

# News for All

## We enter a new chapter



The concept of using sport as a tool for development has come a long way over the last three years and I am exceptionally proud to have been a part of that progress. Sport

For All is now the leading social franchise in the country with seven fully functioning projects. We have created 29 jobs and last month saw us keep over 1500 children off the streets through the power of sport and franchising. Well done to all our funders, partners, franchisees, coaches and staff, who have made this all possible. The time has come for us to take Sport For All to the next level. To do this we need to be honest about our strengths and weaknesses, to understand the threats and opportunities we will face in the coming years.

It became quite apparent that a new skills set was needed. With this new knowledge the search began to find this elusive skill set. I did not for one moment believe that I would find all the skills we needed but would try to fill the majority. If you believe in karma, Sport For All has loads, to my surprise we found the perfect candidate. Not perfect, better than perfect!

It is with immense excitement that I inform you that I will be stepping down as CEO of Sport For All and handing the reins over to Kelli Givens. I would like to take this opportunity to welcome Kelli to the team and wish her well in her journey with Sport For All. Kelli is eminently qualified to take Sport For All to a new stratosphere. Watch this space!

Thank you all for your wonderful support over the last three years, it has been a very humbling but rewarding experience.

I leave you with one final thought;

**'If you don't make a difference,  
You don't matter'**

***Our work together starts today ...***

Sport For All Franchising is growing by leaps and bounds and through it all we have never lost sight of the fact that where we are today, as an industry leader in social franchising, is due entirely to the trust our franchisees, donors and partners have placed in us to bring self-sustaining long-term benefits to local communities through sports and physical activity.



I feel both incredibly privileged and proud to lead the Sport For All Franchising Team in creating a community of entrepreneurs and revolutionizing the way businesses trade in order to energize young minds and bodies. Because I'm not just a CEO, but also a former franchisee, athlete and NGO worker, for me success resonates deeply on a personal level. By supporting social enterprise we can create a more dynamic future for not only the franchisees and the children who participate, but for the country at large.

Thanks for having me and let's set our sights high and our execution even higher.

**Do you know what my favorite part  
of any game is?  
The opportunity to play.**

**March 2009**

### **Inside this issue:**

#### **Page 2**

Coaches Corner  
Progress report

Touch Rugby Training  
Sessions

#### **Page 3**

Sicelo Community  
Registration Day

Progress report

Capped at 12yrs

#### **Page 4**

Tips from a Top  
Franchisee.

## Coaches Corner

*Interviewed by Brian Twala*

Sport For All Chesterville has been operating since December, we caught up with coach, Hlengiwe Qwabe who coaches, Drum Majorettes, Netball and dance to get the run down.



***What difference has Sport For All made to your community?***

The kids are off the streets and participate in sport, this keeps them healthy.

***What are your hobbies?***

I like singing, running and socializing with people.

***What has been the highlight of your time so far with Sport For All?***

Teaching children Drum Majorettes for Sport For All and watching them learn new sporting codes. The children love the new knowledge.

At Head Office we

are always inspired by Coaches who give so much of themselves to help develop others. Thank you, Hlengiwe, keep up the great work!

## Touch Rugby Training

**Brian Twala**

Sport For All had another opportunity to bring together all the coaches from our different sites in Gauteng to take part in touch rugby training. We had Sport For All coaches from Atteridgeville, Palmridge, Katlehong and Sicelo (in the Vaal area) also attended. For the final training session, we were thrilled to have coaches from Thabazimbi, Ganyesa and Chesterville come into town for the training. Our trainer was Dali Ndebele from Rugby 101. Rugby 101 focuses on rugby development and life skills in schools in Soweto. We share a very similar philosophy with them in that their aim is to instill a winning mentality and life skills in youth.

The game itself is very simple as Dali explained, "if you have the ball and the opposition touches you, you put the ball down and the match restarts again." Firstly Dali explained the concept behind the rules of the game and he emphasized safety as we deal with children. So the idea here is to make touch rugby as much fun as possible for the kids to enjoy. After each drill Dali would call all the coaches together to explain the purpose of the drill. He advised coaches to make these drills fun and most of all intensify them to get the energies flowing amongst the children.

Dali actively involves everyone when demonstrating the drills. I feel that this training approach was very beneficial to coaches as it will keep them informed of what they are teaching the children. The same way as we use Sport Plan, where we show and demonstrate to children.



**Dali Ndebele teaching children and coaches touch rugby**

Dali encouraged the coaches to build team spirit and discipline at a young age. As I conclude I am very positive that all the coaches benefited a lot from these clinics and they will pass on the skills to the children and most of all the importance of discipline to them.

## Sicelo Community registration Day

*Potjo Matsikane*

SFA Sicelo's community registration day was held on the 28 of February 2009 at the Sicelo sports complex in conjunction with Kago ya bana Youth Network Launch.

The day started with low numbers of children but the numbers increased as time went on, at the end of the day we had approximately 250 to 300 children attending the community registration day. There were 8 sporting stations for the day: Soccer, Netball, Rugby, Tennis, Volleyball, Indigenous Games, Hockey and Cricket. Children were divided into age groups and gender. Age groups were as follows: Boys and girls U/12, U/14, U/17 and seniors mix of boys and girls

There was great excitement that we had Doc Shebeleza from (AMAHA) African Music Against HIV and AIDS as one of our guest speakers.

At the end of the day the children enjoyed themselves and experienced new sporting codes that they played for the first time. The SFA Sicelo franchisee Mpumelelo Mtimkulu thanks SFA on behalf of his community.



Local soccer players try cricket

## Progress Report

*Update by Agresham Shingange*

By the end of March 2009, our participation levels of all our Sport For All Franchisees are as follows:

Site	No. players	No. coaches
Atteridgeville	205	5
Chesterville	160	4
Ganyesa	223	5
Katlehong	260	3
Palmridge	270	4
Sicelo	187	3
Thabazimbi	231	5
Total	1536	29

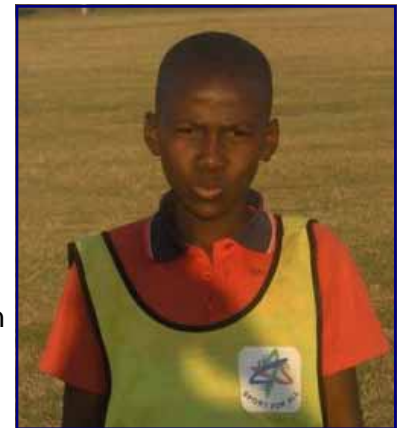
All Franchisees are working very hard to improve performance levels; this is inspired by the introduction of the monthly scoring system where sites are allocated points based on targets set by Head Office. The result of doing well is being Sport For All Franchisee of the Year and everyone wants to have a fair chance shot at this.

From the Support Team we would like to say Good Luck as you continue to do well and All the Best to each of you – May the strongest Franchisee win!

## Capped at 12

*By Marie Locker*

Standing not much taller than 1,3 metres high this remarkable young soccer star was recently selected to represent South Africa in a junior friendly against Cameroon in Alberton.



Thapelo Christmas a player at Sport For All Palmridge was thrilled to have been selected and furthermore that they beat Cameroon 2-0. I wonder if this young man realizes the magnitude of his achievement?

Well done Thapelo, we are so proud of you !!

**Pain is temporary. It may last a minute, an hour, a day or a year, but eventually it will subside and something else will take its place. If I quit, however, it lasts forever.**

**Lance Armstrong**

## Tips from a Top Franchisee

Benjamin Mphahlele is the Sport For All Franchisee in Katlehong and has been in operation for over 3 years. We met with Benny recently and asked him to share some tips on how to improve and grow your business. He had this to say:

Community engagement is fundamental, We need to get to know the families in order for them to put trust on us as service providers of sport to their children. The better you know them the easier operating is. Visit all parents and guardians. Development of children is far more effective when it is done correctly and involves all parties.

All of us deal with sports forums that operate in our municipalities and they can be both supportive and destructive. It is vital that you understand how these forums and organizations operate within your municipal structure. Build a relationship with the officials in the municipalities who coordinate the sporting codes because they too need to have an understanding of how your business operates. Attend municipal meetings - it is essential for gathering valuable information. It is at these meetings where we exchange information and meet people who can assist us on the business front too.

We sometimes find ourselves doing or having to do many things at the same time. A good manager is someone who has a diary to record meetings, events and commitments to ensure no clashes. Events that are double booked or not attended because of not being able to manage time, indicate poor management and irresponsibility. Remember we are doing these things for a track record. Always remember to arrive on time for a meeting, even if you are the only person there on time, it puts you a step or three above the rest.

On average I do up to two events a month. I find this really keeps the children involved and allows them to showcase the talent they are building with us. It is of the utmost importance that you have reliable and efficient people that you can delegate tasks and responsibilities to. Failing to plan is planning to fail. You should have started planning for events many weeks beforehand. This too will ensure that you are not clashing with other events on the calendar in your community.

Delegation is a great way to share responsibilities amongst ourselves when we work together. The best manager is the manager who shares responsibilities with his colleagues. That way if tomorrow you are not there, you know that your business is still in safe hands. My coaches assist in sport coaching, administrative parts of the business and attend events and meetings with me.

As Franchise Managers it is our responsibility to get reports to Head Office on time. The information you submit on the reports is what Sport For All Head Office uses to give feedback to their donors and funders. Without these Donors and Funders none of us would be where we are today. These reports also serve as a great indicator - imagine a business run on a level where no one knows whether the business is doing well or not? The reports will help Head Office monitor whether things on the ground need assistance or when strategies need to be changed.

"If you don't know it, you can't do it." A franchisee must understand their business, spend the time learning it, especially the newer franchisees. The challenges you will encounter will seem so much bigger if you don't have the information and knowledge to handle them. Imagine your business as you would your house - you know how many rooms you have and what each room's purpose is. Your business should be just as familiar to you. Sport For All Head Office offers workshops and training, contact them - they are always willing to assist and arrange additional training.

To end off, I'd like to share a few thoughts with you:

1. Learn from others so that they can in turn learn from you. Nobody knows it all!
2. Try by any means to put in extra efforts to make a difference in these children's lives. They look up to you to help them along in life.
3. Remember, if we let things slide, it is the children's lives we have messed with. They are safe now that they participate in Sport For All, we must continue to protect them until they bow out ceremoniously!

