

## 2019 Year in Review

**....Because sometimes all that's needed to lift women up is to stop pulling them down.”- Melinda Gates, The Moment of Lift**

*Dear Kids Play Friends,*

*Thank you just seems to fall short in expressing how grateful our Kids Play Team is this year for your generosity and support.*

*It was a record year for us; we raised more money than ever to support our 2 program sites in rural Cambodia and Rwanda, we reached our Capital campaign goal and are now beginning to build our indoor Community Center in Rwanda, we introduced new sports to help level the playing field to more youth than ever before, provided more educational support to keep all KPI Players in school, and engaged more parents who were eager to also learn how to apply and share our 5 Play Fair skills in their homes and community.*

*These achievements have most certainly been a Team effort by leveraging our Board of Directors and Advisory Boards networks, resources and capacities in the private, government, public and philanthropic sectors.*



*Like us, you believe Sport has the powerful ability to reduce restrictions in society, and provide a unique environment where gender biases can be renegotiated. Significant research shows that sport for development programs like KPI are effective at empowering girls and developing supportive young boys. Having boys help to shift the dominant norms about gender and masculinity, and challenge the patriarchal beliefs, practices, and structures that drive inequality between men and women, is key to finding a healthy gender balance.*



*Thanks to your shared passion, support and contributions our girls and boys are working together toward a more equitable future.*

*We hope you will continue to support our efforts and we invite you all to come along on a volunteer trip to Rwanda or Cambodia and experience first-hand our programs and the joy of our Kids and Coaches who inspire me everyday to work harder for them!*

**- Tracy Evans-Land**, Founder Kids Play International, 3-Time Olympian

## Mission

*Building a Better, More Equitable Community with a Bigger Purpose*

### Parent Involvement in Rwanda

This year, we experienced major growth with our parent/family initiative in the community of Gatagara. We held 3 Parent Education Sessions at the guesthouse as well as 9 more at our three partner schools for parents of both KPI and non-KPI kids. These sessions were about who KPI is/our mission and asking what parents want to learn about, discovering strengths and a conversation about contribution and how both men and women contribute, and about Girl's Education and how menstrual hygiene is an important aspect of girls having access to education. Each of these sessions was led by a group of our coaches and the parents have asked for more of these sessions! Additionally, at the end of each of



our 8 seasons we held a parent/family Community Day, and this year the parents used the Community Day during season 1 to form a Kids Play Parent Committee and chose leadership for the Committee. These parent leaders help us share information about upcoming special event days and serve as a cohesive voice for the families of our players. They even started a KPI Umuganda (Monthly Community Work Day) to help one another in the community and are currently bringing their strengths together to help build a home for one of our Kids Play families.

### Play Fair Inclusion Workshops

Extensive recognition of KPI's best practice work, impact results, and regular requests to expand our activities outside our rural Gatagara, Rwanda program prompted us to find a way to expand our gender equity methodologies and highlight the widespread and lasting impact sport for development initiatives can produce in the sport and education sector. In 2018, we piloted our Play Fair Inclusion workshops in Rwanda with our coaches and teachers in our 3 partner schools. In 2019 we have followed up by training our Cambodian coaches and coaches from Myanmar through our Sports Diplomacy Exchange, and began to expand to other sports programs, schools, and even corporate organizations in Rwanda and the United States.



## Visitors & Volunteers

### Sports Diplomacy Exchange

Kids Play International (KPI) and cooperative partner the National Ability Center (NAC), welcomed **8 Kids Play Coaches from Cambodia as well as 8 coaches from Football United in Myanmar, to Park City, Utah, USA.**

This cross-cultural exchange was funded through the Sports Diplomacy Division of the U.S. Department of State's Bureau of Educational and Cultural Affairs. This International Sports Programming Initiative uses sports to help underserved youth around the world develop important leadership skills, achieve academic success, promote tolerance and respect for diversity, and positively contribute to their home and host communities.



KPI conducted a week-long coach workshop using interactive games and sporting activities which provided our coaches with **opportunities to learn new coaching methods and apply new techniques to become better skills and**

**conversation coaches... and experience SNOW!** Additionally, we shared 2 of our 5 our Play Fair foundational skills, Respect and Moral Courage to help our coaches promote gender equity and build better relationships with our youth.

Our Coaches walked away understanding that you don't need a full KPI program in your country to apply the skills learned through this training; they are everyday skills that you can share with others; as a coach, a teacher, a parent or sibling in their home and in their community.

### James Madison University Service Learning Trip

In May, Kids Play- RWA hosted 12 students and faculty members from the **James Madison University Hart School of Hospitality, Sport, and Recreation Management** on a 10-day service learning trip. The JMU students engaged with KPI players and our partner schools both through the Let's Play Fair program and through learning to facilitate the Respect Play Fair module alongside our Coaches and Jr. Coaches.

*"Working with Kids Play International, for both my students and me, as faculty, was extraordinary. I have spent my career in Recreation and have always understood the social impact it can have, but I have never seen that impact be more powerful than seeing it in action at KPI (Rwanda)... They truly live up to their mission of "Breaking Down Harmful Social, Cultural and Gender Barriers Between Girls and Boys." I applaud the entire KPI team for the work they are doing to foster gender equity and help to change the world for the better!" -Neil Marrin, Lecturer and Interim Director, Hart School of Hospitality, Sport, and Recreation Management*



### US Holocaust Museum Visitors in Cambodia



At the end of September, a group from the **United States Holocaust Museum** visited our Kids Play program in Cambodia. In order to make the experience a memorable day, the kids and coaches in our **Let's Play Fair** program took on various leadership roles and prepared a special program that included Keelo's, traditional welcome songs, a lesson on Respect using volleyball and gave moving speeches about the impact Kids Play has had on themselves and the community.

*"When I started participating in KPI I didn't think that a female coach could teach me sport skills nor did I want to play sports with girls, but I found out quickly I was wrong about both; playing sports with girls made me begin to think differently and see how capable a girl can be to play. Recently, on my soccer team, I allowed a girl to play with us and it was the best decision I made because she had better skills than all of us!" - Chamrouen, a 17 year old boy, sharing how he shifted his thoughts on playing sports with girls.*

### Virginia Tech Student-KPI Player Engagement and Data Collection in Rwanda

For the month of November, 12 students from Virginia Tech University's Linking Lives Study Abroad program stayed at the Kids Play Guesthouse in Gatagara, Rwanda. While there they engaged with the community through a partner school engagement project, participating in daily Let's Play Fair, All Girls United, and Fair Play Community Day programming, developing and overseeing an English/Life Skills Camp for KPI players during their school holiday, and conducting interviews/focus group discussions with 55 community members (parents, teachers, and older players,) and JUMP Surveys with 84 non-KPI community day youth.





## 2019 By the Numbers Rwanda, Cambodia

### ANNUAL IMPACT



**Medical Insurance**  
156+ Youth



**School Supplies**  
174 Youth



**School Lunches**  
150 Youth



**US Volunteers**  
30+ Univ. Students and interns



**Parent Education Sessions**  
120 Parents



**Coach Professional Development**  
56 Hours

#### Women's Health



5,650 Pads to AGU Girls and Coaches in Rwanda

30 Reusable Pad Kits to AGU Girls in Cambodia

4400+ Pads Distributed to Partner Schools

9 Education Sessions in Partner Schools



### YEAR ROUND PROGRAMS

**29**

**GENDER EQUITY COACHES (15F, 14M)**

**596**

**LET'S PLAY FAIR HOURS**

**18**

**ALL GIRLS UNITED SESSIONS**

**298**

**LET'S PLAY FAIR SESSIONS**

**3**

**ALL GIRLS UNITED 3-DAY CAMPS (RWA)**

**150+**

**COACH CAPACITY TRAINING HOURS**

**55**

**FAIR PLAY COMMUNITY DAYS**



### BENEFICIARIES



#### Direct Beneficiaries:

174 Let's Play Fair Youth (84M & 90F, ages 7-18)

52 All Girls United Females (ages 13-18)

75 All Girls United Camp Youth (non-KPI females)

500+ Non-KPI Youth attending Olympic Day Community Day

#### Indirect Beneficiaries:

400+ KPI Family members

3,000+ Non-KPI Youth/Teachers from 3 Partner Schools

#### Direct Beneficiaries:

90 Let's Play Fair Youth (40M & 50F, ages 7-18)

30 All Girls United Females (ages 13-18)

300+ Non-KPI Youth attending Olympic Day Community Day

#### Indirect Beneficiaries:

200+ KPI Family members

2,000+ Non-KPI Youth/Teachers from 3 Partner Schools

## 2019 In Their Words - Rwanda & Cambodia

"Before, I never thought girls could play sports because most parents will not allow them to play. But KPI Coach Raksmei decided to start an all girls basketball team. This was crazy to me. I do not see many men giving girls this opportunity but he even organizes us to play games against boys and treats and invests in us professionally. This makes me feel valued."

--Ty Ty, F, 16 years old, KPI--Cambodia



"My favorite part about KPI is boys and girls working together. No one is different from one another—we are all players."

-- Vallance, 7-years-old, Kids Play Rwanda



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"We must talk to our daughters about menstruation, and it's our responsibility to check in with our children if they're approaching puberty. Also, we must teach our sons about this topic. I now know the opportunities girls miss—especially school—when they don't have access to menstrual hygiene management supplies."

- Kids Play Rwanda Father after attending an education session

"In life, girls are often seen as lesser and their rights aren't respected. If we let things continue this way, boys will be the only ones in power. I want to use my voice to advocate for gender equity and be a leader—I want to use what I learn at KPI to develop myself, and eventually, develop my community and my country."

-- Honorine, 13-years-old, Kids Play RWA





# 2019 HIGHLIGHTS

JANUARY

## Play Fair Inclusion Workshops

Rwanda coaches shared Respect workshop with 25 coaches and teachers in Huye and Kigali



MARCH



## James Madison University Service Trip

16 JMU students, 2 faculty and 2 iDebate ambassadors volunteered in Gatagara



MAY

## State Department Exchange, Park City, Utah

16 Coaches from Cambodia and Myanmar learned new coaching methods and techniques to become better skills and conversation coaches



JULY

## One year in Cambodia Celebration!

Kicked off year two with friends from our partner schools, local organizations, and sports teams



SEPTEMBER

NOVEMBER



## Annual Data Collection by

12 Virginia Tech study abroad students led interviews with 55 community members and surveys with 84 youth



## Jean Souvenir's Story- Kids Play Rwanda

On Tuesdays and Thursdays, you can find Souvenir heading down to the field early for informal time. He's often wearing his signature shirt—a sleeveless, white tunic-style top with a black stripe down the center—and hanging around the wooden goal posts, awaiting Head Coach Minko to kick soccer balls his way.

Souvenir, 15, joined KPI in 2018 and he was initially reserved and indifferent, not fully participating in the Let's Play Fair program. But when Souvenir expressed interest in wanting to become a football goalkeeper, Head Coach Minko jumped on this opportunity to not only help him improve his skills but to also take this time to connect, build trust and better understand who Souvenir was as a person. Through consistently spending this time with him, Head Coach Minko learned more about his difficult upbringing, including losing his father when he was very young, and slowly uncovered the true Souvenir within his reserved exterior.

Overtime all the coaches began to see a positive shift in his attitude and actions; he was more outgoing and engaging with his peers and his goalkeeper skills also improved. Now, Souvenir is enthusiastic while on the KPI field and eager to contribute his thoughts and opinions during team time. *"I like team time because we talk to each other and have positive conversations,"* he says. *"As a group, both girls and boys, we discuss how together we can impact our communities."*



Most importantly to the mission of KPI, Souvenir shifted his mindset in the way he views women and girls. Before joining the program, he admits to doubting the skills and abilities of girls, especially when it came to playing sports. But now, not only have his own views changed, he urges others in the community to adopt gender equitable behavior. For example, Souvenir is part of a neighborhood kids' cooperative for money saving. *"Before KPI, only boys [in the cooperative] could be elected leaders,"* he says. *"But now, I helped everyone understand and see that girls can be among our leaders and are good decision makers and now the vice president and secretary are both girls."* The program coordinators and coaches have all been inspired by the transformation of Souvenir from indifferent and withdrawn to a fully engaged player who advocates for and supports his male and female peers both on and off the field.

*"Before KPI, only boys [in the cooperative] could be elected leaders,"* he says. *"But now, I helped everyone understand and see that girls can be among our leaders and are good decision makers; now the vice president and secretary are both girls."* -KPI Player Jean Souvenir

## Coach Sokkien's Story- Kids Play Cambodia

Coach Sokkien, a beloved KPI Coach, has evolved to be a trusted community leader after investing fourteen years working in the Ang Chagn Village with Spitler School Foundation (**SFF**). She had a rough childhood in which her parents had a toxic relationship. Despite the hardship, they both supported Sokkien's education financially and molded her to be a strong woman. At a young age, her parents sent her to live with her very poor aunt so that she could understand how to overcome obstacles and have empathy for the poor.

Even though Sokkien finished top of her class, she failed her senior year exam and could not get into a University. She sought out a job in Ang Chagn Village where they told her she did not have enough experience. Sokkien responded, *"How do you expect me to get experience if you won't hire me?"* The hiring manager admired her tenacity and offered her a job. Over time, the teachers in the village noticed that Sokkien was investing in the kids, visiting their homes, building trust with the parents and getting to know them personally. When SFF opened their schools in the village, they reached out to



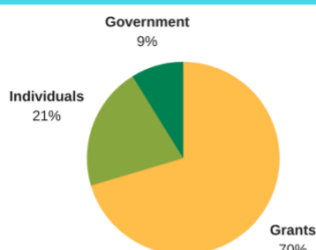


her because she had become a well-known and trusted community role model. Although she would earn less money, she accepted the SFF job because she admired their investment in her and the community. Over time, she was rewarded by the organization when they paid for her to go back to University. When KPI came to Ang Chagn Village, Sokkien was one of the first coaches SFF recommended us to recruit because she already embodied the role of a caring adult role model and understood the importance of creating vital connections with the youth and parents and believed in KPI's vision of Building a Better Community with a Bigger Purpose.

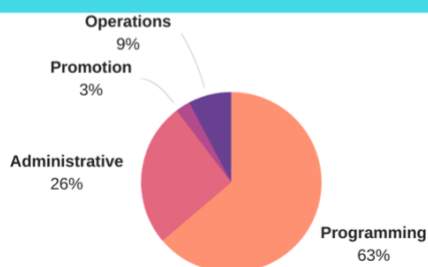
*"Investing in something you are passionate about; the Youth of the next generation and your community is one of the most rewarding things you can do. It will be hard and tiring but it will pay off later on."* -Coach Sokkien

## Financial Report

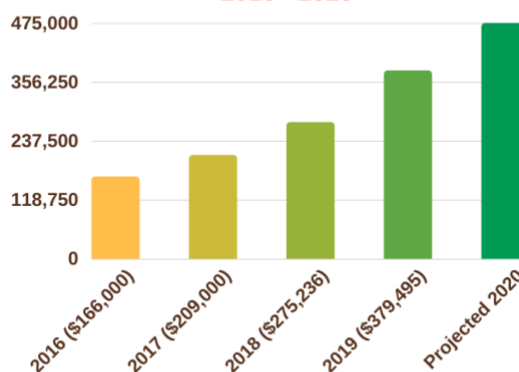
**INCOME \$379,495**



**EXPENSES \$256,698**



### Annual Income Growth 2016 - 2020



## 2020 Service Trips – Cambodia and Rwanda



### Join Us to Celebrate Olympic Day in June with Olympians and Professional Athletes

Combine rewarding volunteer work while experiencing our inspiring kids, coaches and the beautiful culture and countryside of two incredibly resilient countries. KPI's service trips allow volunteers the opportunity to travel with a purpose and experience the impact of our mission firsthand and alongside guest Olympic and Professional Athlete Ambassadors. We offer service trips to our established program sites in Gatagara, Rwanda and outside of Siem Reap, Cambodia. See our website for more detailed itineraries.

**Deadline for Registering is April 15, 2020**

**Cambodia Olympic Day Service Trip: June 5-14, 2020 | \$2999.00 (plus airfare) Includes Angkor Wat and more!**

**Rwanda Olympic Day Service Trip: June 17-26, 2020 | \$2999.00 (plus airfare) Add on Gorilla trekking or Safari!**



## The Value of Your Gift



Your gift goes directly toward supporting and sustaining our Kids Play International year-round gender equity through sport educational programs at no cost to our participants.

Additionally, your support helps us to provide ongoing coach capacity training, professional development sessions and monitoring and evaluation of the impact of our program so that we can improve programming and increase our scale and scope to help more youth and entire communities- every dollar given is meaningful.

For More information on Specific Areas of Need please Email: [Tracy@KidsPlayIntl.org](mailto:Tracy@KidsPlayIntl.org)

## How to Give

- **Online** through our website using our **Donate** button at: [www.KidsPlayIntl.org](http://www.KidsPlayIntl.org)
- **Checks can be made and sent to:** Kids Play International, 1406 W. Meadow Loop Rd, Park City, UT 84098
- **All donations are tax deductible.**