

# KIDS PLAY INTERNATIONAL 2020 YEAR IN REVIEW



*Fair Play in Every Way*

# REFLECTIONS ON 2020

## -Turning Obstacles into Opportunities-

### Dear Kids Play Game Changers,

Whew, what a year! Some of the words I'd choose to describe how we, as a **TEAM**, persevered through this challenging year are; **flexibility, strength, community, caring and generosity**. We are incredibly grateful to our Board of Directors, individual supporters, private foundations and government grantors for standing firmly beside us and offering flexibility with funds while we navigated the daily, weekly, monthly hurdles during the pandemic.

I must also mention our highly committed in-country expat and local staff who were the **glue that held us together on the ground**; keeping us informed so we were able to step in and address the difficulties our youth and their families in Rwanda and Cambodia faced; **lack of food and clean water, gender based violence in the home and mis-information being conveyed on COVID-19**.

**But because of these obstacles, we were also presented with unique opportunities that strengthened our presence by:** 1) showing our communities we were still there for them especially during these difficult times which allowed us to better connect and build trust, 2) pivoting when programs were closed down to provide Kids Play families with- food, soap, masks, COVID-19 education and tools to create a less stressed home environment, and 3) increasing parent "buy in" and appreciation for bringing back our programs when allowed in smaller groups with COVID-19 safety protocols. Parents shared the real positive change they see in their children's behaviors from participating in our program- both in school and at home.

**I hope our year in review will leave you inspired by seeing how YOUR generous contributions-** big and small- deeply impacts our much less resourced youth, families and communities in Rwanda and Cambodia.

We are looking forward to an exceptional 2021 as we continue to cultivate meaningful relationships and collaborations that will help to create even more equality through sport in our world because.....

**Together Everyone Achieves More**



**Coming Together to  
Navigate the Hurdles  
of 2020**

**With Immense Gratitude,  
Tracy Evans-Land  
Founder, 3x Olympian**



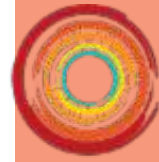
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# MISSION AND VISION

Since 2010 Kids Play International (KPI) has had the **mission** to provide impactful year-round gender equity programs to youth ages 7-18; combining less familiar sport, Play Fair skills and the Olympic values in rural communities of Rwanda and Cambodia.

Our **vision** is to build a gender equitable global community that empowers girls and develops supportive boys through addressing harmful gender, social and cultural stereotypes.



**PLAY FAIR**  
**Skills**

Respect  
Community  
Contribution  
Opportunity  
Moral Courage

## What Makes Us Unique

- Less Familiar Sport- to more quickly level the playing field
- Mixed & Single gender programming
- Rurally based and Community Focused
- Going Deep not Broad
- Changing Less Lives not just Touching Many
- Embedded long term for transformational-sustainable change
- Kids participate in our programs for 10+ years



# KIDS PLAY CORE PROGRAMS

## Let's Play Fair (LPF)

Our foundational mixed-gender weekly after school program for youth ages 7-18 years; using less familiar sports to help girls and boys build better relationships; increase confidence, self esteem, and leadership skills.

## All Girls United (AGU)

Serves as an extension of our LPF program, AGU sessions and camps provide girls with additional safe space for leadership and skill-building as they delve deeper into key issues such as sexual and reproductive health, GBV, and negative gender stereotypes.

## Play Fair Community Days (PFCD)

PFCD's acts as the bridge for our youth in our LPF and AGU programs to share the lessons learned that week with our wider community. PFCD's bring children and adults together to play lesser-known sports, learn how to apply our Play Fair skills and fosters dialogue around issues of gender equity at home, in school and throughout our community.



## Program Session Structure



# 2020 By the Numbers

## Rwanda & Cambodia



Rwanda

### BENEFICIARIES



Cambodia

16 Gender Equity Coaches (8F, 8M)

196 LPF youth (83M & 113F, ages 7-18)

75 All Girls United females (ages 13-18)

14 Gender Equity Coaches (7F, 7M)

95 LPF youth (38M & 57F, ages 7-18)

30 All Girls United females (ages 13-18)

### KIDS PLAY PLAYER IMPACT



114

Youth Receiving School Supplies



291

Youth Receiving Program Snack and Clean Water



14,000+

Sanitary Pads Distributed



267

Families Receiving Food and COVID-19 Education



30

Youth Engaged in Kids Play Rwanda's Pilot English Program

### KIDS PLAY PROGRAMMING

410

LET'S PLAY FAIR & ALL GIRLS UNITED HOURS

180

COACH CAPACITY & DEVELOPMENT TRAINING HOURS

90

COMMUNITY DAY & PARENT EDUCATION HOURS

### COVID-19 FOOD DISTRIBUTION IMPACT



6,500 kg of rice

5,670 kg of maize flour

1,850 cans of fish

6,600 bags of noodles

1,386 bars of soap



Benefitting up to 1,400 Kids Play Family Members

# 2020 PROGRAM IMPACT

## LET'S PLAY FAIR

### EMPOWERING GIRLS AND CREATING SUPPORTIVE BOYS THROUGH SPORT

Despite the impact of COVID-19, both program sites were able to hold 4 Let's Play Fair (LPF) seasons, including a COVID-19 Education and Community season to provide players with a safe environment to discuss their feelings from the stressful lockdown. Our Youth have made great strides in understanding and applying what it means to be a supportive and respectful peer - leading their communities towards gender equality.

#### 2020 Seasons

- 1) KPI Culture | Baseball & Football
- 2) Gender Equity & Contribution | Athletics
- 3) Respect | Yoga
- 4) Opportunity | Volleyball



#### Creating Supportive Boys Who can Advocate for Girls

*"My sister is part of a women's collective and sometimes asks my parents for money to pay into the collective. When I heard about this I use to automatically ask my parents for money so that it was equal. Now I do not ask for that extra money since I understand the collective helps support and develop women in the community. That is gender equity."*

- Claude, age 16 (M) Kids Play Rwanda



In a sport activity where boys were told they couldn't speak, boys made the connection to how often girls in society are silenced. *"I really wanted to contribute. I had good ideas and was upset that I couldn't share them. Now I understand how girls feel and why it's important to include them."*

- Sovann, age 17 (M) Kids Play Cambodia

### IMPROVING GENDER EQUITY ATTITUDES, BEHAVIORS & BELIEFS THROUGH SPORT

#### Rwanda

##### Change between 2018-2020

**30% fewer players believe that "Boys should always be tough"**

**25% more players disagree that "Women who wear revealing clothes are asking to be raped."**

**84% of our players believe that playing sport has improved their ability to communicate with one another.**

#### Cambodia

##### Change between 2019-2020

**20% improvement of players who now believe that "Boys and Girls can be equally good at sports."**

**32% improvement in players understanding our Play Fair skills**

**94% of players now understand that our Play Fair skill of Contribution means offering your time, knowledge or skills to help someone else.**

# KIDS PLAY CAMBODIA

# THEARA'S STORY

- A Coachs' Belief in a Player-



When Theara first joined the Let's Play Fair (LPF) program, she was extremely shy, lacked confidence, basic social skills and had low school attendance. Her grandmother claimed, *"There is something wrong with Theara's mind and she will never be a good student."*

**Kids Play Coach Tien** realized that Theara lacked confidence because her family didn't believe in her. Tien made it her mission to give Theara consistent positive reinforcement, provide her with leadership opportunities during program, and check-in weekly with her about school.

After a year in LPF, Theara began to excel as a student and a Kids Play participant, emerging as a prominent leader in our program by confidently answering questions and leading program activities.

Her transformation has not gone unnoticed - during a parent education session, Theara's now very proud grandmother stated,

*"Before my granddaughter was very shy but because of KPI, she now is courageous and can use her voice."*

LEARN MORE ABOUT ME

AGE: 9

YEAR JOINED KPI: 2018

DREAM JOB: TEACHER

FAVORITE SPORT: RUGBY

SINCE JOINING KPI:

11% ↑ GPA

66% ↓ SCHOOL ABSENCES



# 2020 PROGRAM IMPACT

## ALL GIRLS UNITED

-LEADING AND LEARNING-



In 2020 our AGU girls stepped up as leaders, not only learning about the importance of healthy living, gender based violence, menstrual hygiene management, and women's empowerment, but also taking a leadership role by sharing what they learned with LPF boys and their parents.

AGU Girls also took the lead and planned our community-wide Int'l Women's Day events, led activities at LPF and PFCDs, and in Rwanda they even helped lead a Parent Education session - sharing what they had learned about Consent.

### - What AGU Girls Are Saying -

*"It's imperative to know our bodies so that we can make better decisions about our futures"*

**- Divine, age 14 - Kids Play Rwanda**

*"I am now brave enough to use my voice and share my thoughts through healthy debates and conversations with boys."* **-Sopha, age 16 - Kids Play Cambodia**

*"Boys and girls aren't born with negative stereotypes- it is shaped by our culture. I will share what I learn in Kids Play so that my generation can grow up in a community where women and girls have equal rights and freedoms"* **- Gloria, age 13 - Kids Play Rwanda**

### AGU girls share how boys can support them:

- *"Boys need further education on the topic of menstruation to dispel myths and disinformation, and so they know why it occurs and that it's natural and normal"* **- Esther, age 14**
- *"Instead of laughing when they see a girl with a stain on her skirt, they can support us by discreetly letting us know and giving us a cover up or assisting us in finding a pad."* **- Naome, age 14**

### Progress in Learning AGU Topics

↑ **18%**

Knowledge around Gender Based Violence

↑ **21%**

Menstrual Hygiene Management Knowledge and Confidence

# KIDS PLAY RWANDA

# BRIGITTE'S STORY

-Creating Opportunity through Risk Taking -

Brigitte joined Kids Play Rwanda at 8-years-old, but her self-esteem didn't begin to soar until age 13 when she entered All Girls United (AGU). During AGU sessions, Brigitte has a keen interest in learning about the importance of education and has built her confidence so that now she can contribute meaningful information to the conversation. She's also passionate about sharing information on the importance of menstrual hygiene, as she believes girls must know how to manage their periods safely in order to lead empowered, dignified lives.

Brigitte's tenacity has also transcended into the classroom. Last year, Brigitte took part in Andika Rwanda, a national writing competition and successfully qualified all the way to the District level, representing her school and peers across Southern Province!

*"Before Kids Play, I never would have thought I could join this writing competition, as it is mostly boys who apply, but Kids Play gave me the confidence to take a chance... and I did really well!"*

Brigitte's determination, eagerness to learn, along with the support from Kids Play coaches has created **Opportunity for her to take positive risks**.....and she's just getting started!

## What KPI Has Taught Me

"AGU is helping me learn more about menstrual hygiene and how to take care of myself during my period. I'm also learning leadership skills... I hope to impact my community by sharing this information with other girls, friends and family."

**Brigitte Umukundwa**  
(Right)



## Learn More About Me


**AGE: 14**

**YEAR JOINED KPI: 2014**

**I WANT TO BE:**

English Teacher

**IN THE PAST YEAR:**

19%  in Knowledge on preventing early pregnancies

# 2020 COMMUNITY IMPACT PLAY FAIR COMMUNITY DAY

## Pivoting during COVID-19 to help provide much needed food to our Kids Play Families

The COVID-19 pandemic continues to impact the most vulnerable, especially children and youth.

**In Rwanda**, our families were on a strict lockdown for over 3 months--devastating for families who only earn around \$1 a day.

**In Cambodia**, families are dependent on the now-shuttered tourism sector.

**To help KPI families**—and prevent children and youth from having to search for food or jobs—Kids Play fundraised to provide food and COVID-19 education for our players and their families.

↑ 55%

Kids Play Parent  
Education  
Engagement from  
2019-2020

*"We were very grateful for the help, because it came when we had no food left -- we were not expecting the support.*

*This shows us how much KPI loves us."*

- Father of Chantal, age 11 year (F)  
- Kids Play Rwanda-

*"We are very thankful for the rice but even more thankful for KPI's program. The past few months, we have been learning more about KPI's Play Fair skills and I see positive changes in my son's behavior."*

-Mother of Channa, age 9 (M)  
- Kids Play Cambodia-



## Delivering Parent Education Sessions

**Kids Play used our food distribution to engage, educate and build trust with our parents and our communities.** We shared important information around how to make their home a safe space during the pandemic, we discussed healthy communication strategies, the positive effects of implementing gender equality in their homes, and the importance of continuing a girls' education, especially in times of crisis.

*"Home becomes safe when you give children time to relax instead of making them work all the time, especially girls, and by being thankful for what they do at home and at school.*

*I'm working to make sure there's gender equality in my home."*

-Solange Umugwaneza, mother of Justine - Kids Play Rwanda

# 2020 COACH IMPACT

## THE VITAL ROLE OF A COACH

*"As a coach, I have the ability to provide opportunities to girls and boys - giving both equal access to knowledge, skills and experiences"*

- Coach Dorl - Kids Play Cambodia



**OUR COACHES** are at the center of our program and are referred to as our Gender Equity Captains.

Everything a Coach says, does or models, shapes the players, program and community.



### Coaches Step Up During COVID-19

Throughout our Covid-19 Season, **Coaches made an extra effort to connect and check in with players and their families, building trust and showing how to be a caring adult in their lives.** Our coaches ability to take ownership of programs during this time and be leaders in their communities did not go unnoticed.

In a recent focus group discussion with **Cambodian parents**, they expressed a high level of trust in our coaches, even requesting that our coaches meet with non-KPI parents to share what they have learned.

In **Rwanda**, parents pointed out how well our Coaches connected with and continued to educate their kids during this difficult time.

*"Sometimes it is harder for children to listen to their parents; I appreciate KPI Coaches because they use the Play Fair skills to teach our kids how to be more respectful and behave safely -- especially during COVID. They have learned a lot."*

- Mother Eugenie N. - Kids Play Rwanda



### KPI Coaches... in the Words of Our Players

*"At KPI, I have Coaches who I feel safe talking and expressing my problems to."*

- Martine, age 17 (F) Kids Play Rwanda

*"KPI is a safe space because it has Coaches that support us. When I am unsure or scared to take part in an activity, I have Coaches who are there to encourage and help me find solutions."*

-Sout Channa, age 10, (F) Kids Play Cambodia

# WAYS TO GIVE

## JOIN OUR 2021 GAME CHANGER TEAM

### TRANSFORMATIONAL GAME CHANGER

Your support empowers us to make real sustainable change in our communities, demonstrating the power of sport to empower girls, develop supportive boys, create healthier families and transform entire communities.

(Giving Levels from \$1,000-\$30,000)

- **Water Filtration System Investor**
- **WASH Advocate**
- **Community Center Brick Builder**

[\\*Learn More about each Giving Level HERE](#)

### EDUCATIONAL GAME CHANGER

Your support empowers us to educate Youth of all ages to become leaders, informed thinkers and gender equity advocates using sport as the tool to teach.

(Giving Levels from \$500-\$5,000)

- **All Girls United Champion**
- **Let's Play Fair Funder**
- **Coach Capacity Training Contributor**

[\\*Learn More about each Giving Level HERE](#)

### INSPIRATIONAL GAME CHANGER

Your support empowers us to inspire Youth and their Families by showing them what's possible through sport for development programs that promotes education and equal opportunities for all.

(Giving Levels from \$50-\$300)

- **Sponsor a Player**
- **Career Developer**
- **Education Supplier**
- **Friends of Kids Play**

[\\*Learn More about each Giving Level HERE](#)



### Other Ways to Give

#### Donor Advised Funds and Stock Donations

To donate stock, please contact  
[tracy@kidsplayintl.org](mailto:tracy@kidsplayintl.org)

#### Matching Gifts

Many companies have a matching gift program – All you have to do is ask. 100% of both donations directly support Kids Play.

[Give Here](#)

# GET INVOLVED

## EXPERIENCE KIDS PLAY

### TRAVEL WITH A PURPOSE

#### Rwanda Olympic Day Service Trip

**Tentative Date:** June 2021

Celebrate Olympic Day with Olympians and Professional Athletes -

**Price:** TBD (plus airfare)

**Add On's:** Gorilla Trekking and Safari

#### Cambodia Olympic Day Service Trip

**Tentative Date:** June 2021

Celebrate Olympic Day with Olympians and Professional Athletes -

**Price:** TBD (plus airfare)

**Includes:** Visiting Angkor Wat, a UNESCO World Heritage site.



[Learn More Here](#)

### FUNDRAISE FOR US

#### Raise funds through Facebook

Dedicate your birthday, wedding, or other milestone to supporting underserved youth in the Rwanda and Cambodia



#### Amazon Smile

Donates .5% of every purchase made to the purchaser's chosen charity. Choose Kids Play International as your preferred charity, and remember to shop on Amazon Smile for your online shopping this year!

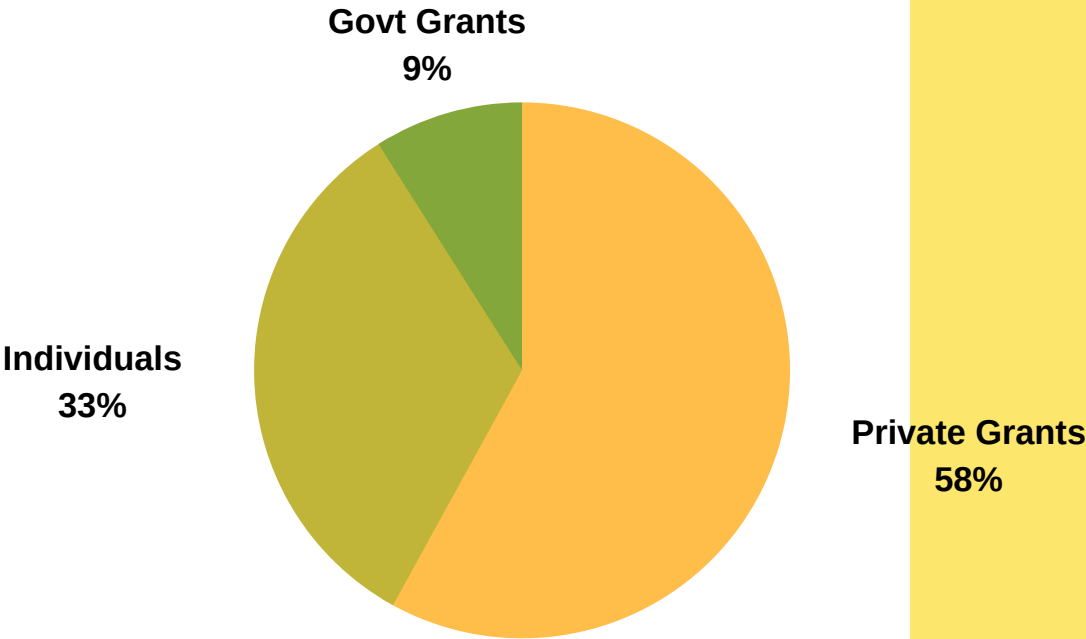


#### Running a Race or Triathlon?

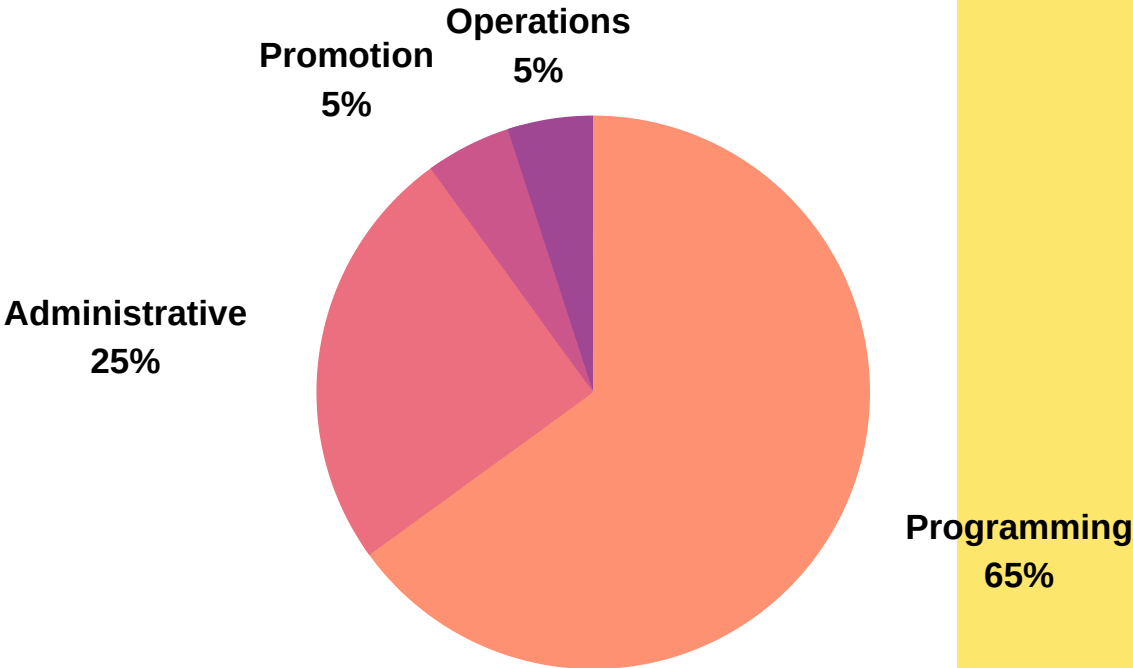
Contact Us at: [info@kidsplayintl.org](mailto:info@kidsplayintl.org) if you're interested in swimming, biking, or running on behalf of Kids Play International!

2020  
**FINANCIAL REPORT**

**INCOME     \$262,978**



**EXPENSES     \$260,839**





# THANK YOU AND OUR GRANTORS FOR ALL YOUR SUPPORT IN 2020

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