RESULTS
Our Report on Progress: 10 Years of Play 2000 | 2010

when children play, the world wins
Reflecting on 10 Years of Play
Interview with Johann Olav Koss, President and CEO

1 Right To Play has been called a pioneer in the global Sport for Development movement. Can you comment on that?
“Right To Play is a pioneer in the Sport for Development arena for two reasons: we have programs in over 20 countries, reaching more than 700,000 children every week. We have a great methodology that is making a difference on the ground. In addition, we have worked in the area of policy to effect change in government and United Nations’ interests, knowledge, and their behaviour toward investment in children’s holistic development through Sport for Development programs.”

2 How have you been impacted by your visits to field projects?
“One of my most memorable visits was in the south of Uganda in a health clinic at a refugee camp. We were visiting girls affected by HIV and AIDS, one of whom was about seven or eight months old, born to a 16-year-old mother. I asked what they could do for her, and [the clinic workers] said, ‘Absolutely nothing.’ The little girl died just hours after I left the clinic. I understood then that we had to make a difference. We had to create play programs that would enable children to make decisions for their own personal protection from HIV and AIDS – understanding the disease, protecting themselves from it, and what they can do to prevent future infections – and that girls in particular should be the focus.”

3 What does it mean to you to have inspired other athletes to devote their time and resources to humanitarian efforts?
“We have engaged athletes from all around the world. We have had the opportunity to talk with them about their role in society and how they can make a change. I’m really proud to say that we have involved over 400 athletes around the world in making a difference every single day. Athletes are role models—they can really stand up for children’s rights and give them the chance to play, and do that anywhere in the world.”

4 What are some of the things that make you proud to mark 10 years with Right To Play?
“I am most proud of the incredible accomplishments we have had in the field. The 13,000 Coaches and Leaders who are implementing the programs every day or on a weekly basis make me proud. Those Leaders in their communities are making a tremendous effort and are making a difference in children’s lives every single day. And those individuals, together with all the staff we have around the world, are the people and the inspiration to drive this work forward and that’s what I’m most proud of.”

5 What have you learned as a global leader and a participant in international development goals?
“What I’ve learned as a leader is the importance of sticking to the mission and the vision of the organization, not taking anything for granted but working towards and through the challenges that surface. Being part of a leadership circle with many international organizations has certainly strengthened our credibility, but has also given me the experience and the understanding of the challenges they are overcoming, which are very similar to what we have seen on a daily basis.”

6 What are your goals for Right To Play’s next 10 years?
“My goal for Right To Play over the next 10 years is to put us on a sustainable path – making sure that programs and activities in the local communities can be sustained, replicated, and are accessible to all children. This is a critical element to the areas where we are currently already working.
Secondly, we need to work with governments and institutions around the world to further enhance the Sport for Development agenda, so that institutions like the United Nations recognize the benefits of sport and play in their poverty reduction strategies and their national development plans so that this becomes a priority in the future. If these two elements of
Right To Play allows children the opportunity to build critical life skills through sport and play – ultimately creating social change in communities affected by war, poverty and disease.

As the leading international humanitarian and development organization using the transformative power of sport and play to build essential life skills in children, we offer children the tools to become contributing participants in society.

Right To Play trains local community leaders as Coaches to deliver our programs to some of the most marginalized children in countries affected by war, poverty and disease in Africa, Asia, the Middle East, and South America. Our work is guided by the United Nations Convention on the Rights of the Child and involves a unique methodology that encourages long-term behaviour change. We achieve this by using sport and play as tools for learning in four critical areas of development: basic education and child development; health promotion and disease prevention; conflict resolution and peace building; and, community development and participation.

Right To Play programs are shaped by two guiding principles: inclusion and sustainability. These principles promote the involvement of all children and young people who may be marginalized for reasons of gender, disability, ethnicity, social background or religion, and ensure a lasting impact that centres on building the capacity of individuals, communities and partner organizations to independently deliver learning objectives through regular sport and play activities.

**Global Leader in Sport for Development and Peace**

Right To Play is committed to every child’s right to play and takes an active role to facilitate research and promote advocacy in this area. Our aim is to engage and positively influence key decision-makers from the development, sport, business, media and government sectors to ensure every child benefits from the positive power of sport and play.

**An International Team of Athlete Ambassadors**

Athletes from more than 40 countries support Right To Play. As role models, these athletes inspire children and raise awareness about Right To Play internationally.

• In 2009, Right To Play reached more than 735,400 children in weekly regular sport and play activities.

• The number of children reached through regular activity as well as through festivals, summer camps and other sports events was more than 1,177,000 in 2009.

• These activities were facilitated by more than 13,000 local Coaches, Teachers and Leaders.

• Almost 50 per cent of children participating in programs in 2009 were girls.

• More than 50 per cent of Coaches, Teachers and Leaders were female.

• More than 400 Athlete Ambassadors currently support Right To Play worldwide.

• In 2010, Right To Play operated 48 projects and two special initiatives in 21 countries across four continents.

program sustainability and policy development and implementation can happen over the next 10 years, we will ensure that the future generation of children will have access to sport and play.”

If you could speak to each of Right To Play’s supporters, what would you say?

“To all of you who have supported Right To Play over the last 10 years: Thank you very much. We would not be where we are today without your support. Your financial contribution has been leveraged, and we can proudly say we’ve been effective in reaching the results of holistic child development, basic education, and disease and conflict prevention for the children in the more than 20 countries in which we work.

Thank you for your belief in us and thank you for continuing to support us over the next 10 years.”
RESULTS 2010 is Right To Play’s biennial review of its programs since embarking upon our mission to improve the lives of children living in some of the world’s most disadvantaged communities. The information contained within the following pages offers a glimpse of Right To Play’s growth as an implementing organization, and a chronological overview of key points in Right To Play’s evolution as we celebrate our 10-year anniversary. Also included are highlights from evaluations conducted in eight project countries in three of the regions where Right To Play works.

CHILDREN: Increase in Number of Children Participating in Right To Play Activities*

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>By the end of 2001</td>
<td>37,000 children</td>
</tr>
<tr>
<td>By the end of 2003</td>
<td>404,000 children</td>
</tr>
<tr>
<td>By the end of 2005</td>
<td>531,000 children</td>
</tr>
<tr>
<td>By the end of 2007</td>
<td>724,000 children</td>
</tr>
<tr>
<td>By the end of 2009</td>
<td>1,177,000 children</td>
</tr>
</tbody>
</table>

*Number of children reached through regular activity plus festivals, summer camps and other sport events to date. In 2009 and 2010, Right To Play reached more than 700,000 children in regular weekly sport and play activities alone.

PROJECTS: Number of Right To Play Projects Worldwide

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>By the end of 2001</td>
<td>15 projects</td>
</tr>
<tr>
<td>By the end of 2003</td>
<td>40 projects</td>
</tr>
<tr>
<td>By the end of 2005</td>
<td>44 projects</td>
</tr>
<tr>
<td>By the end of 2007</td>
<td>58 projects</td>
</tr>
<tr>
<td>By the end of 2009</td>
<td>49 projects</td>
</tr>
<tr>
<td>By mid-2010</td>
<td>49 projects</td>
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</table>

By the end of 2009, Right To Play reached more than 1 million children through regular weekly sport and play activities as well as summer camps, Play Days and sport festivals. Children who participate in Right To Play sport and play-based programs gain valuable life skills such as confidence, collaboration, empathy and communication that contribute to their emotional well-being and social development.

GOVERNMENTS AND UN AGENCIES: Increase in Number of Governments and UN Agencies Supporting Right To Play

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>By the end of 2001</td>
<td>3</td>
</tr>
<tr>
<td>By the end of 2003</td>
<td>7</td>
</tr>
<tr>
<td>By the end of 2005</td>
<td>9</td>
</tr>
<tr>
<td>By the end of 2007</td>
<td>12</td>
</tr>
<tr>
<td>By the end of 2009</td>
<td>15</td>
</tr>
</tbody>
</table>

LEADERS: Increase in Number of Local Leaders Actively Participating in Right To Play Programs*

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>By the end of 2001</td>
<td>180 active Leaders</td>
</tr>
<tr>
<td>By the end of 2003</td>
<td>2,300 active Leaders</td>
</tr>
<tr>
<td>By the end of 2005</td>
<td>4,900 active Leaders</td>
</tr>
<tr>
<td>By the end of 2007</td>
<td>8,200 active Leaders</td>
</tr>
<tr>
<td>By the end of 2009</td>
<td>13,000 active Leaders</td>
</tr>
</tbody>
</table>

*In 2008 Right To Play began to include teachers who were regularly leading children in activities as part of its count.
ATHLETE AMBASSADORS: Number of Athlete Ambassadors Involved with Right To Play*

- By the end of 2003: 150 Ambassadors
- By the end of 2005: 200 Ambassadors
- By the end of 2007: 250 Ambassadors
- By the end of 2009: 400 Ambassadors

COUNTRIES: Number of Countries where Right To Play Runs its Programs*

- By the end of 2001: 7 countries
- By the end of 2003: 21 countries
- By the end of 2005: 20 countries
- By the end of 2007: 23 countries
- By the end of 2009: 23 countries
- By mid-2010: 21 countries

*Right To Play Athlete Ambassadors are international athletes who share Right To Play values, serve as role models for children around the world, and choose to participate in Right To Play activities without compensation.

FINANCIALS: Increase in total revenue

- By the end of 2001: $1,799,200
- By the end of 2003: $8,227,250
- By the end of 2005: $14,653,000
- By the end of 2007: $27,564,900
- By the end of 2009: $28,460,600

2009 FUNDING SOURCES: Percentage of Funding from Organizations, Foundations, Corporations and Individuals

- Government Organizations: 32.5%
- Foundations: 50.8%
- Individuals and Corporations: 15%
- Others: 1.3%
- Donations-In-Kind: 0.4%

SOURCES OF FUNDING: Percentage of Funding Derived from Government Organizations over the Past Years

- By the end of 2001: 43.3 per cent
- By the end of 2003: 64.7 per cent
- By the end of 2005: 48 per cent
- By the end of 2007: 22 per cent
- By the end of 2009: 32.5 per cent

*In 2008 Right To Play made the decision to focus its strategy on going deeper rather than broader. Instead of expanding our footprint into more countries, we elected to improve upon our existing operations to ensure we delivered better, more sustainable programs, reached more children in those countries, increased quality in delivery, measured our results, and proved impact.

In 2010 Right To Play operated in 21 countries: Benin, Botswana, Burundi, China, Ethiopia, Ghana, Jordan, Kenya, Lebanon, Liberia, Mali, Mozambique, Pakistan, Palestinian Territories (West Bank and Gaza), Peru, Rwanda, Sudan, Tanzania, Thailand, Uganda, and the United Arab Emirates.
Milestones 2000-2010

Over the past 10 years, Right To Play has taken significant strides to become the leading international humanitarian and development organization using the transformative power of sport and play to build essential life skills in children. Born out of a legacy project and an Olympian’s vision to make the world in which we live a safer, happier and healthier one for children living in some of the world’s most disadvantaged communities, this brief chronology outlines Right To Play’s growth, as well as a number of significant development milestones.

• Right To Play (then known as Olympic Aid) is incorporated in Canada and makes the transition from a fundraising vehicle to an implementing international non-governmental organization.
• Right To Play begins with one employee and two volunteers at Headquarters. National Offices are established in Norway and the United States. National Offices raise awareness and funds for programs in the field.
• The first sport and play programs begin in partnership with the UN High Commissioner for Refugees in refugee communities in Angola and Côte d’Ivoire.
• Red Ball Child Play and Coach2Coach are Right To Play’s first sport and play program resource manuals.
• Right To Play has 15 projects in eight countries. Five of those original projects continue to stand as the organization’s longest operating projects. They are: Kigoma in Tanzania, Oruchinga and Nakivale in Uganda, Kpomasse in Benin, and Accra in Ghana.
• Right To Play embarks upon a process of decentralization, distributing control of its programs to its Regional and Country Offices. A more sustainable delivery model is established by moving away from a structure focused on international volunteers to one that hires and trains local staff and Leaders to support and implement programs.
• Right To Play establishes Regional Offices in Asia (Thailand), East and Southern Africa (Uganda) and West and Francophone Africa (Sierra Leone) to oversee local programming.
• Right To Play establishes National Offices in the United Kingdom and Canada.

• Right To Play’s first Country Office is launched in the field in Sierra Leone. Country Offices are responsible for the delivery of quality programs and their monitoring, assessment and evaluation.

• Right To Play serves as the Secretariat to the UN Inter-Agency Task Force on Sport for Development and Peace from 2002-2003.
• Right To Play is present at the Winter Olympic Games in Salt Lake City and brings together influential leaders in a roundtable discussion on the importance of sport and play in the development of children living in disadvantaged communities.

• SportWorks and SportHealth are Right To Play’s two core programs. SportWorks’ focus is on building holistic child development through sport and play as well as developing individual and community potential. SportHealth builds on SportWorks to include a communications component around health education and healthy lifestyle behaviours.
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• The Sport for Development and Peace International Working Group (SDP IWG) is conceived at the Summer Olympic Games in Athens, Greece, launching Right To Play’s four-year term as Secretariat to the SDP IWG.
• Right To Play establishes a National Office in Switzerland.
• Right To Play’s first Country Office is launched in the field in Sierra Leone. Country Offices are responsible for the delivery of quality programs and their monitoring, assessment and evaluation.

• Olympic Aid officially changes its name to Right To Play.
• In March, The UN Inter-Agency Task Force launches Right To Play-authored report Sport for Development and Peace: Towards Achieving the Millennium Development Goals. It presents findings at the 1st ‘Next Step’ Conference in Amsterdam, Netherlands.
• Right To Play leads a successful measles campaign in Zambia, wherein nearly 18,000 children are vaccinated over the course of one week.
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• Right To Play has a significant presence in the Athlete’s Village at the Beijing Summer Olympic Games where it engages with existing and potential Athlete Ambassadors and educates Olympians on the work of Right To Play.
• In support of Right To Play, Johnson & Johnson launches the ‘Hearts of Gold’ program at the Beijing Summer Olympic Games. For every medal earned by a Right To Play Athlete Ambassador, Johnson & Johnson makes a financial donation to the organization in the athlete’s name.
• Right To Play launches the SDP IWG final report, Harnessing the Power of Sport for Development and Peace: Recommendations to Governments, which is formally recognized and endorsed by 38 governments at the Beijing Summer Olympic Games.
• Right To Play launches a special initiative in Peru, expanding the organization’s geographical footprint into a fifth region.

• The West and Francophone Africa Regional Office moves to Accra, Ghana, while the Middle East Regional Office expands to include North Africa and moves to Beirut, Lebanon.

• Winter Olympic speed skaters Joey Cheek (USA), Clara Hughes (Canada) and Yang Yang A (China) make landmark donations to Right To Play following their individual successes at the Winter Olympic Games in Turino, Italy.
• Through consultation with health and education experts, Right To Play enhances holistic child development and HIV and AIDS programs with the development of new Red Ball Child Play and Live Safe Play Safe resource manuals and trainings.
• Right To Play launches a four-year global partnership with adidas. Football star Zinedine Zidane helps launch the partnership.
• The China Office is opened to launch programs targeting China’s migrant children.
• Right To Play convenes 43 government ministers and high-level officials in Accra, Ghana. The ‘Accra Call for Action’ is adopted, reiterating government commitment to fully harness the development power of sport.
• Right To Play engages in a national initiative with the Benin Ministry of Education through curriculum revisions and piloting play-based learning activities at 15 different sites.
• New resource manuals are developed for programs focusing on sports, conflict resolution and peace building, youth leadership, disease prevention and health promotion, physical education, and the inclusion of children living with a disability.

• The use of Junior Leaders in regular sport and play activities begins in Uganda, as more Leaders report that children have become actively involved in planning and leading the program activities.
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• Right To Play develops and begins implementation of resource material and workshops to promote gender sensitivity, play-based learning activities in classrooms, and support for Junior Leaders.
• Right To Play has a major presence at the Winter Olympic Games in Vancouver, Canada, which includes World Of Play, an interactive educational pavilion, and RTPtv, an online television initiative that leverages interviews with Athlete Ambassadors to showcase the best values of sport.
• Promoting Life-skills for Aboriginal Youth [PLAY] is launched in Canada as a legacy program, coinciding with Canada’s hosting of the Winter Olympic Games.
• Right To Play now has 20 program resources with three additional resources under development.
To measure and demonstrate our progress, Right To Play regularly undertakes evaluations of its projects. The results reported in this publication reflect consistent outcomes across the seven most recent evaluations of Right To Play projects since 2007. The evaluators collected and analyzed data from a variety of stakeholders, including children, parents, Leaders, and partners, using multiple data sources, such as focus group discussions, interviews, and surveys. The survey results provided are statistically significant at a 95 per cent confidence level.

**Improved Participation in School**

Evaluation findings in Benin, Mali, Ghana, Azerbaijan, Thailand, Indonesia, Sierra Leone, and Rwanda show that Right To Play-trained teachers are using more active teaching techniques such as discussions, activities and games, and group work in their classrooms. As a result, children are more motivated to go to school, contribute and concentrate more in class, and are learning more than children not enrolled in Right To Play classes.

- Observations reveal that students in Right To Play classes are more actively engaged than students in classes with non-participating teachers, as indicated by average scores of 3.11 for those who are active compared to 1.94 for those who are not, on a 4.0 scale. (Thailand 2008)
- Parents and children frequently indicate “increased knowledge”; educational partners and teachers in Benin and Mali identified stronger academic performance among participants. (Azerbaijan 2007; Thailand 2008; Benin, Mali, Ghana 2009)
- Survey results from evaluations in Ghana, Mali, and Benin (2009) demonstrate that after one to two years of participation in Right To Play activities, more children demonstrated life skills such as confidence, collaboration, empathy and communication, than children who do not participate in activities.

**Reduction of Violence**

By participating in regular sport and play programs, children have developed skills that help them to prevent and resolve peer-conflict peacefully and to become agents of change. These skills include:

- 84 per cent of participating children report knowing how to solve a peer-related conflict peacefully. (Liberia 2010)
- 95 per cent of children in Liberia and 85 per cent of participants in Benin, Mali, and Ghana chose options to avoid conflict or resolve it when faced with peer initiated conflict.
- Children, Leaders, and parents observed a significant decrease in conflict among participating children.
- Participants report a significant decrease in conflict taking place at school, and indicate a similar transformation at home and in the community. (Benin, Mali, Ghana 2009; Liberia 2010)

**Increased Awareness of HIV and AIDS**

Survey results and focus group discussions in Liberia, Sierra Leone, and Rwanda indicate that children who take part in the Live Safe Play Safe program, which focuses on the prevention of and awareness about HIV and AIDS, demonstrate positive changes in their knowledge and attitudes about HIV and AIDS.
• 85 per cent of participating children knew how to protect themselves from HIV and AIDS.

Programs reduce the stigma that prevent children’s participation.

• 81 per cent of children felt those living with HIV and AIDS should be treated equally.

• 70 per cent were willing to be in the same classroom as a child living with HIV.

• 65 per cent of participating children in Rwanda report they did not assume HIV status based on one’s appearance, or discriminate against children living with HIV.

Increased Inclusion of Marginalized Groups

Right To Play programs involve groups that are particularly vulnerable, such as girls and children living with disabilities. Evaluation findings in Benin, Mali, Ghana, Indonesia, and Palestinian Territories (West Bank and Gaza), indicate that those who participate in Right To Play’s sport and play programs are more widely accepted within their communities.

• Teachers in specialized schools for children with disabilities report a positive change in the children’s attitudes, collaboration among children with different disabilities, and an all-round improvement in spirit. (Indonesia 2008)

Building Strength in Girls

The participation of girls and women in leadership roles contributes significantly to their confidence and has a tremendous impact on society.

• 50 per cent of participation in programs is by females.

Stronger Leadership in Communities

Right To Play supports community participation and development by using sport and play as tools to promote leadership, help build the potential of community members, and improve community partnerships.

• Children, Leaders, and parents report perceiving a Right To Play Leader as a role model for children: 85 per cent of Right To Play participating children felt that they could trust their Right To Play Leader to listen to them and help them if needed. (Benin, Mali, Ghana 2009)

• 64 per cent of participating children report recently offering to help someone in a difficult situation versus 53 per cent of non-participating children.

Evaluations and Reports


• Center for Community Based Research (2009). An Evaluation of Live Safe Play Safe within the Right To Play Sport and Play Program in Sierra Leone, Rwanda and Ghana.


• Management Strategies for Africa (2010). Right To Play South East Liberia Project.


• Right To Play (2008). Right To Play Thailand South Evaluation: Teaching Practices and Social and Emotional Learning
Lasting Impressions

West and Francophone Africa

“Right To Play taught me how to integrate HIV and AIDS education into play. Previously my only experience on educating children and youth in my area was the use of the ‘Chalk and Talk’ method. It was frustrating for me when my 11-year-old students would not answer questions after an HIV and AIDS discussion on stigma in the classroom. I could not also blame my students for not understanding because I knew some of the concepts were abstract to them and yet I didn’t know any other practical way of giving the knowledge. They often kept quiet or would simply explode on me and say “We don’t understand.” But ever since I got to know Right To Play and have been trained as a Leader in the Live Safe Play Safe resource, things began to change for me and my students. I now have varied methods of teaching and presenting facts to my students on how they can prevent themselves from contracting HIV and AIDS which often suits the level of understanding of my students.”

Leader Sulemana Yakubu, Buduburam Camp, Ghana

“We used to quarrel with our brothers from the other side of the village ... We didn't play together, we didn't get along. We pushed our colleagues to fight against those on the other side. We no more do that, because we understand that conflicting situations are not good for children. We should rather accept each other and live together as one.”

Child, Keleya, Mali

“I am most appreciative of the level of improvements that the Right To Play activities have made in the behaviour of my students. Before the program started in my school, I was faced with serious attitude problems. Most of the students were rude, irregular and mostly reluctant about their lessons. But since the children started to participate in these activities, there is a great behavioural change. They are now serious and motivated about their lessons, have started coming to school on time and are respectful to their teachers.”

James Waka, Principal of Waka Community School, Division 21, Margibi County, Liberia

Asia

“Two girls, aged 17 and 18, would often watch the Red Ball Child Play games being played with younger children. They approached me and requested to play the games as well as attend the classes. They had never been to school and wanted to study. I took their request to the Principal who placed them in the basic class. They now also help me with the games.”

A female Head Coach working in the Camp School, Pakistan

“We may not bring a big change which can be observed by the world, but we can create a small one in our community.”

Asif, 19-year-old Leader and student, Mansehra, Pakistan
**Middle East and Northern Africa**

“A memory that I keep very close to me is a time when at the end of a Play Day, at one Arab Bedouin Area (Arab al-Rashaydeh), the children would not let us go because they did not want us to stop the activities. I hope that Right To Play continues to reflect the positive power between children and people.”

Maram Al Amm, Palestinian Territories (West Bank and Gaza)

“I am proud to be part of Right To Play and already have seen different sides and needs in our society. We’re striving to make it the right of all children to enjoy a healthier world through the use of sport and play.”

Layan Charafeddine, Supervisor, Lebanon

“After participating in this Right To Play program, I am no longer shy about my health condition, before it was a secret that I wanted nobody to know about, but now I see myself as normal for the first time and I am comfortable with who I am.”

Razan As’Salous, 16-year-old female living with diabetes, Palestinian Territories (West Bank and Gaza)

**East and Southern Africa**

“I remember when the Government outlawed sports activities in schools, both teachers and children were very inactive, but the reintroduction of sports in schools has reversed the situation and made it possible for Right To Play to share its unique Sport for Development approach in learning which has added value as far as the Child Friendly School concept is concerned. I see a bright future ahead.”

Joab Daudi, a teacher and newly trained Coach in Kigoma Host Community, Tanzania

“We are so impressed by what Right To Play is doing in our school community. These children have taken on the responsibility of educating their peers about HIV and AIDS. Thank you to Right To Play for helping these children to become such responsible leaders.”

Head teacher of the Akamurie Public School, Uganda

“I feel I am a confident Leader today because of the responsibilities I was given by my master Coach.”

Jovia, a Junior Leader in Lubyia Parish, Kampala, Uganda