midrand.

Their community registration day was a raging success, with well over 400 children attending, despite the wet weather. The facilities which were previously under-utilised, were buzzing with children playing multiple sports, golf included.

Good luck to both these teams!!



Trevor Locker with the Vukukhanye Team

December 2008

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## Coaches Corner



Thembi Makhubo lives in Saulsville, Pretoria and coaches in Atteridgeville. Potjo Matsikane spent sometime getting to know Thembi a bit better.

Sport For All has helped me get involved in additional sports. Not only has it given me the tools to coach, but coaching has also increased my personal fitness levels. Thembi's highlight Sport For All was at the Atteridgeville community open day, when she had 80 children to coach in one session, this was the first time she had needed to handle such volumes.

Thembi had great advice for her fellow coaches; "Be patient with kids, don't call them silly names. You must love and respect their options, most of all, give them an equal chance to participate in different sporting codes.

Sport For All wishes Thembi the best of luck and hopes she fills her dreams to complete her B Tech Public Relations.

## Progress Report

*Update by Agresham Shingange*

**Katlehong**, This the oldest SFA Franchise in Operation. Regardless of the facility access challenge, SFA Katlehong maintained its sustainable growth and produced good results in the development of players. We have seen the launch of the netball league, the selection of several players in cricket and soccer to represent the municipality, and one coach, Brian Twala from Katlehong being employed permanently at Sport For All Head Office. Benjamin Mphahlele, the Franchisee for Katlehong was awarded a Certificate for Best Administrator of the Year for his good and excellent paperwork that he has done for the year 2008.

**Palmridge**, During 2008, SFA Palmridge was the centre of Media Coverage directed at Sport For All. From SuperSports, Let's Play, Standard Bank In House Media, Destiny Magazine and the SABC Radio Sports, what an achievement for Elizabeth Molomo and her Team. It is no wonder that her team was selected to participate at the Discovery Head Office event during the Role Model Retreat 2008 and at the end of the year she was awarded a Certificate of Creating Media Awareness Award.

**Thabazimbi**, SFA Thabazimbi opened on 26<sup>th</sup> July and launched on 29<sup>th</sup> November. With much determination from Josephine Sebolayi the Franchisee, it is no surprise that they ended the year with 222 players. Five players were selected for SAFA Mokopane Academy 2009 and has been given the support of local companies with complimentary transport, whenever they play away. What a record.

**Ganyesa**, SFA Ganyesa opened on 02 August. With poverty a reality in Ganyesa, this site has started off very slowly but with the full support of the Municipality and the dedication of the Franchisee, Matilda Taile and her coaches, Sport For All Ganyesa closed 2008 with a membership of 200.

**Atteridgeville**, SFA Atteridgeville opened on 26 August, and has had the most challenges to date. This is due to the misconception that a child must not pay to play sport. We hope that in the New Year there is going to be more changes that will see SFA Atteridgeville being as successful as the other sites.

**Chesterville**, SFA Chesterville opened on 6<sup>th</sup> December. On the first day of opening its doors and having formal training sessions they had more than 200 players taking part. There is much potential for success in SFA Chesterville, and working closely with Vukukhanye Community Upliftment Initiatives, we know the in 2009 this will become a reality.

**Sicelo**, This is our 7<sup>th</sup> SFA site. The official opening will be in Jan 09, but children have already started to come and taste what Sport For All has to offer. We hope with the enthusiasm of Mpumelelo Mtimkulu, the Franchisee that this site will be very successful.

## Letter from the CEO—Trevor Locker

Hi all,

The year is over, the holidays have started and the festive season looms. It's that time of the year when we reflect on our efforts for the past year and start thinking about implementing the latest plan for the New Year. Our objectives have not changed; we need to use the power of sport to keep children off the streets and develop healthy bodies and healthy minds. Have we done enough? How can we do more?



I think of the wonderful work Gill and her team, from the Hollard Foundation are doing, how hard Pru' and her team, from the Laureus Sports For Good Foundation work to make a difference. Let's Play receiving the Mail & Guardian Investing in the Future Award, well done Vaughn especially is such trying times. I think of all the wonderful people rewarded at the Jet Community Awards, normal people making a difference. I think of the 160 Companies in all shapes and sizes that have funded Sport For All over the last 12 months, I'm humbled!

What can I do? I need to get more children off the streets, to achieve this we will need more coaches, which in turn will create more jobs. We will need more franchisee to manage these projects so we will need more funding to open these projects. I need to focus on the future, I need to make a difference, that's it! ***"I need to take the time to make a difference!"***

I would like to take this opportunity to thank all our partners, funders, coaches and franchisees for your support over the last year, without you, we could not have made the difference we have made. We look forward to increasing the Sport For All family in the New Year and using this extended family to directly impact on many children's lives.

To my dedicated team I only say one thing, **"Records are made to be broken"**, All the very best for 2009!!

## Highlights for 2008

2008 has been a very successful year for both Sport For All and individual players. It is important to acknowledge and share the successes of people, not only is it well deserved praise, but a true inspiration to other coaches and children.

- *Dobby Mhlongo, Maloisane Rakaki and Napo Moleke* were all chosen at the Provincial selection, and will represent their province in under 19 soccer side.
- *Thapelo Christmas* must be congratulated for being chosen to play for the National Under 13 squad.
- *Vusi Mtshweni and Amos Zulu* were selected to play for African Stars in Florida Lake. *Vusi* went on to represent the Gauteng Squad in Cape Town.
- *Phumlani Mkabinde* was chosen to play for Latio Football Club in Edenpark.
- *Trevor and Marie Locker* were fortunate enough to run the Washington Marine Core Marathon, they used this opportunity to raise funds for the Sport For All Orphaned and Vulnerable Children's Fund. Over R 6000 was raised for this fund. For Marie this was her first marathon.
- *Simpiwe Zulu and Katleho Diphooko* were selected to represent Love Life in the national games in Mafikeng, North West Province.
- *Every coach and franchisee, who gives so much of themselves to make a difference in their communities, You are all true role models.*

***The true heroes are ordinary people, who do extra-ordinary things!!!!***

## Laureus Role Models Retreat



It was November, and that time of the year again for another addition of the Laureus Role Models Retreat. The venue was the stunning DaimlerChrysler Head Offices in Pretoria as they are one of our sponsors

in South Africa. As part of the Laureus global family this was the opportunity for the South African projects to give feedback to the ambassadors on the progress and challenges facing all the projects. All projects linked to the South African Foundation attended namely; Soweto Schools Rugby Project, Free the Youth, Playing For Peace, Alexandra Football Academy, Little Champs, Chips, Future Champs, Buffalo City, Fight with Insight and Sport For All. Two new projects also joined the Laureus family; they are Makhombandlela Youth Movement from Limpopo focusing on HIV and Life Skills and The Indigo Skateboarding Movement a very different project in that they teach rural children skateboarding in their own backyard and influence them in making positive life decisions as they grow up.

All the above projects have one thing in common; to use Sports and Life Skills as tools to influence the youth to make informed decisions about their lives.

This year's theme was "Life Skills", as this was seen by most of the projects as the most important influence in our societies that children grow up in. On the first day we were divided into groups where they gave us opportunities to share in the great work and challenges of other projects.

This also gave us as coaches and administrators an opportunity to come up with possible solutions which can be implemented as we go back to our different projects. The one thing that I noticed in the discussion groups was that the emphasis was on; being a role model begins with the coaches and the administrators. That is, as a coach, you have to always lead by example, live a clean life, as you have so much influence on the children's lives at an early age.

The following day it was fun and games as we went to Discovery Health Head Offices in Sandton, who are also major sponsors of The Laureus Foundation South Africa.

We were fortunate enough to have children from one of our projects in Palmridge and the Little Champs participating in the project visit. The children were divided into teams and accompanied by role models and ambassadors, each team had to rotate to a station and play soccer, as well as and create a banner explaining the impact of HIV and Aids with children using different colour paints. The banners were also meant to remind people living with the virus that we care about them. Each school going child, received a school bag with stationery for next year, while the pre-schoolers got a present and a bucket and spade. The children were very grateful to Discovery Health for sponsoring this event. Everyone had loads of fun. Discovery Health made sure nobody was forgotten and the coaches, ambassadors and academy members all received stunning jackets.

As we concluded on the last day everyone agreed that there is still lots to be done out there, but as role models to the children we can only focus on being true role models - It begins with us.

*Written by Brian Twala*



Children received Discovery School Bags with a stationery pack for school in 2009.

