

Kids Play International

2021 Year in Review



REFLECTIONS ON 2021

Dear Kids Play Friends, Board Members and Supporters,
This past year, like everyone, we have adjusted to a Covid affected world. And, understandably, for countries that have survived profound trauma through a genocide, the pandemic catalyzed a spike in post-traumatic stress response which has been compounded by the intense socio, emotional and economic impact of acute hunger, violence in the home and school closures.

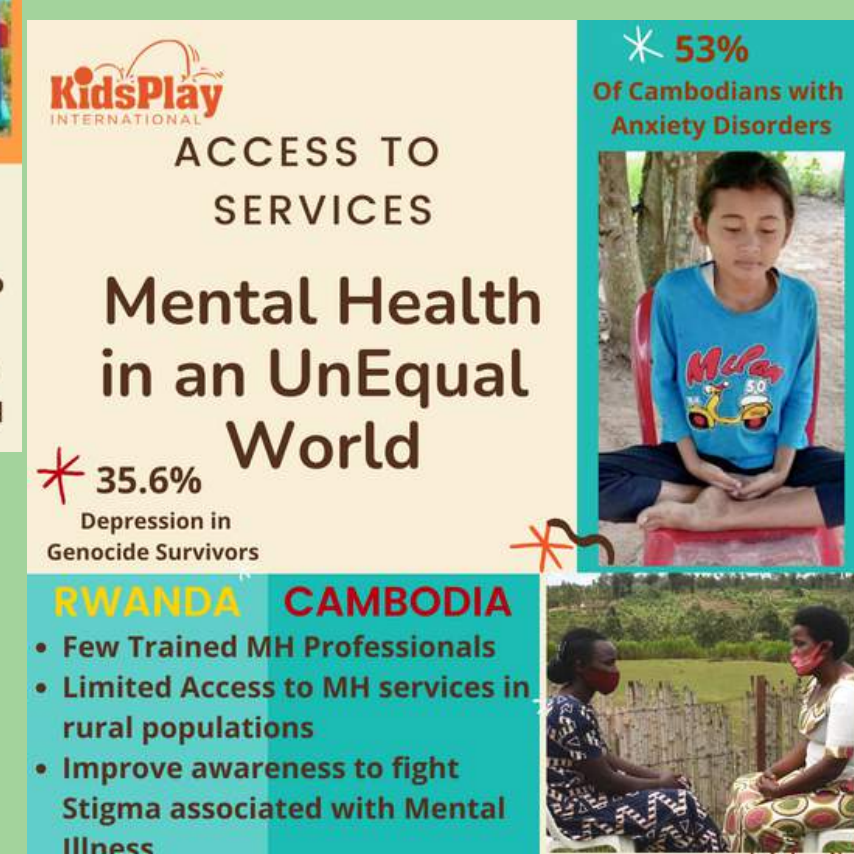
Despite this challenging and continuously changing landscape, I have been inspired by the resilience, flexibility and dedication of our leadership staff and coaches to adapt and find creative ways to continue to serve our 300+ youth, 500+ families and 4500+ community members over the past year. From designing a virtual curriculum, to continued food distributions, to having mental health check ins, to building a water tower, and to creating COVID safe spaces to welcome back the youth, parents and community members safely to our programs! Kudos to everyone's continued TEAM efforts to persevere.

We saw a massive need to address mental health and wellness in our genocide survivor communities so we collaborated with our long time Boston-based curriculum developers, Edgework, to create our **Play for Peace of Mind** intervention that complements and layers onto our current gender equity programs to help educate and reduce Mental Health (MH)-related stigma and provide access to quality MH and Wellness education, coping tools, services, support systems, and care for vulnerable youth and adults in the communities we serve.

We will be continuing to address Mental Health and Wellness within our programs in 2022 and with your continued support and guidance we are financially prepared to support our youth to play and learn, deliver our community based programs, and provide the support for creating healthier more inclusive communities both physically and mentally.

From all of us here at Kids Play International we look forward to a future of equality, health, and prosperity.

**With Immense Gratitude
to each and every one of you!
Tracy Evans-Land
Founder, 3x Olympian**

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MISSION AND VISION



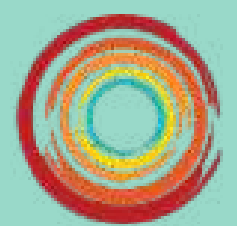
Since 2010 Kids Play International (KPI) has had the **mission** to promote gender equality through using less familiar sports, our 5 **PlayFair** skills and the Olympic values to empower girls, develop supportive boys and foster inclusive communities in genocide affected countries

Our **vision** is world in which girls and boys have the same opportunities to achieve their fullest potential and participate in and contribute to all aspects of life.



WHAT MAKES US UNIQUE

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



PLAY FAIR

Respect
Community
Contribution
Opportunity
Moral Courage

2021 BY THE NUMBERS



BENEFICIARIES



Rwanda Direct Beneficiaries

16 Gender Equity Coaches (8F, 8M)

14 Lay Counselors (9F, 5M)

196 Let's Play Fair youth (84M & 112F, ages 7-18)

66 All Girls United females (ages 13-18)

Cambodia Direct Beneficiaries

14 Gender Equity Coaches (7F, 7M)

120 Let's Play Fair youth (61M & 59F, ages 7-18)

27 All Girls United females (ages 13-18)

KPI PROGRAMMING

182

LET'S PLAY FAIR SESSIONS

364

LET'S PLAY FAIR HOURS

13

ALL GIRLS UNITED SESSIONS

361.5

COACH DEVELOPMENT & TRAINING HOURS

30

PLAY FAIR COMMUNITY DAY SESSIONS

42

HEALTHY AT HOME HOURS

10

HAPPY HOUR SESSIONS

58

PARENT EDUCATION HOURS

KPI PLAYER IMPACT



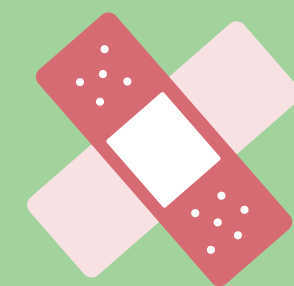
New Players
Enrolled in 2021
32 Youth



School Supplies
172 Youth



KPI Program Snack
316 Youth



Health Insurance
142 Youth



New Mental Health
Tools
9 Techniques



English Classes
36 Youth



Players Graduated
to Date
50 Youth



School Lunches
126 Youth



Coach Professional
Development
194 Hours

COVID-19 FOOD DISTRIBUTION IMPACT

4,095 kg of rice

1,000 kg of maize flour

200 packs of salt

200 bars of soap

Benefitting up to 1,500 Family Members



WOMEN'S HEALTH IMPACT

25 reusable pad kits provided to KPI girls in Cambodia

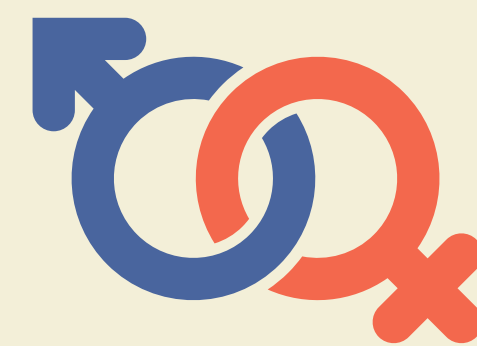
5,380 disposable pads provided KPI girls and Coaches Rwanda

82 reusable pad kits provided to KPI girls in Rwanda





BUILDING A STRONGER PROGRAM CULTURE IN 2021



Safeguarding training:

- We strengthened our child protection policies and did 10+ hours of child safeguarding training for Coaches and staff

Applied Focused Learning:

- In closing circle each day players shared how they would use the skill they learned during the session in their lives and in Team Time on Day 2 always involved an activity such as a debate, drawing, skit, song, etc. This helped with Players learn the lessons in a practical way that they could take home and share and apply.
- Older Players started to take leadership roles in Community Day, facilitating activity stations, Play Fair Workshops and Special Events.



Mental Health & Wellness Program Focus:

- Coaches did over 35 hours of mental health training
 - **100% of Coaches** stated that they learned new strategies to improve how they manage stress and conflict in their lives.
- We have integrated **9 Head in the Game** mental health coping techniques into our programming for our youth (**breathing, second chance, goal setting, pass the ball, workout to work it out, high five, body scan, self-talk, team time**)
 - **21% increase in knowledge** about stress-management strategies for younger Players in Cambodia.
 - **31% of our Rwandan Younger Players** scored a "high well-being" range on the Warwick-Edinburgh Wellbeing scale, after the mental health skills were integrated into program compared to 22% before intervention.

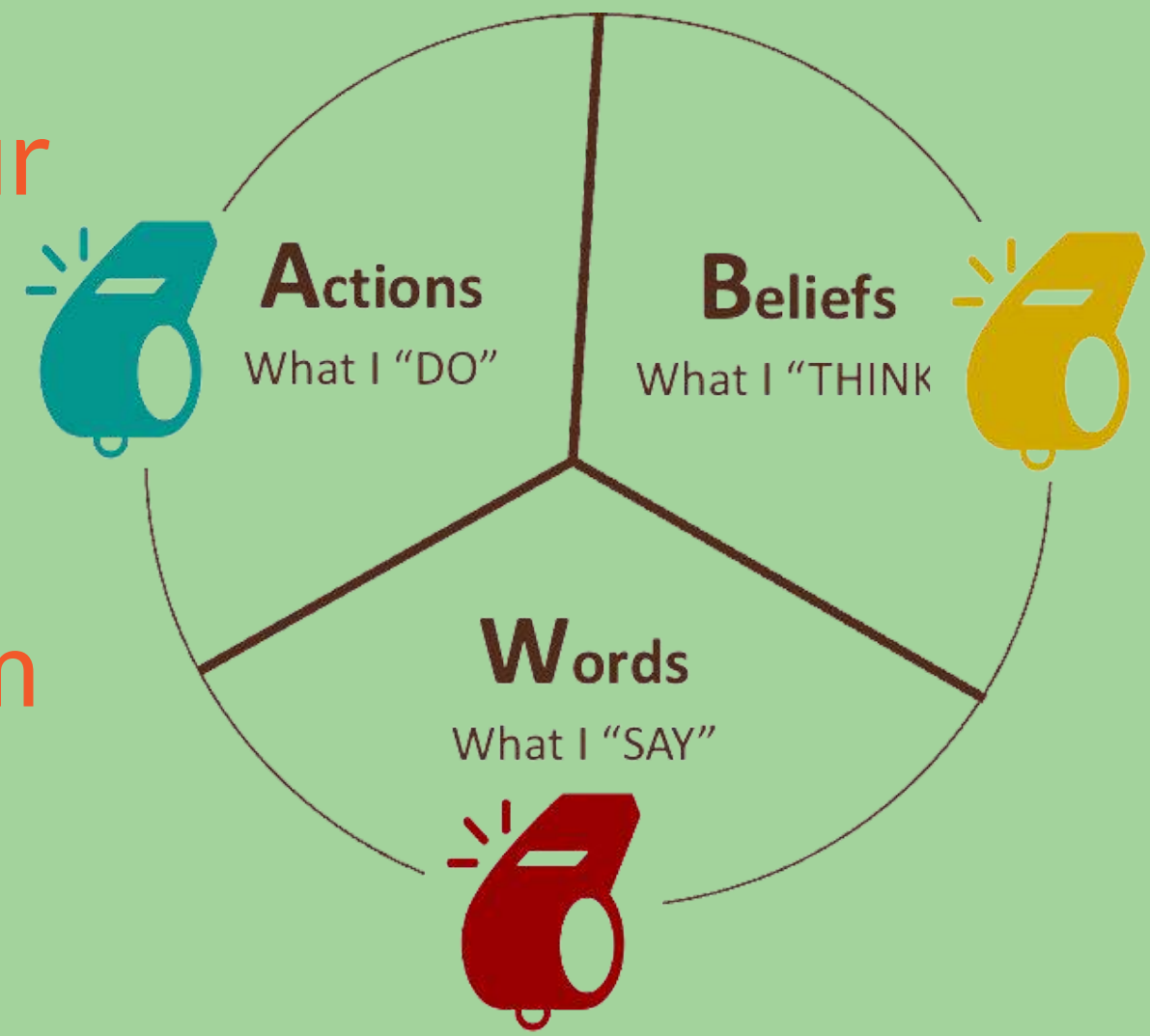


VITAL ROLE OF THE COACH



Our Coaches **are at the center of our program.**

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



In 2021...

Cambodian Coaches made over 450 phone calls to 92 KPI Players during our Virtual Curriculum Season.

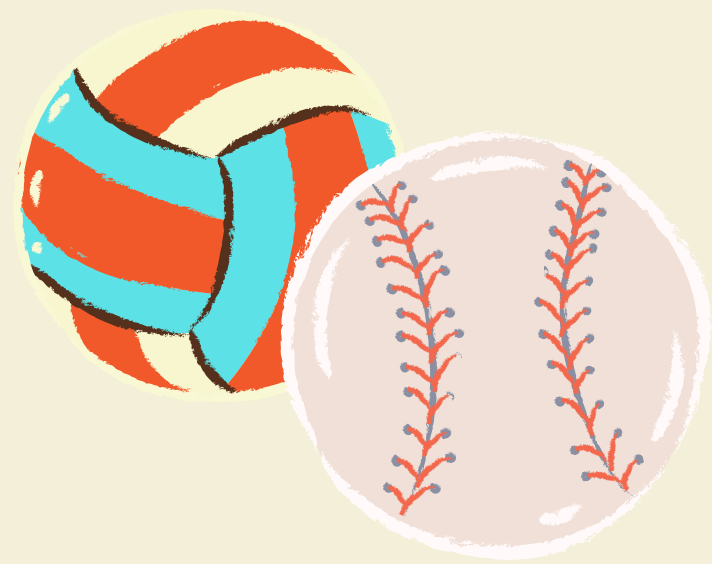
In Cambodia, Coaches performed Mental Health check-ins with Players - *92% of Players agreed that they felt supported by their KPI Coach.*

In Rwanda, during Let's Play Fair-Informal Time, Coaches intentionally picked a new player each day to talk to and get to know better.

Player Audit:



Coaches in Rwanda and Cambodia put an 'X' beside the information they knew about each player. Though Coaches knew basic info about players, they recognize the need to dig deeper into their players lives to create stronger conversations and connections. Coaches set goals on how to connect with players and learn more about their lives so they can provide the support needed.



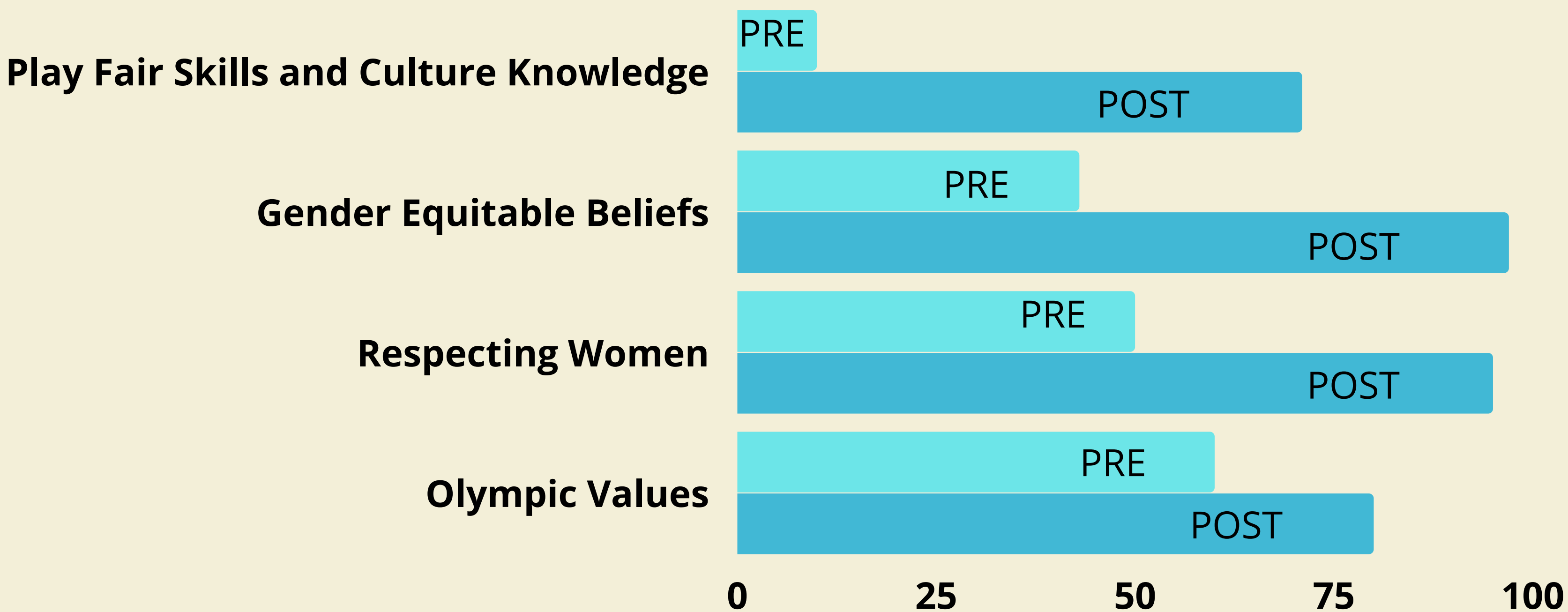
INTENTIONAL LEARNING ACTIVITIES



LET'S PLAY FAIR IMPACT

Rwanda:

Results taken from Baseline pre/post surveys with 7/8 year olds and Seasonal pre/post surveys with both older and younger players

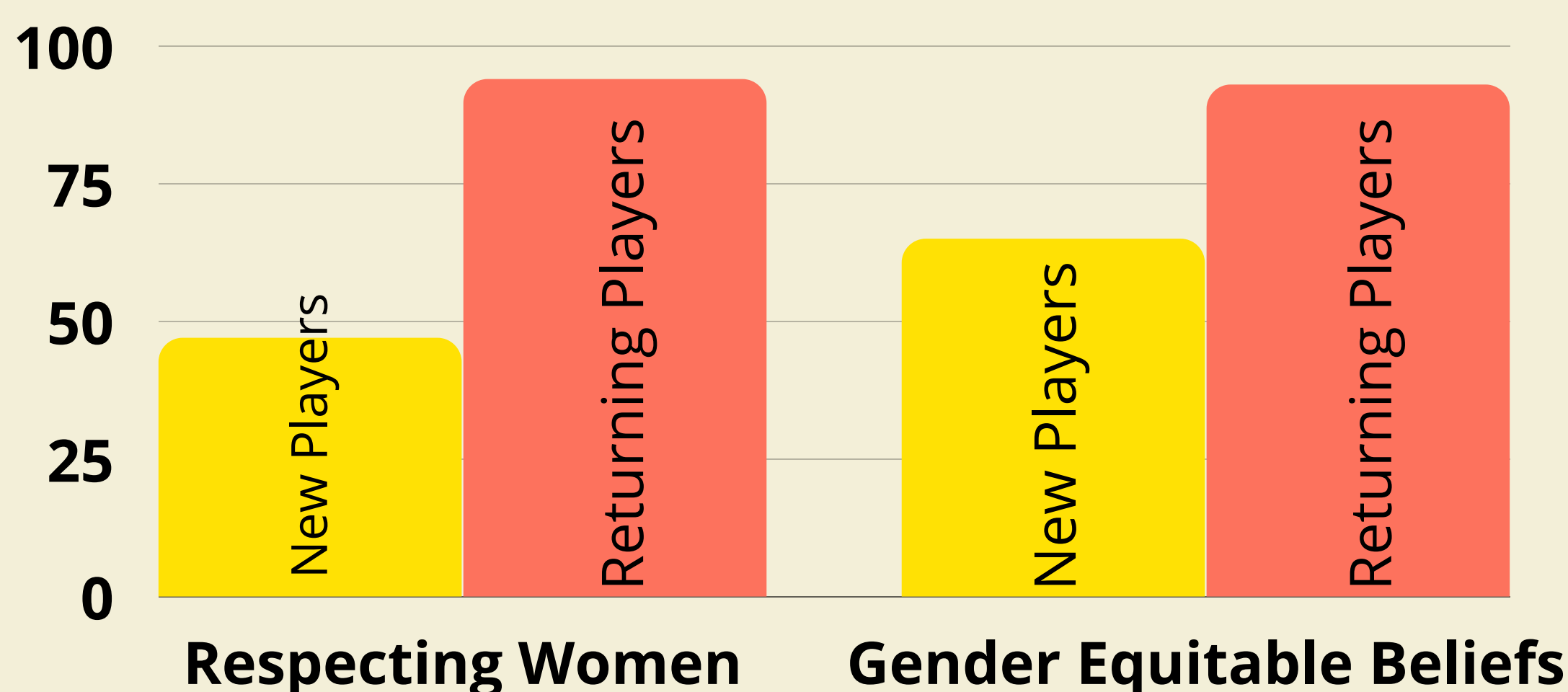


"Boys and girls look biologically different, but society has created inequality based on myth and perceived ability of each gender. We have to shift that mindset and give everyone opportunities because we all have equal rights and abilities."

- Fabrice Irakoze, M, age 18

Cambodia:

Results taken from baseline surveys with returning and new players in 2021





INTENTIONAL LEARNING ACTIVITIES



ALL GIRLS UNITED IMPACT

Rwanda AGU Girls:

A **baseline survey** showed that after one year in the AGU program, **20%** more of our newest girls (13 yrs) disagree that they need a boy/man to support their financial needs.

At **post-survey**, there was a **12%** increase in girls believing that *"learning a new sport encourages me to try new things."*



Cambodia AGU Girls:

A self-assessment showed us that KPI girls feel they are currently excelling in:

Punctuality, Having Good Attendance, and Communicating Verbally.

2 Cambodia AGU alumni received 4-year University scholarships from SE Asia Foundation this year!

- What AGU Girls Are Saying -

*"I need to protect my body, that's why learning about Sexual Reproductive Health (SRH) is so important. Now that I know more about human rights and how it relates to SRH, I know when I should speak up. **For example**, I know no one can discriminate against me if I ask for birth control pills. It's my right to protect myself from pregnancies."* - **Solange NIYIGENA, 16**

"I have increased confidence because of KPI. I can see it in my personality and attitude and how I can more freely express myself around other people." - **Sreymom, 16**

*"Because of gender **inequality**, women often feel like they don't have choices -- especially when it comes to their sexual health. One of the best things I've learned in AGU is knowing that I have a voice and can say 'no.' **For example**, 'If I don't want to have sex, I can say 'no.' If I want to have sex with a condom and the man refuses, I can also say 'no.'"* - **Milliam IMUDUHAYE, 16**



COMMUNITY IMPACT



Healthy at Home | RWA: We facilitated our workshop to 3 cohorts of 30 KPI parents for a total of **90 parents**. Each group participated in a 7 session workshop aimed at **improving parent/child communication & relationships through play**. In 2022 we plan on reaching 270 more parents through these workshops!



Happy Hour | RWA: Over the past 3 months we have held **10 sessions** where community members have been invited to join group counseling sessions led by certified Lay Counselors. We have reached over **100 community members** and have engaged in discussions around the following topics; **health, forgiveness & reconciliation, loss of family members, marriage problems and poverty.**

Play Fair Workshops | CAM: 4 Play Fair Workshops were delivered after training female coaches and AGU girls to lead the Respect Module.

- After participating in the workshop, **94% of male KPI participants** agreed that they now have more skills and knowledge to create a more gender equitable environment at their homes and in their classrooms.



Rice Distributions: We held 8 food distributions (**7 in CAM and 1 in RWA**) throughout 2021. Through holding these, KPI has been seen as a trusted and dependable organization to our KPI families and partner schools.

Kids Play Cambodia

PONG BRASNA'S STORY

Before KPI, Brasna would simply ignore people when they told her she was a girl and shouldn't be playing sports, but through KPI's programs she gained the courage to be able to speak up and engage in deep conversations with people in her community about the benefit of creating a gender equitable society.

“

She explained, “I sometimes feel sad for my mom. She has a low level of education and often our family does not appreciate her enough. But she is always supportive of my dreams and it was so special to see her feel like she was a part of a team.”

”

Brasna has been encouraged to get involved in her community through joining extracurricular and volunteer activities. Through a KPI event, she connected with the organization Project G and asked if she could volunteer with their Menstrual Hygiene Management initiative. She additionally started to volunteer with a local nonprofit called New Hope Cambodia that teaches English to underprivileged youth. Every chance Brasna gets, she aligns herself with organizations and programs that advocate for equality and eradicates harmful gender norms.

“Seeing our KPI coaches invest into Cambodian youth in the villages really inspires me to be able to give back one day as well.”



KPI also impacted her life at home. Her parents became eager for her to participate with KPI because they could tell how confident Brasna was becoming as a woman. After a few parent education sessions, Brasna said that her mother started talking all about KPI to the local villagers. She said her mom came home surprised after a parent session explaining, “I never thought I would play sports but I admire KPI for creating activities that everyone can participate in. I was laughing so much.” This meant a lot to Brasna to see her mom so happy and engaged.



Kids Play Rwanda

LAY COUNSELOR BEATHA'S STORY

In January 2021, Beatha, a KPR parent was selected by KPI to attend the Applied Counselling Skills (ACS) program; a 4-month training in partnership with Lighthouse Counselling. Beatha, a volunteer representative for genocide survivors with the local government, is a sharp and assertive woman. Since becoming a lay counsellor, she articulates herself with power and poise, using her own experiences to sound off on important issues, including gender equality.



Now that Beatha is a certified Lay Counsellor, she provides counselling to community members during our **Happy Hour sessions**. She is also a facilitator with our **Healthy at Home** program, a 7-session KPR parenting workshop. Beatha says that people in the community need these programs. **Happy Hour** spreads awareness on the importance of community support, which is vital in post-genocide impacted countries and rural areas where many struggle with poverty. **Healthy at Home** helps parents better understand non-violent parenting, mental health coping techniques, and the benefits of parent-child play.

— “ —

"I'll never forget the day we completed our ACS training and received our certificates. I felt so empowered like I could do anything," says Beatha. "Through my hard work and exposure to new people and ideas, I'm seeing it all come true."

— ” —

The ACS training has prompted Beatha to take on new opportunities. Recently, her community nominated and elected her as a village leader—she says the self-confidence, assertiveness, and public speaking skills she's gained through KPR convinced her she could do the job.



THE VALUE OF YOUR GIFT

JOIN OUR 2022 GAME CHANGER TEAM

Your gift goes directly toward supporting and sustaining our layered year round transformational gender equity through sport educational programs at no cost to our participants.

Additionally, your support helps us to provide on going coach capacity training, professional development sessions and monitoring and evaluation of the impact our programs are having so that we can continuously improve and increase our scale and scope to help more youth, parents and community members.

- Every Dollar is Meaningful -

COMMUNITY GAME CHANGER

Your will help over 4500+ Community Members by providing programs that:

- Educate to reduce stigma related to Mental Illness
- Promote *Healthy at Home* parenting through play and positive dialoguing
- Give access to quality Mental Health and Wellness care, education, coping tools, services, and support systems through group and one on one "Happy Hour" counseling sessions.

ALL GIRLS UNITED GAME CHANGER

Your support will help provide 150 KPI Girls and 100 Non-KPI Girls access to:

- Train female coaches to deliver educational sessions/camps
- Cover camp expenses; transportation, equipment, food/water, accommodation, materials, supplies
- Guest organizations and speakers
- Cover partner organizations participation to increase girls' self-esteem/confidence/ self-value

Other Ways to Give

Donor Advised Funds and Stock Donations

To donate stock, please contact
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.

LET'S PLAY FAIR GAME CHANGER

Your support will sponsor and help provide 300+ Boys and Girls:

- T-shirt, shorts, running shoes, equipment, coach training, guest/athlete speakers, parent education sessions, snack, clean water
- School related costs; medical insurance, school supplies, lunches, exam fees, uniforms, teacher education sessions.
- Access to Mental Health coping tools and counseling services
- Percentage of contribution will go toward ur scholarship fund for KPI players who go on to Secondary, University / Trade school

CAREER GAME CHANGER

Your support will help provide 300+ Youth and Alumni with access to:

- English Lessons
- Gap year Internships/ Fellowships
- Scholarship opportunities for higher education learning
- Access to Mental Health and Wellness services
- Skill building in typing, goal setting, interviewing,

COMMUNITY CENTER GAME CHANGER

A Community Center will;

- Decrease health implications for holding an active outside program that comes with exposure to heat exhaustion, dengue fever, malaria and more.
- Provide a space for office, studying, community meetings/gatherings, camps, workshops, programming, resource hub and recreational sports venue.
- Expand our reach as we look to be a local, regional, and country wide Sport, Education, Mental Health and Equality Resource and Training hub.

[Give or Learn More Here](#)

GET INVOLVED

EXPERIENCE KIDS PLAY

TRAVEL WITH A PURPOSE

THE COUNTRIES ARE BEAUTIFUL, BUT WAIT UNTIL YOU MEET OUR KIDS!

Rwanda Olympic Day Service Trip

Date: June 15-23, 2022

Celebrate Olympic Day with Olympians and Professional Athletes!

Cost: \$2500.00 (plus airfare)

Add On's: Gorilla Trekking and/or Safari

Cambodia Service Trip

Tentative Date: June 2023

Cost: TBD (plus airfare)

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

Private Group Service Trips Available

If you have a group of 8+ people that would like to visit our program sites in Rwanda or Cambodia we can happily set up an itinerary specific to your groups interests and needs.

Just Email Us: Info@kidsplayintl.org



[Learn More Here](#)

FUNDRAISE FOR US

Raise funds through Kindful on our Behalf

Dedicate your birthday, wedding, or other milestone to supporting underserved youth in 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!



Donate your Spare Change

This is a very simple and low impact way to donate and make a difference.

Contact Us to learn how: info@kidsplayintl.org

Running a Race or Triathlon?

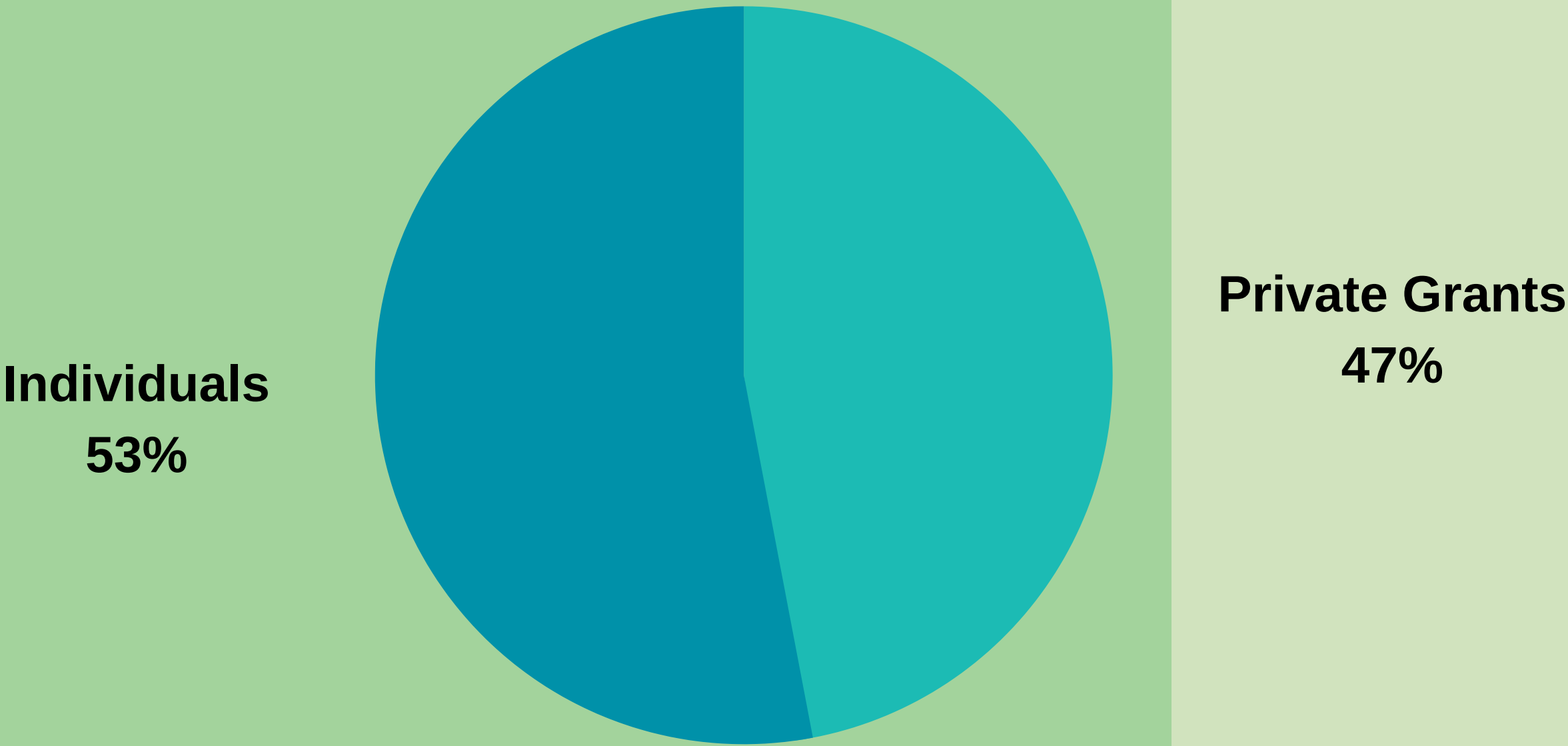
If you're interested in swimming, biking, or running on behalf of Kids Play International!

Contact Us at: info@kidsplayintl.org

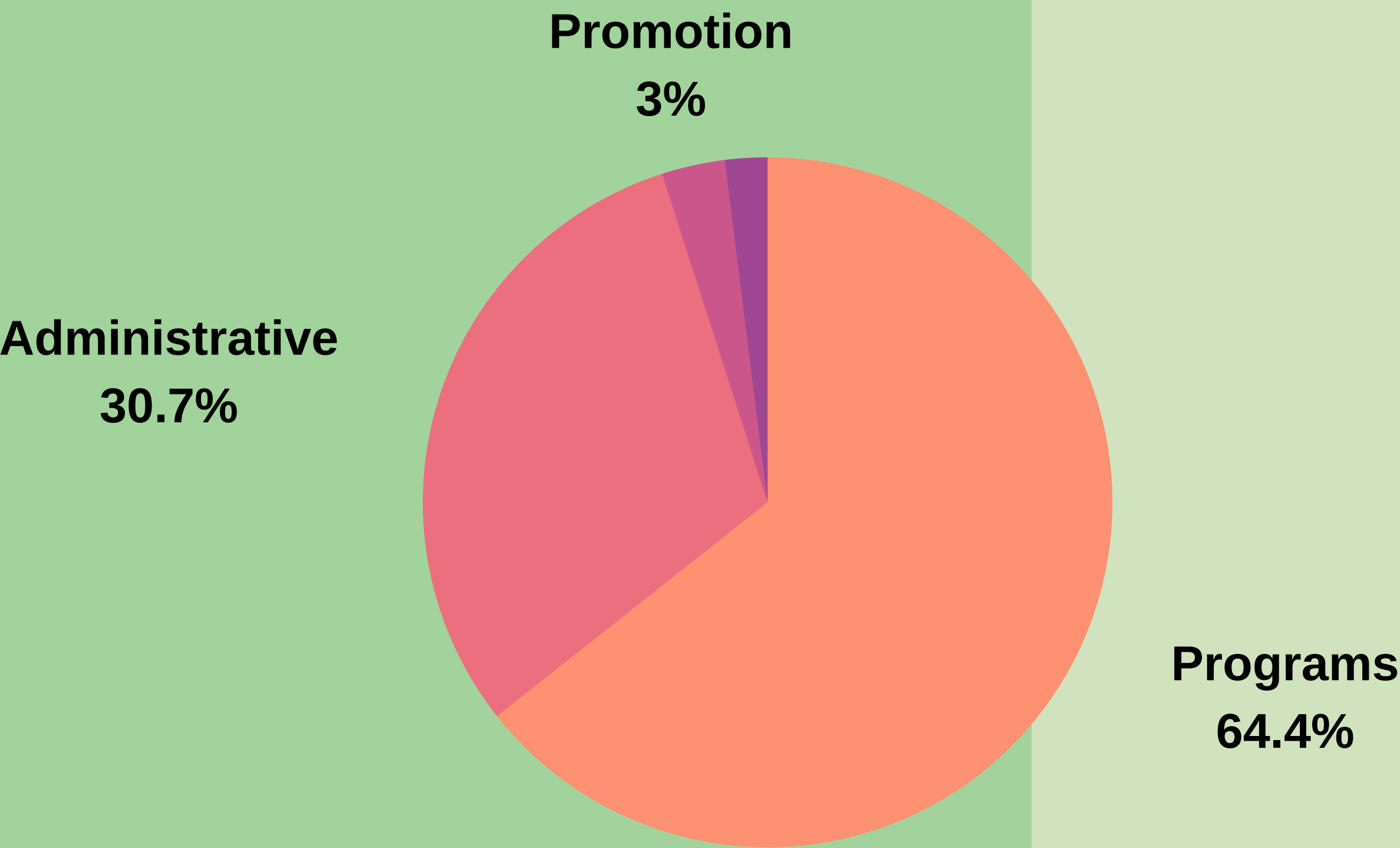
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FINANCIAL REPORT

INCOME \$383,641.72



EXPENSES \$388,765.91





THANK YOU AND OUR GRANTORS FOR YOUR SUPPORT IN 2021



WWW.KIDSPLAYINTL.ORG