

2023



Annual Report

Building Champions in Life



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DEAR FRIENDS,

Reflecting on the past year fills us with gratitude for the unwavering support and generosity from our Kids Play Family of Donors, Grantors, Board of Directors, and Volunteers. Without all of you, our 6050+ youth, their families, and our community members in Rwanda, Cambodia, and the US would not be able to realize their full potential to become ***Champions in Life!***

Our year-round programs and camps have youth engage in experiential learning through sport on the field which then extends to the application of lessons into everyday life. Our intervention fosters long-term transformational personal development to help youth achieve higher levels of education, build job readiness skills, and become empowered with tools for a strong, body, mind, and soul.

We are excited to continue this journey with your support in 2024 as we look to train more coaches so we can enroll more youth in our programs and camps!

With gratitude,

TRACY EVANS-LAND

Founder, President



MISSION, VISION VALUES

Everyone has the Right to Be a Champion in Life!

MISSION



Leveraging the power of sport to promote gender equity by building personal development skills and equipping youth with mental strength tools to help them reach higher levels of education and employment.

VISION



A world in which girls and boys are empowered to become Champions in Life. Giving the same opportunities to girls and boys so they can achieve their fullest potential and participate in and contribute to all aspects of life.

VALUES



The Olympic values are Kids Play values.

- **Excellence**- Always doing your best even when no one is watching.
- **Friendship**- Being able to listen to everyone's thoughts and ideas.
- **Fair Play**- Respecting yourself, respecting others and respecting the rules of on and off the field.



SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



OUR IMPACT

HOW MANY WE SERVE

Total Beneficiaries: 6050

500 Youth



50 Coaches



1000 Parents



4500+ Community Members



WHAT WE ARE DELIVERING & HOW MUCH

Let's Play Fair

Girls & Boys, 4x/week, Ages 7-18
245 Sessions | 490 hours/year

All Girls United

Girls, 1x/month, 3 Camps/year. Ages 13-18
116 Sessions | 280 hours/year

Play Fair Community Days

Youth & Adults, 1x/week, All Ages
102 Sessions | 204 hours/year

Play Fair Camps -U.S.

Girls & Boys, 3 Camps/year, Ages 13-18
16 sessions | 92 hours/year

Coach Capacity Training & Professional Development

200 Training Sessions | 461 hours/year

OUR IMPACT



ARE THOSE WE SERVE BETTER OFF?

Sport helps develop youth much more than in the physical aspects alone. It builds personality and character and teaches and develops strategic and analytical thinking, leadership skills, goal setting, and risk-taking. All of these skills learned through sport can help youth become highly successful in school, career, relationships, and life.

Improved Social Emotional Development Skills Learned through Sport

97%

Youth believe they are **GENDER ACTIVISTS**



95%

Youth believe they are good **LEADERS**



46%

Community Youth believe a Female Coach can help improve their **SPORT SKILLS**



94%

Boys have confidence to **ADVOCATE** for girls



98%

Youth believe they are better **COMMUNICATORS**



Improved Health Outcomes

30% ↑

Girls' knowledge on **Sexual Reproductive Health** (Cambodia)

76%

Boys can now share how to prevent pregnancy

87%

Girls can identify correct **Menstrual Hygiene** practices (Rwanda)

Improved Sport Competence

40% ↑

Girls' confidence on how to play **NEW sports** (Cambodia)

30% ↑

Boys' & Girls knowledge on how to play **Volleyball** (Rwanda)

92% ↑

Boys & Girls (ages 7-8) who could identify correct **Baseball** throwing form (Rwanda)

OUR IMPACT

COMMUNITY CONTRIBUTION

Sport serves as a powerful tool that extends beyond the field, emphasizing the development of crucial social emotional development skills that contribute to academic success, job readiness and healthier more equal relationships and opportunities for both genders.

Better Educational Outcomes

>75%

ALUMNI have achieved higher levels of EDUCATION



77%

Youth have improved Grades & Attendance since enrolling in our programs



90%

YOUTH have Graduated SECONDARY SCHOOL (Rwanda)



Build Healthier Relationships & Families

34%

Fathers have improved attitudes towards violence against women



93%

Parents agree that they should treat their children equally



Drive Toward Higher Employability

20

Alumni who are now Coaches



100%

Local Leadership in Rwanda and Cambodia



PROGRAM MODEL

Play Fair Skills

Social Emotional Development Skills



Mental Strength Tools



head in the game tools

- Breathing = Calm
- Try Again= Resetting
- Goal Setting=Focus
- Pass the Ball = Rhythm
- Workout to Work it out = Clarity
- High Fives = Connection
- Body Scan = Grounding + Release
- Self Talk = Mindset
- Conversation = Support

Less Familiar Sports



Program Structure

INFORMAL TIME

(Transition into Program)

Coaches welcome players to program and engage in friendly conversation to gauge how players are doing and feeling.

OPENING CIRCLE

(Activate Voice, Body, Connectivity)

Coaches share the sport and lesson objectives of the day, lead a dynamic stretch/activity that warms up players bodies, voices and creates connection.

SPORT BASED LEARNING ACTIVITIES

(Skills, Drills, Scrimmage)

Coaches deliver experiential learning to players through sport drills and scrimmages based on 1 Play Fair development skill and mental strength tool.

TEAM TIME

(Transfer lesson to Daily Life)

Coaches help players reflect on lesson learned through sport activities, make the connection to their daily lives, and give homework for lesson application outside of program .

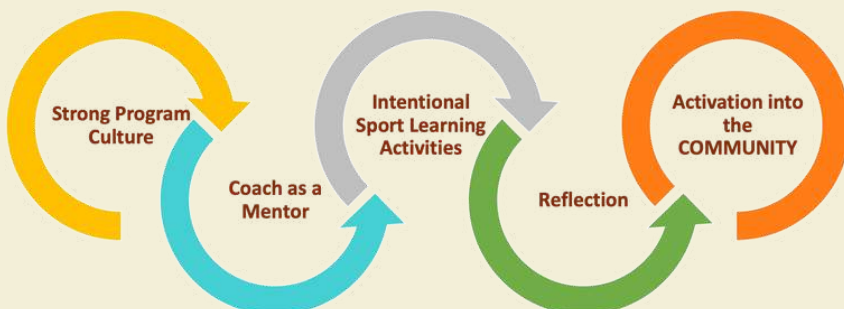
CLOSING CIRCLE

(Warm Down, Transition out of Program)

Coaches lead a warm down, ask players to share a highlight from the day, and end the session with a Kids Play Cheer.

Program Approach

These are our five program intervention elements when combined provide the strongest platform from which desired outcomes can be achieved.



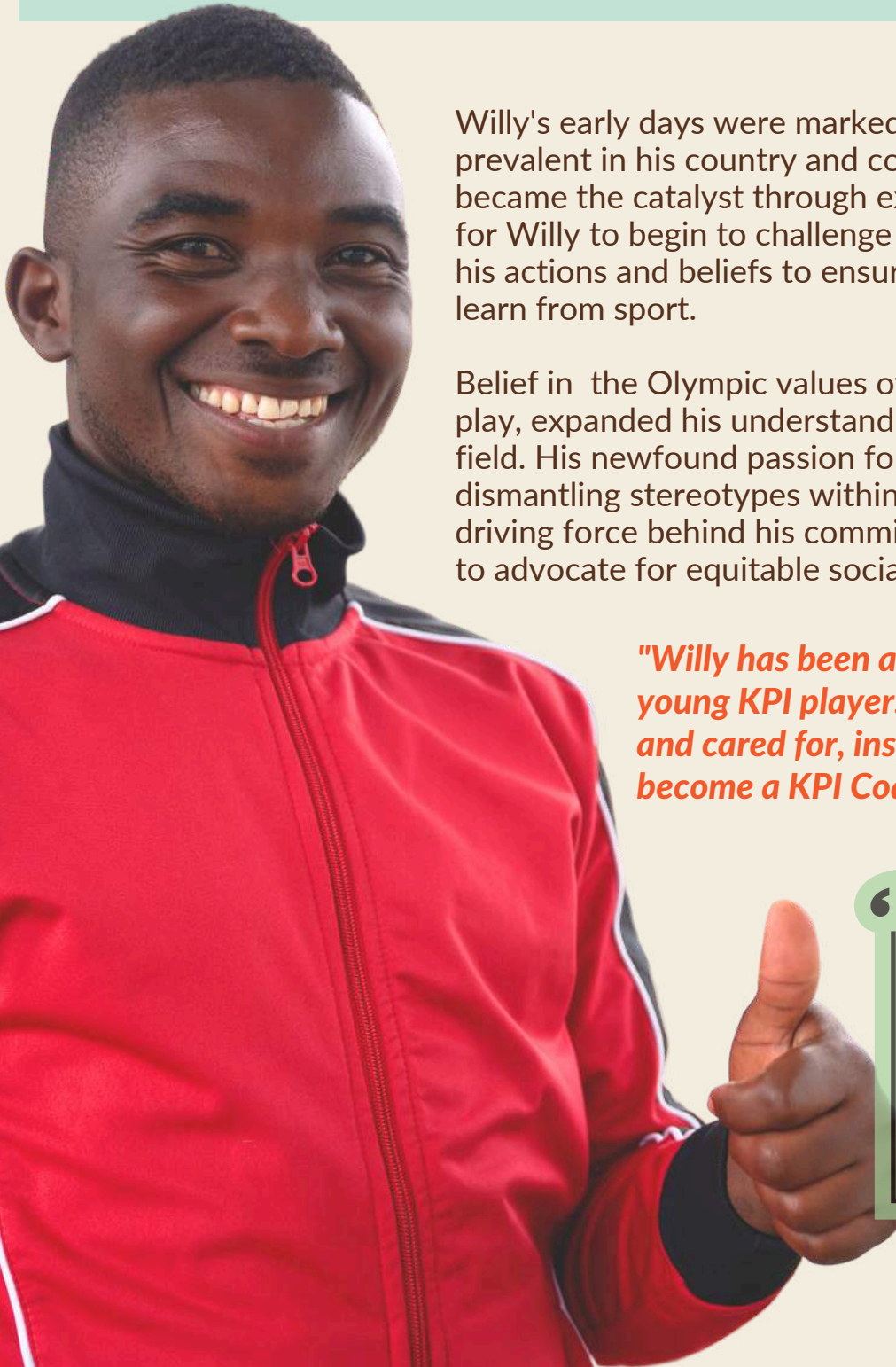
Long Term Outcomes

- Youth/Alumni reach higher levels of education
- Increased employment for youth
- Girls/Women hold more leadership roles
- Increased value of sport
- Improve Mental and Physical Health
- Increased economic resilience for women
- Gender roles shift toward being more equitable
- Improved knowledge on reproductive health
- Improved relationships within families

CELEBRATING COACH WILLY

Coach Willy's story is a testament to the transformative power of Kids Play International.

From player to Head Coach over 12 remarkable years, his journey embodies the Vital Role a Coach plays in changing the lives of our Youth.



Willy's early days were marked by traditional gender norms prevalent in his country and community. However, Kids Play became the catalyst through experiential learning through sport for Willy to begin to challenge these norms and personally shift his actions and beliefs to ensure everyone was able to play and learn from sport.

Belief in the Olympic values of excellence, friendship and fair play, expanded his understanding of equality beyond the sports field. His newfound passion for advocating girls' rights and dismantling stereotypes within the community became the driving force behind his commitment as a Coach and Role model to advocate for equitable social change.

"Willy has been a role model for me since I was a young KPI player. He always made me feel safe and cared for, inspiring and motivating me to become a KPI Coach." -Coach Evariste

“This year, I am honored to serve as the Head Coach, where I have the privilege of training my fellow coaches to effectively impart these transformative messages to our players.” **Coach Willy**

YOUTH SPOTLIGHT

SOARING TO NEW HEIGHTS!

Ratha Khan, a 17-year-old participant in the All Girl United (AGU) program for over five years, credits AGU for her transformation into a confident young woman.

“AGU has been a safe haven where I've learned to freely express myself, receive support from peers & coaches, & build deep friendships.”

Through AGU, Ratha participated in sessions on topics such as menstrual hygiene management (MHM). These sessions taught her practical skills, including the use of menstrual hygiene products and maintaining cleanliness during menstruation. They also highlighted the importance of breaking the stigma surrounding menstruation, a significant issue in Cambodia where 50% of girls face challenges accessing menstrual hygiene products due to cultural taboos (UN Women). This knowledge has inspired Ratha to share information about MHM with others.

Ratha's dedication and growth have been recognized, and she has received a full scholarship from the Southeast Asia Foundation to study Biology at the University of Southeast Asia. Despite Biology being a predominantly male field, Ratha is determined to use her knowledge to empower others, following the example set by AGU.



**AGU Session:
Consent 2018**



**AGU Camp:
Sex Rep. Health 2023**

Get to know Ratha Khan!



- **Dream Job:** Biology Teacher
- **Years in KPI:** 5 years
- **Favorite Sport:** Ultimate Frisbee
- **Friends Describe Me As:** Loyal and Dedicated
- **Fun Fact:** First in her family to graduate high school!
- **Favorite AGU Lesson:** “MHM sessions have helped improve my knowledge with the correct facts, and debunk myths, and stigmas around menstruation. I’m now become more confident and empowered to share this information with my sister, family, and friends.”

ALUMNI SPOTLIGHTS

Kids Play Alumni Who are Now Our Coaches!



Nita Sak, 20

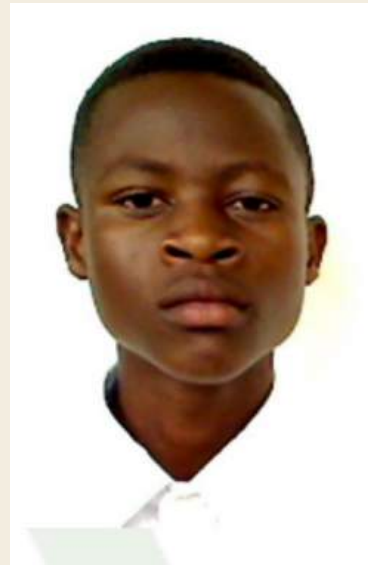
- **Studying:** Bachelors in Literature
- **Favorite Sport:** Flag Football
- **Fun Fact:** Awarded 4-year scholarship from Southeast Asia Foundation

"Nita initially joined our program as a shy individual lacking confidence. Over 6 years, she blossomed into a confident leader & advocate, unafraid to share her opinions & thoughts. She is now a valuable asset to our team." -CAM Country Manager Roth

Elieziel Nsenguwera, 20

- **Studied:** Bachelors in Education
- **Favorite Sport:** Lacrosse
- **Fun Fact:** He is now a teacher at our partner school Kaganza!

"Elieziel's gift for teaching & helping others has been evident from his days as a KPI player. His decision to return and give back to his village after earning his bachelor's degree by teaching & coaching KPI youth is a testament to his dedication to our community." -RWA Country Manager Solange



Sovann Vy, 20

- **Studying:** Associates in Electrical Engineering
- **Favorite Sport:** Ultimate Frisbee
- **Fun Fact:** Selected for the Siem Reap Ultimate Team competing in the Southeast Asia division

"Since 2018, Sovann has been a key leader by advocating for healthier relationships between boys & girls in our program. His ability to bring cohesion & hold his male friends accountable made him stand out. I knew he would make an amazing coach." -Coach Sophea

PLAYER HIGHLIGHTS

BUILDING CHAMPIONS IN LIFE THROUGH SPORT!

Respect, Contribution, Community, Moral Courage, Opportunity

"I want to change Cambodian culture by allowing girls & women to play sport, have equal rights in education & employment." -KPI Cambodia Player (M, 17)

"Learning about consent has empowered me to change my mind freely. No one should influence my choices—they're mine to make based on what feels right for me." - KPI Cambodia Player (F, 17)

"Understanding menstruation is crucial. Boys need to be informed about women's bodies to promote a shared responsibility for safe sex & prevent unwanted pregnancies." -KPI Cambodia Player (M, 17)

"Initially, I doubted my abilities to lead because society tells us only boys can do so. Learning through sport has made me become a more confident leader and public speaker." -KPI Rwanda Player (F, 17)

"Respecting our teammates involves passing to everyone, regardless of their skill level. Everyone's contribution is valuable, & excluding someone may lead to them excluding you in the future. We must respect everyone equally." — KPI Rwanda Player (M, 17)

"I was ranked third in my class, but sport has taught me that hard work, preparation, & trying again will help me succeed. I believe now that I can finish at the top of the class." — KPI Rwanda Player (F, 16)



Food Distribution



- **2,565** kg of rice to KPI Families (CAM)
- **288** healthy snacks for 316 players
- **6000** gallons of fresh water daily (CAM)

School and Education



- **250 youth** receiving school supplies (RWA)
- **173 youth** receiving school lunches (RWA)

General Health



- **55** reusable pad kits provided to KPI girls & mothers (CAM)
- **10** health-focused education sessions delivered to KPI girls (RWA)



- **200** pads distributed to KPI Girls & Coaches (RWA)
- **100%** of KPI Coaches are first aid certified (CAM)
- **100% of KPI Parents** have access to counseling services (RWA)



- **100% of KPI Families** receive health insurance (RWA)

BRIGHT IGABE NISINGIZWE

Power of Sport in Building Confidence & Mental Strength



After one year in our program, Bright has shown remarkable growth in her public speaking skills. She actively contributes to discussions & confidently engages and speak up in group settings, a reflection of her newfound confidence & leadership.

Bright is now empowered to be a mentor to new players, a responsibility she embraces with enthusiasm & care.

She has become a champion for sharing our 9 mental strength tools with our new players, sharing how they can be used in our sporting activities and in everyday life.

Bright shared, *"KPI uses sport to teaches us about inclusion which helps create a supportive environment where everyone's beliefs are valued & respected. This sense of belonging is important for our mental health."*

STAFF-COACH HIGHLIGHTS



Coach Evariste, Claudine, Confiance, & Willy.
All KPI Alumni turned KPI Coaches!



Cambodia Country Manager Roth in Rwanda
leading an activity during a Mental Health
Workshop!



Rwanda Coaches in Richmond, Virginia for US
State Department Exchange.

STAFF TESTIMONIALS

"I expanded my knowledge on women's health & contraception through the VCU exchange in Washington DC which helped me to deliver the All Girls United program ensuring our community has access to education that promotes gender equity." -RWA Program Coordinator Nasra

"Attending the Edgework Mental Health Workshop in Rwanda equipped me with the skills to implement mental health initiatives into our programs in Cambodia." -CAM Program Manager Roth

"The Comic Relief Learning Collective was a transformative experience, enabling me to represent KPI in Nepal alongside other grantee partners. We collaborated & shared strategies for positive community change." -RWA Program Manager Solange

"Representing Cambodia on the National Field Hockey Team at the Southeast Asia Games made me grateful for programs like Kids Play, which provide opportunities for females to participate in sports, grow their confidence, and develop their leadership skills." -CAM Coach Koeurm

"The Resource & Support Hub Safeguarding workshop deepened my understanding of child protection & empowered me to ensure emotional & physical safety at our programs." -RWA Head Coach Willie

2023 HIGHLIGHTS

JAN

90 New Players added to PROGRAM



FEB

All Girls United Orientation



MAR

International Women's Day



APR

ANNUAL PLAY FAIR PARTY FUNDRAISER



AUG

GAME ON! GIRLS IN SPORT CAMP - RESPECT & FLAG FOOTBALL SESSION



JULY

LAUNCH OF PLAY FAIR YOUTH CAMP CLEVELAND, OH



JUNE

Olympic Day & Volunteer Trip



MAY

AGU Camp - Sexual Reproductive Health



SEPT

Sports Diplomacy Trip RWA Coaches to USA



OCT

Tracy Presents on Kids Play to Judson University



NOV

GIVING TUESDAY!



DEC

End of Year Community Celebration



DONATE



SPONSOR A PLAYER



Travel
WITH A PURPOSE



CAMBODIA

September 19-29, 2024

\$3250/pp



RWANDA

June 12 - 20, 2024

\$2750/pp

Save your spot at: www.KidsPlayIntl.org/TravelwithaPurpose



APRIL
Annual
Play Fair Party
Fundraiser

AUGUST

Annual Bronze Buffalo Golf Event

VIP Golf EXTRAvaGANZa at the EXCLUSIVE BRONZE

BUFFALO SPORTING CLUB in Teton Springs, ID

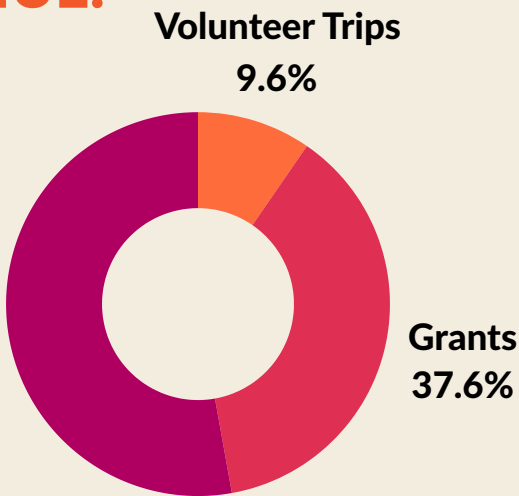
LIMITED SPACE

PRIVATE RT FLIGHT FROM SLC-TETON SPRINGS, ID

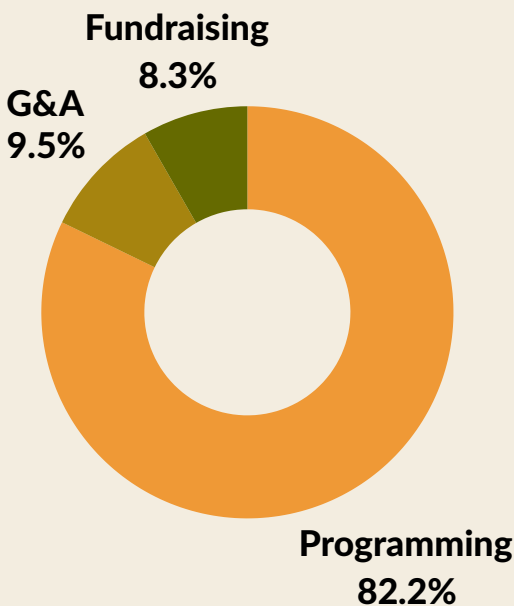


FINANCES

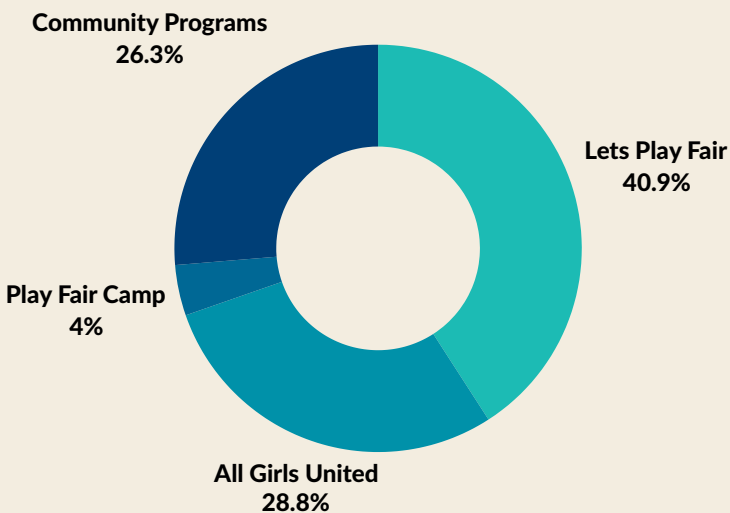
REVENUE:



EXPENSES:



PROGRAM EXPENSES BY AREA:



REVENUE & EXPENSES

FOR THE YEAR ENDING
DECEMBER 31, 2023

REVENUE

Grants	115,448
Contributions	191,837
Total	\$307,285

EXPENSES

Programming	366,964
Management and General	42,491
Fundraising	36,995
Total	\$446,450

Excess of Expenses Over Revenue *	\$139,165
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*Excess of expenses over revenue in the current year is financed by prior year's budget surplus



THANK YOU'S

PROGRAMS ARE MADE POSSIBLE THANKS TO THE SUPPORT OF OUR BOARD, PARTNERS & MANY INDIVIDUALS!

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



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