

# KIDS PLAY INTERNATIONAL

2022  
YEAR IN  
REVIEW







# ON THE ROAD TO RECOVERY!

Hello Kids Play Friends,

We are excited to report 2022 has been an exciting year for getting back on track with our programs. Schools have reopened and our families are returning to work! Recovery takes time but with your help we are trending in a positive direction! My hat is off to everyone who has helped us continue to change lives; from our generous Supporters, Board Members to our local Leadership Staff and Coaches. I would like to thank you all for continuing to believe in the power of sport to promote gender equality and mental strength. Because of YOU our programs **are** positively shifting and shaping the lives of our youth, parents and the community members we serve in rural Rwanda and Cambodia. Thank you for being part of our KPI village to further our mission.

**With Gratitude,**  
**Tracy Evans-Land**  
**Founder, President**

A handwritten signature in black ink, appearing to read "Tracy Evans-Land".

## Mission

To promote gender equality and mental strength by using less familiar sports to empower girls, develop supportive boys and foster healthy families and inclusive communities.

## Vision

Our vision is a 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.

# 2022 Annual Report



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YOUR SUPPORT HAS BEEN CHANGING LIVES SINCE 2010

With your support we have been able to:

- ✓ USE THE POWER OF SPORT TO BUILD BETTER RELATIONSHIPS
- ✓ PROMOTE GENDER EQUALITY
- ✓ EMPOWER GIRLS & EDUCATE BOYS
- ✓ BUILD HEALTHY FAMILIES & COMMUNITIES
- ✓ CHAMPION EDUCATION ON AND OFF THE FIELD
- ✓ DESTIGMATIZE MENTAL HEALTH



IMPACT SNAPSHOT

Rwanda

87% Coaches

Viewed as youth mentors

45% Parents

Engaged in building healthier families

60% Youth

Showed improved mental strength

Cambodia

50% Community Members

Increased their attendance at Play Fair Community Days

100% Graduates

Received University scholarships

92% Teachers

Received PlayFair Gender Equity classroom training



# 2022 BY THE NUMBERS



## 316 Girls & Boys

★ Received 640+ hours of  
**Let's Play Fair** ★  
gender equity sports programming

## 93 Girls

★ Received 150+ hours of  
**All Girls United** ★  
female empowerment sports  
programming



### Food Distribution

- 3,500 kg of rice (CAM)
- 1,000 kg of maize flour (RWA)
- 416 healthy snacks for 316 players (Both)
- 6,000 gallons of fresh water daily (CAM)



### School and Education

- 175 youth receiving school supplies (RWA)
- 316 library books provided (CAM)
- 175 youth receiving school lunches (RWA)
- 100% of Cambodia Graduates received 4-year university scholarships (CAM)



### Women's Health

- 25 reusable pad kits provided to KPI girls(CAM)
- 10 health-focused education sessions delivered to KPI girls (RWA)



### Professional Development

- 300 Coach Capacity Training Hours
- 150 Coach Professional Development Hours
- 60 Female Coach-Only Training Hours

## 76% of our Community



Receives 6,000 gallons of  
fresh water daily from our  
Cambodian Aqua Tank  
(3500 people)

## 100% of Lay Counselors



Provided 100+ hours of  
mental health counseling with  
community members in  
Rwanda

## 136 Parents



Received 200+ hours of  
**Healthy at Home-Parent  
Education sessions** in Rwanda &  
Cambodia

## DIRECT BENEFICIARIES

### Cambodia

- 14 Coaches
- 120 LPF boys/girls
- 27 AGU girls
- 65 KPI Parents receiving parent education sessions
- 50 Teachers received Gender Equity training

### Rwanda

- 15 Coaches
- 200 LPF boys/girls
- 66 AGU girls
- 10 Community Mental Health counselors
- 171 parents receiving parent education

## 750 Community Members

Reached in Rwanda on  
**Play Fair Community Days**





# LET'S PLAY FAIR

## OVERVIEW

Let's Play Fair (LPF) is our flagship after school program for boys and girls ages 7-18. LPF is the foundation to all of our programs and uses less-familiar sports, and our 5 **PlayFair** social emotional development skills to promote gender equality and mental strength.

**100 %  
Youth**

Ages 7-8 agree  
boys & girls  
should share  
house chores

**100 %  
Boys**

Ages 13-14 feel  
proud when a  
girl scores a  
goal

**100 %  
Girls**

Ages 15-16 are  
happy with  
who they are



## 6 LPF SEASONS PER YEAR

**PLAY FAIR SKILL PAIRED WITH A LESS FAMILIAR SPORT**



Season 1: Culture + Frisbee  
Season 2: Respect + Track and Field  
Season 3: Opportunity + Baseball  
Season 4: Contribution + Volleyball  
Season 5: Moral Courage + Flag Football  
Season 6: Community+ Lacrosse



## PLAYER SPOTLIGHT

**Sokkea  
Mai**



After four years in our LPF program, Mai Sokkea (M, 11) has found friendship, safety, and support. His coaches describe him as a bundle of energy and joy, though his home life is far from easy.

He's seen violence and alcoholism, and his mother is often left to care for him and his sisters. Despite the difficulty, his mother expressed, **"I am so grateful to KPI for being a safe space for my son to learn and grow."**

Sokkea is most grateful for the confidence and skills he has gained to make friends both on and off the field. He explained, **"My hero and best friend is Danuch, a KPI female player, because when I make a mistake and cry, she always encourages me to try again."**

Sokkea has now convinced his sisters to join the LPF program so that they can understand what a true friendship is.

## IN THEIR WORDS...

**"Learning new sport skills makes me feel confident**—and I have carried this over into other parts of my life. I get excited to take risks and try new things. Now, nothing feels impossible."  
— **Divine (16, F, KPI Rwanda)**

**"Before KPI, I was never allowed to play sports.** Now I have the opportunity to play, learn, and be a part of a supportive KPI team and family." —**Sak Nita (17, F, KPI Cambodia)**



# ALL GIRLS UNITED

## OVERVIEW

All Girls United (AGU) is our female empowerment and leadership program for girls ages 13-18. AGU sessions and camps provide additional space for girls to build confidence and self-esteem while also delving deeper into key women's issues.

*AGU gives me a safe space where I can share my thoughts without fear of judgment. I am more confident to confront conflict because of my strong support system. -Yorm Tha (17, F)*

38%↑

In Girls knowledge  
on Sexual  
Reproductive  
Health  
-Cambodia

100%  
Girls

Know where to go  
for sexual  
reproductive health  
information &  
services

92%  
Girls

can define  
*consent*  
-Rwanda



## TOPICS COVERED



Gender Equity, Sexual Reproductive Health, Menstrual Hygiene Management, Healthy Relationships, Advocacy, Positive Self-Image, Sexual Harassment & Abuse.

## SUPPORTIVE BOYS INITIATIVE



Supportive Boys Initiative (SBI) is our male education initiative for boys ages 13-18 that helps improve knowledge on toxic masculinity and build skills around becoming a supportive advocate for girls and gender equality.



End-line survey results show that 96% of male players ages 13-18 have *improved their ability to advocate for girls* in the community.



*Learning about positive masculinity changed my behaviors. I learned that it's okay for boys to express their emotions. Now when I cry, it's like a weight lifted off my shoulders. —Elizaphan Ndayishimiye (16, M)*

## PLAYER SPOTLIGHT

*Rosine*



Rosine, 18, is a star player who exudes confidence and leadership. She's soon graduating from KPI's program, and is excited to transition into her new position as a gender equity coach and role model.

Before joining KPI, Rosine felt alone. However, she says that cultivating female friendships in AGU became the cornerstone of building new emotional strength.

*"Meeting friends through AGU has greatly helped my mental health— I get to speak to other girls and coaches who can relate to my problems. I've learned that confiding in people I trust and playing sport relieves my stress. We have fun, interactive sessions on topics we don't learn about in school."*



# COMMUNITY IMPACT

## PLAY FAIR COMMUNITY DAYS

Play Fair Community Days (PFCD) is the bridge for our KPI players to share the lessons learned that week in our LPF program with over 4500+ youth, families, and adults. PFCD's foster inclusive communities through sport and dialoguing around issues of gender equity.

### PFCD Milestones:

- ✓ **500 Community members** attended our Cambodian Olympic Day event.
- ✓ **102 players** ages 13-18 had leadership roles coaching and mentoring community youth in Rwanda and Cambodia



"It was amazing having 500 people at our countryside school with girls participating in martial arts, football, and basketball. This helped the community view girls as capable and strong leaders" —**Cambodia Teacher, M**



"Persevering by getting up and trying again in sports is a tool that has helped build my mental strength."

—**Kevin, M, 10 yrs**

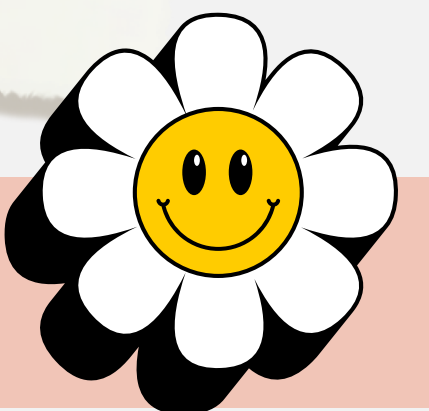


"I really enjoy being a leader on PFCD's because I get to share the knowledge I learn from my coaches with my siblings, neighbors, and friends."

—**Nita, F, 16 yrs**



## HAPPY HOUR



Weekly drop-in community "Happy Hour" sessions create a forum for discussing mental health issues, past traumas, parenting challenges. It also provides access to group or one on one counseling services and a referral network service.



**Happy Hour has taught me how to trust people. I've struggled to open up, but the counselors are great listeners and our conversations are always confidential, so I keep coming back. Talking to someone has decreased my stress—relaxing my mind and body. This whole experience has helped me have a better relationship with myself and my family.** —**Beatha, F**



# PARENT IMPACT

## HEALTHY AT HOME

Healthy at Home sessions utilizes sport and play-based learning to help parents **“Nurture, Guide, and Protect”** their children, foster inclusive, healthy, communicative, and respectful family units.

Rwanda’s program reached 135 KPI parents.

- ✓ **48% improvement of Parents** knowledge on parent-child communication, techniques to manage stress, and non-violent methods of discipline.
- ✓ **85% of Parents agree that** *“having conversations and playing sport improves their relationship with their children.”*



## PARENT EDUCATION

**PlayFair** sessions are provided to our KPI Parents before each of our six LPF seasons to educate them on what topics, skills and sports their children will be learning.

- ✓ **30% improvement of Parents** knowledge on positive parenting techniques and non-violent methods of discipline
- ✓ **93% of parents agreed that,** *“It is important to treat both my sons and daughters with the same amount of equality and respect.”*

## PARENT SPOTLIGHT



### Donatha & Jacques

Donatha and Jacques, a married couple, are proud ambassadors of **Healthy at Home**—touting its lessons on love, respect, and communication that help to break the generational cycle of abuse.

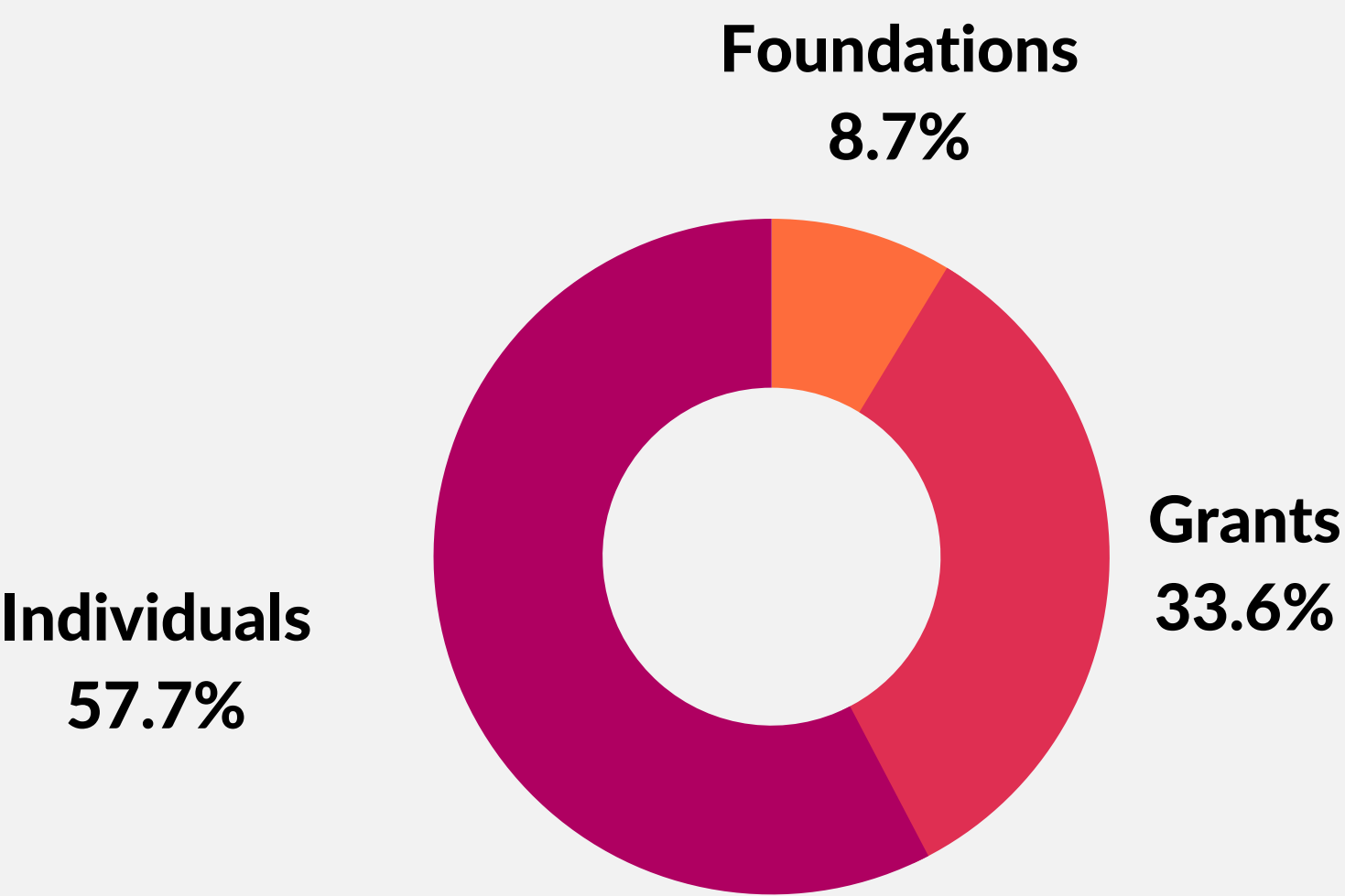
Donatha says the **“Compassionate Parenting”** session helped her understand the negative implications of physical punishment. Also, how by asking questions and using techniques to manage stress could more effectively manage her children's behavior.

The couple say they took the tools from the workshop and implemented strategies like communication and parent-child play. They are now bonding better as a family by playing games together—it decreases stress and promotes laughter.

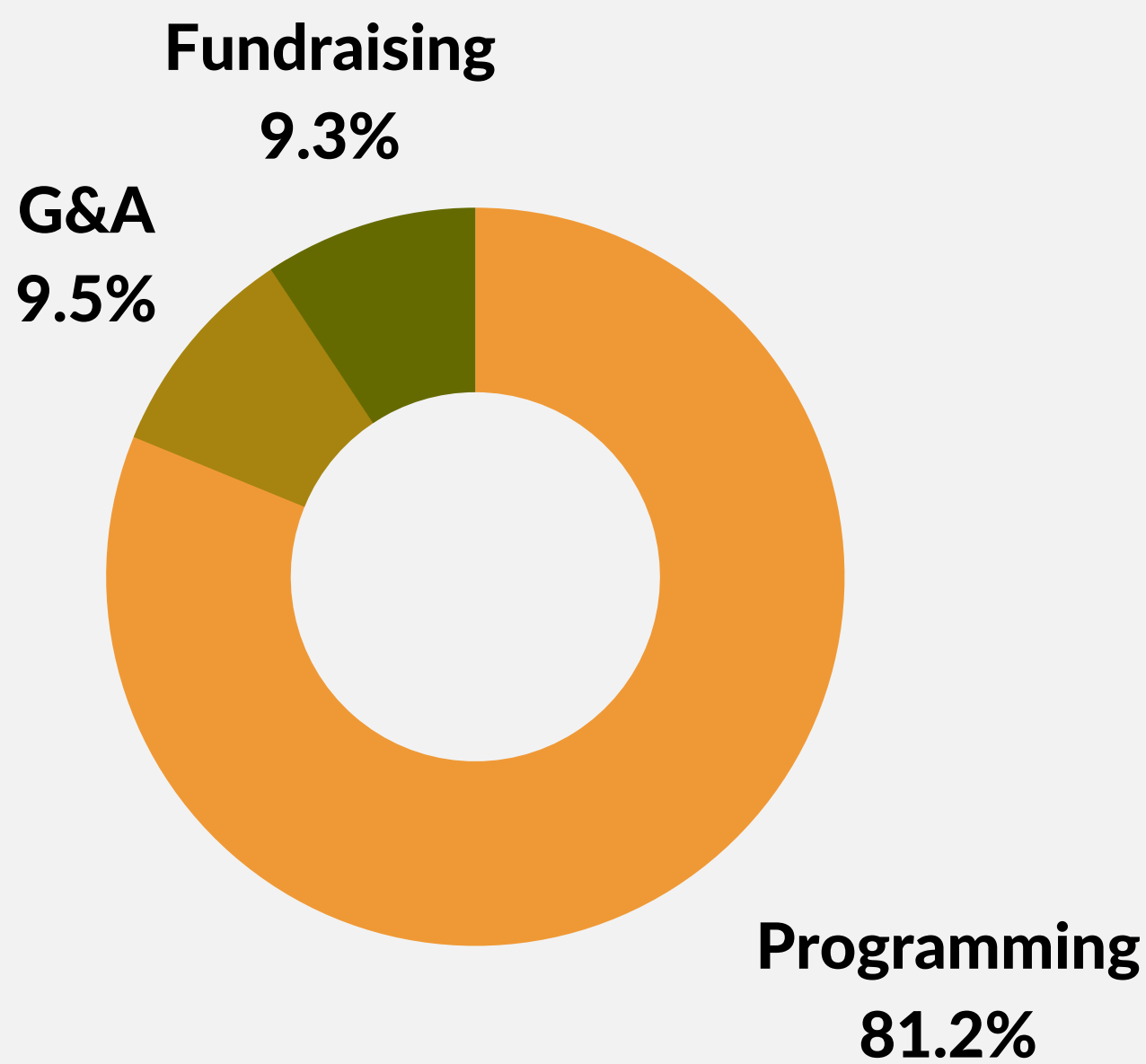
*“We recommend this workshop to all parents. I take pride in nurturing, guiding and protecting my children and I feel proud that I now have the tools to do it well.”*



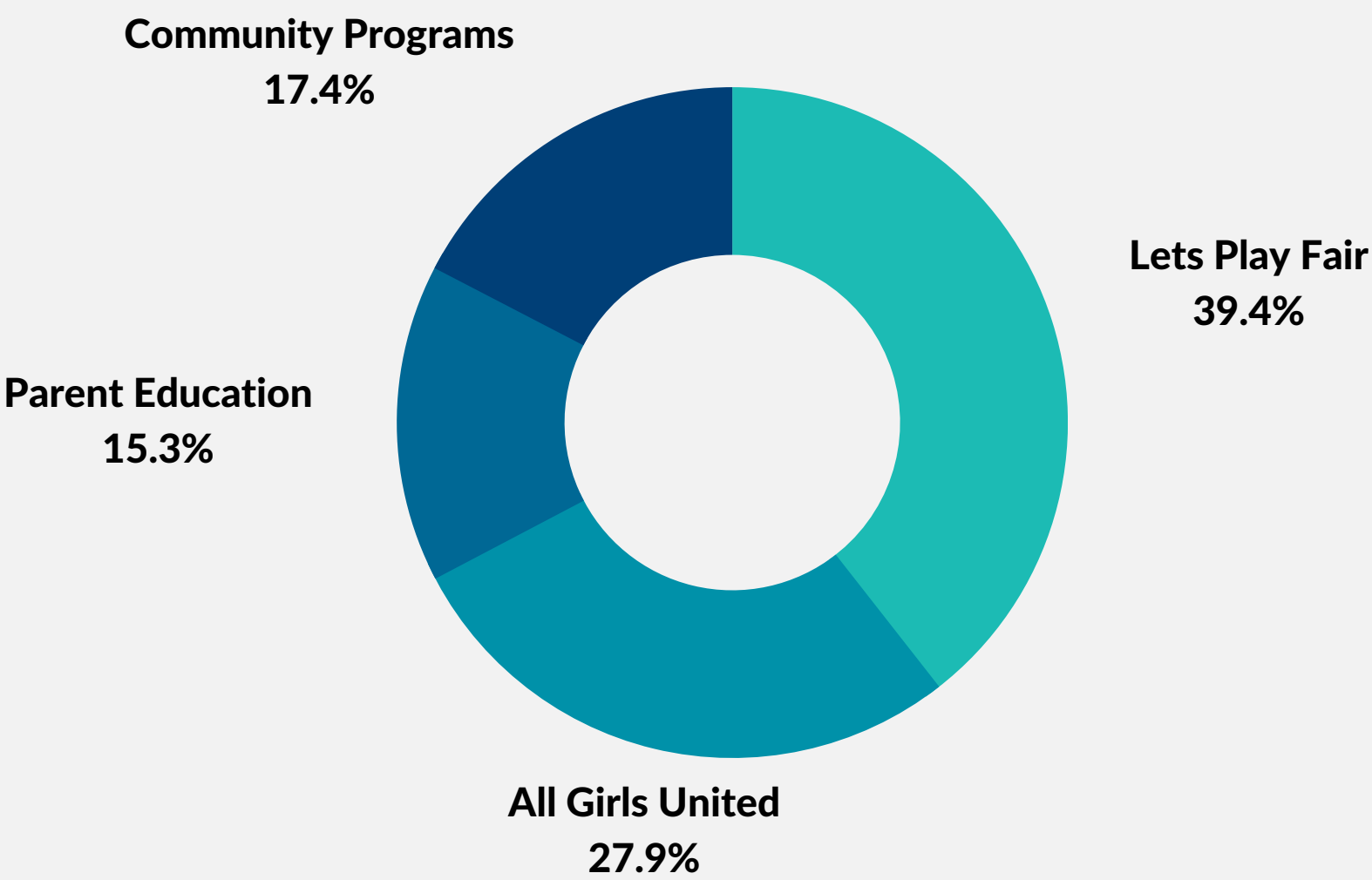
REVENUE:



EXPENSES:



PROGRAM EXPENSES BY AREA:



REVENUE & EXPENSES

FOR THE YEAR ENDING DECEMBER 31, 2022

REVENUE

Grants	184,456
Contributions	246,201
Other	5,198
Total	\$435,855

EXPENSES

Programming	345,826
Management and General	40,359
Fundraising	39,806
Total	\$425,991

Excess of Revenue Over Expenses	\$9,864
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# GET INVOLVED

## Fundraise or Help Raise Awareness:

### Host a Salon Event to help raise awareness

Host a small dinner, happy hour, book club to share Kids Play Mission, volunteer trips and US based youth camps. Tracy, KPI's founder is always happy to fly and help host and speak to your group!

### Raise funds through Kindful on our Behalf

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

### Donate your Spare Change

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

### Running a Marathon, Race or Triathlon?

let us know! We can give you details about how you can swim, bike, or run on behalf of Kids Play International!

### Private-Customized Volunteer Travel 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.

## Join Us on one of our Volunteer Trips!

### 2023 VOLUNTEER Travel

**RWANDA**

June 21-29, 2023

**CAMBODIA**

October 4-15, 2023

**\$3000/PP INCLUDES**

- ✓ Transportation
- ✓ Hotel
- ✓ Food
- ✓ Activities

**BOOK NOW**

[www.KidsPlayIntl.org](http://www.KidsPlayIntl.org) -->
 [Get Involved](mailto:Info@kidsplayintl.org)



Email us to Get Involved!  
[Info@kidsplayintl.org](mailto:Info@kidsplayintl.org)



# THANK YOU FOR YOUR GENEROUS SUPPORT!



## THANK YOU TO OUR MANY EXTREMELY GENEROUS DONORS & VOLUNTEERS



**TOGETHER  
WOMEN RISE**  
Collective action for global gender equality

**SPORT**  
en Commun



The Foundation for  
**Global  
Sports**  
Development

Caryn and Howard Unger  
Brown Family Foundation  
Knapp Family Foundation  
Sheffler Family Foundation



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