

News for All

Welcome to our new Franchisee,
Josephine Sebolayi!



Gabishwane Josephine Sebolayi has a medical care background. She has worked in a doctors consulting room and at various hospitals and is now and HIV/AIDS counselor. A few months ago Josephine's life changed when the municipality advised them on the Sport For All opportunity.

After seeing the advertisement Josephine applied for the opportunity by submitting her CV, she then was invited for the first round of interviews and back for the second round, after which she was chosen out of the finalists as our newest franchisee.

Josephine is the ideal Sport For All franchisee. She loves kids and her community, she also understands the importance of getting children off the streets and helping to develop young sport stars. Through this franchise, Josephine hopes to contribute to developing the community and wants to be the person who takes responsibility for youth sport activities in the community.

She loves sport and plays netball in the position of goal defender and shooter. On the court she is known as Phina.

"I am so happy and I feel really great!" says Josephine about being appointed franchisee of Sport For All Thabazimbi. She goes further to say "I also feel great about the community and think it is the

right time to take charge of sport. Currently there is nobody taking ownership of providing sport coaching in our community. The children need access to sport to enrich their lives. They need someone to be responsible and help the youth in the area of sport".

Josephine is not without challenges in opening this business. She is concerned about finance, politics and not getting the support from the community. But the Sport For All Franchising team will assist her in over coming all the challenges that may lie ahead. It has been done before. Once the community sees the difference that is being made their support will be unlimited!

The Sport For All team wishes her well and will support her in everything that she does to make this a great success!



June 2008

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Coaches Corner Precious Sadiki



Precious Sadiki

Precious Sadiki is a dedicated Sport For All Coach from Katlehong. She has been coaching for seven months and coaches netball, basketball and cricket!

We found out a bit more...

Q: How has Sport For All helped you to grow?

A: It has built up my self-esteem and has taught me that every player is different. It has brightened my life and changed the way I look at sport.

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

A: When my Under 15 team won the Top 20 Tournament organised by Love Life. Now we represent Love Life Pola Park in our region!

Q: What advice can you give to other aspiring coaches?

A: Learn to understand and respect every person in the team, because everyone is different. It is important to work as part of the team and not as an individual.

Q: What are your ambitions for the future?

A: To become a successful Civil Engineer. I would also like to see some of my netball players making it big!

Q: What difference has Sport For All made in your community?

A: It has exposed hidden talent and given children an equal chance to participate in whatever sport they like.

Q: What are your hobbies?

A: Dancing and listening to music.

Thank you Precious! Keep up the good work and reach for the stars!

The Laureus Sport For Good Foundation - All players win exhibition

Laureus projects from around the world were recently invited to enter a creative box full of items about their project for a worldwide exhibition. This was run as a competition and the winners would be in the exhibition.

The box arrived with various instructions and art supplies for us to tell the Sport For All story with. Since Laureus is primarily known for their Awards, not many people know about the charitable dimension of the organisation and this is their way of showcasing it.

The box needed to be primarily put together by children that the program benefits. So we put the project out to the members of Sport For All Katlehong and Palmridge. We asked the children to either submit a letter, poem or drawing on what Sport For All means to them. We received so many beautiful pieces of work that it was really difficult to choose the best ones to complete the entire project.

We eventually chose the best people to do the job. This included Tshepo Nkomo, Sibongile Khumalo, Sahluko Ntuli, Sindiswe Zinyongo, Tsibiso Matlala, Vusi Mtsweni and Refloe Nyemba.

The team got together and did some lovely letters, poems, drawings and photographs about Sport For All, their cultures and their communities. This was all done to show the world what we are all about and what the Sport For All program is all about.

In the end a lot of hard work went into the box and we were so proud of what we achieved. Laureus was also impressed. Unfortunately we were not amongst the winners but all the projects were so great that they decided to showcase all the programs in a separate exhibition! So the world will still get to see a bit of Sport For All South Africa and its players!



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



Trevor Locker
CEO

Hi all,

The first half of the year has passed with unprecedented speed and I sincerely hope that you all are well on track to reaching your goals for 2008.

The 2008 Beijing Olympic Games start in August and we look forward to seeing our South African team make us proud as they

compete in sports ultimate event but more importantly inspire our children to reach those levels.

The Sport For All team has been very busy preparing the final touches to our three new projects and we are now ready to roll them out. I would like to take this opportunity to give a warm welcome to our three new franchisees:

Josephine Sebolayi, who will be running the Thabazimbi franchise, our first franchise in the Limpopo Province,

Matilda Taile, who will be running the Ganyesa Franchise, our first franchise in the North West province and lastly Peter Mabitsela who will be running the Atteridgeville Franchise in Northern Gauteng. Their individual profiles will be featured in this newsletter and in issues to come.

There are only two things that they need to remember when they embark on this journey. Firstly, the Sport For All philosophy, 'taking the time to make a difference', if they apply this philosophy they will make an positive impact to their communities and secondly but most importantly is to remember that we have the utmost confidence in their ability to make a difference. So we all wish you the best of luck and success, we will be here to support you every step of the way.

On a separate note, Brian Twala, our cricket coach from Katlehong successfully completed his first Comrades Marathon, proving yet again that if you apply your mind to something and do the hard work, anything is possible. Well done Brian you have now joined an exclusive club of individuals who have completed the World's Greatest Race! Brain has written an article on his experience that is well worth the read.

I wish you all well over the colder months and look forward to our next update in Spring!





Brian Twala

Avid runner and Sport For All Katalhong Cricket Coach, Brian Twala competed in the Comrades Marathon for the very first time at the age of 33, this was his experience...

Another Comrades Marathon has taken place on 15 June 2008 and for me, it was a day to remember! This was so special to me because I took

part in it, joining 12000 other athletes on the "up-run" from Durban to Pietermaritzburg. I was a novice, meaning that it was my first official Comrades Marathon - the feeling was indescribable!

I started running some 4 to 5 years back with no club, I was a very keen runner and I entered anything from 10kms to 21kms to more serious 42kms. I have always had this thing inside me sport in general but especially cricket and running.

We left for Durban on Friday two days before the race it was myself, Trevor and Marie Locker and Marie's parents who were there to support us. We drove straight to the Comrades Exhibition Centre to collect our race numbers and activate our chips in order to keep our families and friends aware of where we are during the race. What got my attention at the exhibition was the history section of Comrades Marathon. The photos and statistics of past and present were informative. Left with one day or 24 hours to be a part of the history, I experienced great excitement as I browsed at other stalls and came across some of my club members (from Katalhong Athletics), we exchanged a few words of encouragement and continued on our way.

Saturday was a very short day for me, we drove the route stopping only to set up the support station in Camperdown and to admire the comrades wall of honour just outside Drummond; Trevor and I were busy preparing what we called "the essentials" for such a long marathon. Running shoes with chips on, socks,

My Comrades Marathon Experience

By Brian Twala

running shorts, club vests, watches and most importantly our running numbers. Everyone went to bed early as it was going to be a very long day the next day. We woke up at 3'o clock in the morning and prepared everything then drove down to the city for the start.

As we drove down I remember Marie suggesting that we play a song by Johnny Clegg, "Asimubonanga uMandela" meaning "We did not see Mandela" and everyone sang along. When we arrived the city was buzzing with athletes from all walks of life and I was shaking, the only worry for me was, will I last the race? As Trevor was busy talking to me at 5:15 the famous Comrades Anthem was heard playing, "Chariots of Fire" after that the famous cock was heard. I was speechless and still shaking with everyone around me crying. As the gun went off at exactly 5:30 I made sure that I stuck to Trevor as we planned.

Some athletes were wearing strange things from funny wigs to Father Christmas suits. As we climbed from Durban approaching Berea it was still pitch dark. I lost Trevor along the way and I was on my own then thinking of the halfway point. As I approached it I felt half the battle had been won and I kept pushing, running, walking and chatting to other athletes especially to the Polly Shorts.

At the finish I witnessed people crying and hugging each other as I looked at my watch it read 10hrs 22.mins 55sec, the exact time was 3:35pm. I can't describe the feeling of completing the race. You have to run Comrades to experience it! One thing I found out was, in order to run Comrades you have to be mentally very strong to keep going forward. It's also special for me running this race as I am the first one in my family to have done so.

As I conclude I feel that it would be great for corporates and companies to sponsor disadvantaged athletes to run in such events, it will be priceless to these athletes. Special thanks to everyone at the office Trevor, Marie and Marie's parents for taking me along and to the people in the office - Alex, Potjo, Agresham, Samantha, Thomas, Richard and Greg for all their support.

FRANCHISEE TRAINING

From the 23rd - 27th June 2008, Sport For All Franchising had Franchisee Training for our new Thabazimbi (Limpopo) Franchisee, Josephine Sebolayi. From the 30th of June to the 4th of July we will be training Franchisees from Ganyesa (North West) and Atteridgeville (Gauteng).

Franchisee training covers the following:

1. Welcome & Introduction
2. Overview of Training Program
3. Mission Statement and Sport For All Key Events
4. Franchising
5. Legal Compliance
6. Sport Plan

7. Course management
8. Training and Accreditation
9. Player Management System
10. Creating a Marketing Plan
11. Creating a Financial Model
12. Human Resources
13. Reporting
14. Code of Conduct
15. Operations

This extensive training gives our franchisees everything that they need to get started and helps them to operate effectively.