



ANNUAL REPORT

2015 / 2016



LETTER FROM THE CEO



To our stakeholders:

Since our inception in 2013, we've shared a vision for Play Africa as a powerful potential catalyst for helping all children share in a bright future. We've worked together to create vibrant, child-first spaces for exploration and discovery, and have been an active voice that champions play and play-based learning. We've been fueled by a shared passion for igniting curiosity among young children and creating welcoming, inclusive environments that nurture a sense of belonging.

I am pleased to confirm that Play Africa reaffirms its support to the United Nations Global Compact and its mission of promoting corporate sustainability in the areas of Human Rights, Labour, Environment and Anti-Corruption. Since our conception, we have demonstrated an unwavering commitment to our mission:

To offer every child an educational experience worthy of his or her potential, to nourish a sense of belonging, and to engage and inspire all visitors to dream about the possibilities inside themselves, their families and their communities.

Play Africa seeks to pioneer inclusive public learning spaces in South Africa, creating engaged citizens and healthy communities by inviting all visitors to discover new worlds, to wonder, to ask questions and to imagine a better future through interactive, hands-on exhibits, programming and play.

We seek to deliver on this mission through the highest standards of transparency and accountability. Play Africa is fully committed to promoting the areas of human rights, labour, environment and anti-corruption, through our actions and communications.

This Annual Report for 2015/2016 serves as a key communication with our stakeholders. It also serves as our Communication on Engagement with the key aspects of the United Nations Global Compact. As signatories, Play Africa publically and proudly describe our actions to continually support the Global Compact and its principles and to engage with the initiative. We also commit to sharing this information with our stakeholders using our primary channels of communication. We thank all stakeholders for their commitment to creating a world of joyful discovery for our children and families.

Play Africa could not exist without our board members, volunteers, and staff who work so passionately every day. Together, we can support, advocate and champion a vision in which all children have access to environments that invite everyone to discover new worlds, to wonder, to ask questions and to imagine a better future through interactive, hands-on exhibits, programming and play.

Here's to a learning-filled future. We're fired up and ready to thrive so that more children can share in a better tomorrow.

Gretchen Wilson-Prangle

Founder and CEO

Play Africa Group NPC

BOARD OF DIRECTORS, OFFICERS AND PROFESSIONAL ADVISORS

As at 31st March 2016:

Sheila Tyeku – Chairperson
Michelle Odayan
Rehana Moosajee
Yogis Nijhon
Thamsanqa Sonile
Tammy Levin
Gretchen Wilson Prangley
Phyllis Byars

As at 31st March 2016:

Audit Committee

Gretchen Wilson Prangley
Michelle Odayan
Richard Britten-Kelly

Governance Committee

Rehana Moosajee
Michelle Odayan
Thami Sonile

Registered Office

Metropolitan Building, Block B, 1st Floor, 8 Hillside Road, Parktown, 2193

Bankers

RMB Private Bank, 9 Fredman Drive, Sandton, 2196, South Africa
Tel: **+27 11 303 5000** | info@rmbprivatebank.co.za

Legal Team - Bowmans

165 West Street, Sandton, 2196, Johannesburg, South Africa
Tel: **+27 11 669 9000** | info@bowman.co.za

B-BBEE Advisors - Transcend Corporate Advisors

First Floor, Grapnel House, 3 Glenhove Road, Melrose Estate, 2196. Johannesburg, South Africa
Tel: **+27 11 442 2433** | info@transcend.co.za

Auditor - PwC

2 Elgin Road, Sunninghill, 2157, South Africa.
Tel: **+27 11 797 4000** | raj.dhanlall@za.pwc.com

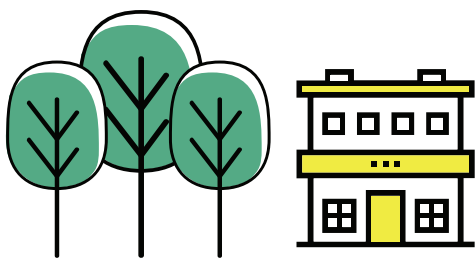
STRUCTURE, GOVERNANCE & MANAGEMENT

Play Africa Group is an independent registered non-profit company (NPC) and public benefit organisation (PBO) with section 18A tax-exempt status. Under the latest B-BBEE guidelines, Play Africa can offer corporates points on B-BBEE scorecards, via Socio-Economic Development (SED), ownership, Enterprise Development (ED) and Skills Development (SD). The governing document of Play Africa is its Memorandum of Incorporation.

Play Africa Group is governed by a board of directors, who provide the mix of skills, competencies and profiles appropriate to the needs of the organisation. The board conducts board evaluations and skills audits in order to evaluate recruitment priorities. New board members are briefed on their legal obligations under South Africa's Companies Act, the content of the Memorandum of Incorporation, the committees and decision-making processes, the business plan and recent financial performance of Play Africa Group.

The Audit Committee serves as a sub-committee of the board of directors. This committee reviews the financial health of the organisation and ensures that all documents and records are prepared in accordance with international best practices for the independent, external auditors. The Governance & Ethics Committee serves as a sub-committee of the board. The committee addresses all matters related to governance and ethics in line with global best practice.

Day-to-day management of Play Africa Group is delegated to the CEO, Gretchen Wilson Prangley, who reports to the board of directors.



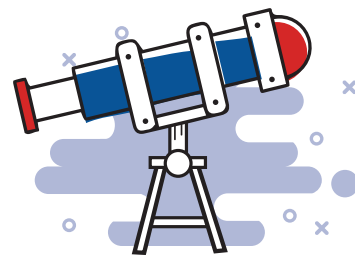
OBJECTIVES & ACTIVITIES

The objectives of Play Africa, as set out in the Memorandum of Incorporation, are to establish and run permanent and temporary 'children's museums' in South Africa and to advocate for every child's right to play, to provide quality early childhood development opportunities, and to access vibrant, safe and child-friendly public play spaces in South Africa.

Play Africa aims to create safe, child-centered public play and learning spaces that are vibrant, fun and inclusive as part of the global movement of 'children's museums,' 'children's parks,' and other public spaces dedicated to children's enrichment. It is part of a growing global movement that believes in the transformative power of play and experiential, hands-on learning to unite children and unlock their imaginations. Play Africa does this by helping young children access, organise and process the information in the world around them through self-directed discovery and play.

VISION

A society that celebrates the vivid imagination and unique spirit inside every child.



MISSION

To offer every child an educational experience worthy of his or her potential, to nourish a sense of belonging, and to engage and inspire all visitors to dream about the possibilities inside themselves, their families and their communities.

Play Africa seeks to pioneer inclusive public learning spaces in South Africa, creating engaged citizens and healthy communities by inviting all visitors to discover new worlds, to wonder, to ask questions and to imagine a better future through interactive, hands-on exhibits, programming and play.



BRINGING HANDS-ON LEARNING



CREATING INTERACTIVE EXHIBITS

BUSINESS MODEL

INPUTS



Financial Capital

Play Africa's financial capital is raised through grants from Foundations
Individuals
Government agencies



Human Capital

Play Africa's staff compliment varied from 2-3 full-time employees, 12 fixed-term contractors in site developments and business development.



Manufactured Capital

Play Africa does not own property, however, new exhibits (Imagination Playground) acquired, kicking off period of revenue-generating assets.



Intellectual Capital

Play Africa's brand materials and internal documents.



Social & Relationship Capital

Children, families and schools are the heart of our work. To ensure long-term success, Play Africa's "Best Minds Model" draws on support from leaders in business, government, civil society and academia.

These relationships are local and global, and we actively nurture these relationships.

ACTIVITIES

During the period, Play Africa sought to secure a site for an iconic children's museum, piloting programmes with children, fundraising and ensuring sustainability and compliance. Our activities:

Site Development

- Site scoping and research
- Pre-Feasibility & Feasibility research
- Negotiations with property owner (JCP)
- Legal compliance with MFMA
- Stakeholder engagement
- Design development
- Business model development and costing
- Security assessments

Programmes

- Collaboration with local and international partners
- Acquisition of exhibits, materials
- Development of operational capacity and structures
- Execution of programmes
- Marketing of programmes
- Monitoring and evaluation of programmes
- Engagement with local, provincial, national and international bodies.
- Civil society and academia. These relationships are local and global, and we actively nurture these relationships.

Fundraising

- Research on potential donors and partners
- Relationship development
- Proposal writing
- Reporting on grants
- Fundraising events

Sustainability & Compliance

- Legal and tax compliance
- Workmen's compensations compliance
- Insurance, fraud and risk management
- Non-profit leadership

OUTPUTS



Financial Capital

During 2015/2016, Play Africa generated R2,908,371 in donations, up 370% from R784,615 the prior year. New donors included RMB/FirstRand.



Human Capital

During the period, R39K spent on staff training & development. Role profiles, recruitment, hiring process development with PwC. Pay scales researched.



Manufactured Capital

Play Africa began process of designing new, original exhibits during the period. Relationships with potential manufacturers developed.



Intellectual Capital

Policies and procedures adopted >100 pages created on business model, site development, exhibit development and programmes.



Social & Relationship Capital

Support from leaders in business, government, civil society and academia. Long-term relationship developed with City of Johannesburg agency, Johannesburg City Parks and Zoo.

Outcome

An emerging world-class children's museum rooted in local community.

Value Creation

New opportunities for children and families to explore, discover, create and imagine together.

STRATEGY

2016 - 2019

STEP 01

Demonstrate proof of concept through Play Africa Children's Lab

During site development and the exploration of a major mobile operation, Play Africa continues to work with field partners to ignite imaginative and accessible play spaces for children age 0 – 10 and their caregivers. Examples of these activities include the Art Across Oceans international arts exchange, and taking its Imagination Playground to schools and communities.

Collectively, these activities are what make Play Africa an existing “museum without walls.” Play Africa calls these activities its Children's Lab™, which is an active, hands-on learning space for the company as well as children, allowing it to engage with the public and research the impact of pilot programmes and exhibits.

STEP 02

Build Play Africa Children's Museum

Concurrent to selected initial programmes, Play Africa will determine, secure and develop an initial site, or major mobile operation, to open Play Africa as a sizable, beautiful and dedicated children's museum in 2017. This is further proof of concept.

Play Africa first will focus on identifying and securing a site using its model for site selection, drawing on its staff, its board and its networks to quickly raise sufficient capital to invest in the site and the exhibits. Our focus will open to greater numbers of children and families as efficiently as possible on its own terms.

STEP 03

Further develop outreach programmes

In the event Play Africa develops in a fixed location, this phase will ensure Play Africa's hands-on experiences will reach children who otherwise might not make it through the doors – reaching them in schools, parks and community centres.

STEP 04

Develop Play Africa as an iconic site

Once Play Africa has created its core programmes and exhibits, has developed a core staff, effectively manages operations and logistics, and can demonstrate its ability to prove its concept, Play Africa can then more effectively raise funds to build an iconic, major space as its team has envisioned it: as a major world-leading children's museum: a fun, exciting and transformative space for children age 0 - 10, their families and schools, conservatively expecting to serve 200,000 visitors a year.

STRATEGIC OBJECTIVES 2016 - 2018

01

Site Development

- a. Determine, secure and develop flagship site;
- b. Create and manage all sites and facilities related to the Children's Lab.

02

Programmes

- a. Conceptualise and develop Play Africa's iconic exhibits and programmes;
- b. Plan, launch and adjust Children's Lab series of hands-on experiences, exhibits and programming.

03

Business Development

- a. Secure resources to ensure the financial sustainability of Play Africa;
- b. Secure resources to support core programmes and proof of concept (Children's Lab);
- c. Secure resources to open a beautiful, iconic, dedicated children's museum.

04

Sustainability

- a. Maintain financial sustainability and compliance;
- b. Communicate Play Africa's vision and advocate for children;
- c. Implement strategy to achieve Play Africa's vision and mission;
- d. Recruit, hire and develop talented team;
- e. Cultivate and support strong, independent governance.

UNLOCKING IMAGINATIONS



NOURISHING A SENSE
OF BELONGING



ACHIEVEMENTS

DURING THE PERIOD

Full-day Board Strategy Session	11 April 20 15
Board Meeting	11 June 2015
Board Meeting	26 August 2015
Special Policy Meeting	03 November 2015
Board Meeting	03 November 2015
End-of-Year Event	23 November 2015
Board Strategic Planning Session	30 January 2016
Board Meeting	24 February 2016

THE COMPANY'S ACHIEVEMENTS IN THE YEAR INCLUDED:

Founding Partners

As Play Africa started the 2015/2016 fiscal year in April, it had secured funding from one founding partner (ApexHi Charitable Trust), which allowed it to rent a small office space and to pay basic salaries for three staff. By 1 June, it had secured a second founding partner (RMB/FirstRand Foundation), which provided a significant additional support, and greater institutional endorsement.

Pro Bono Partners

In addition to on-going support from Bowman Gilfillan, Play Africa brought PwC on board as a pro bono supporting partner, opening up the door to significant support for non-profit business development.

This included:

- Organisational financial and regulatory health check
- Job profile development and salary benchmarking
- "Who We Are" strategic priority development and project plans
- Budget review
- Capital Project Management Advice
- Site Development Strategy Advice

ASIDE FROM THESE CONTRIBUTIONS, THE MAIN SOURCES OF DONATIONS & SPONSORSHIP ARE:

- **ApexHi Charitable Trust and FirstRand Foundation/RMB** – During a three-year planning phase to cover ongoing basic operating expenses and site development costs.
- **MacArthur Foundation** – The company received a \$50,000 USD grant, shared with and administered by Kohl Children's Museum of Greater Chicago, to design and run an international arts exchange for children age 2-10 in Johannesburg and Chicago between March - May 2016.
- **U.S. Diplomatic Mission to South Africa** – In the period, it received further unrestricted funding from individual donors in the United States, who donated to its fiscal sponsor, KidLinks World (a U.S. based tax-exempt charity based in Madison, WI, USA). This donation was used to acquire an Imagination Playground.
- **KidLinks World** – In the period, it received further unrestricted funding from individual donors in the United States, who donated to its fiscal sponsor, KidLinks World, a U.S. based tax-exempt charity based in Madison, WI, USA. This donation was used to acquire an Imagination Playground.
- **Friends of Play Africa** – the individual donor base has increased substantially in the past year with a total of 15 monthly donors contributing between R100 and R500 per month. Friends of Play Africa chapters have been established in Chicago and Seattle.
- **Gifts in Kind** – contributions were also made in kind during the year. District 32 contributed two laptops to the value of R27,000, environmental consulting from Mills and Otten to the value of R17,000, accounting consultancy from PricewaterhouseCoopers valued at R198,926, legal advice and consultancy from Bowman and Gilfillan valued at R157,225, imaginary playground from Tuesday giving valued at R375,000.

Staff and Volunteers

While Play Africa began as an all-volunteer organisation, during the period Play Africa continued to employ Gretchen Wilson Prangle as CEO, and Trisha Siegel as Director of Business Development. In this period, Play Africa hired Sheila Tyeku as Director of Learning, who later moved out of operations and into the role of board chair, a role she had filled previously.

Play Africa worked with PwC to develop role profiles for 10 positions, which were also benchmarked for salary bands. Further benchmarking supported budget development for 2016/2017, and in the first quarter of the coming year the organisation will hire an Operations Manager and several project-based positions.

Volunteers are an important part of Play Africa's team. Several individuals have volunteered to support Play Africa in professional and hands-on, public-facing roles, during activities such as Art Across Oceans arts programming for children. Volunteers join Play Africa with clear guidelines and receive access to a Volunteer Handbook outlining expectations of all volunteers.

Site Development

Between February 2015 - March 2016, Play Africa worked with Johannesburg City Parks and Zoo (JCPZ) on a plan to develop and manage The Wilds to include an exciting indoor/outdoor children's museum. As part of its negotiations with JCPZ, it asked for a 99-year lease on the property. This follows best-practice globally in which municipalities retain ownership of public spaces, and independent non-governmental organisations provide additional capital and management resources to revitalise public space for public benefit.

To develop this dynamic partnership, Play Africa's team held more than 60 meetings with various role players at Johannesburg City Parks and Zoo (JCPZ), Johannesburg Property Company (JPC), and staff at The Wilds, as well as local stakeholders (St. John's College and Roedean School) and service providers (Urban Genesis). It developed a 67-page technical proposal to JCPZ and accompanying presentation on 5 June 2015. Play Africa's proposal was approved in principle on 5 June 2015 at a meeting attended by, and receiving endorsement from, the Economic Development department at the City of Johannesburg.

It conducted further feasibility studies and investigation of the legal processes as laid out within the Municipal Finance Management Act. Its pro-bono legal teams, as well as lawyers recommended by ApexHi Charitable Trust, have advised Play Africa throughout and it has in turn advised JCPZ to ensure that it is not only complying with legal frameworks, but exceeding requirements in terms of following correct procedure.

It continued to move forward in accordance with regulations and steps outlined under the MFMA, supported by legal advice from Bowman Gilfillan and independent lawyers, as well as advice from Johannesburg Property Company. During the process, Play Africa's team has conducted itself efficiently, professionally and with integrity.

Play Africa believes in authentic collaboration between stakeholders, and in an effort to deepen its partnership with JPCZ, it also supported their education initiatives in 2015/2016 by co-creating a 60-page illustrated children's book called "The Big Show," and related programming for children.

In late February 2016, Play Africa received a new letter from JCPZ in which they acknowledge all previous approvals of Play Africa's proposal, but now refer Play Africa back to Johannesburg Property Company (JPC) for the lease agreement. This effectively means negotiations are stalled. As understood in the letter, JCPZ is pulling back on all non-revenue-generating projects. Play Africa does not want to commit revenue to JCPZ, in part due to some considerations under the MFMA, and rather has focused throughout on the ways a partnership will help JCPZ meet its mandate, as well as the broader strategic objectives of the City of Johannesburg and overall economic benefits for the city.

Play Africa still believes in its vision to develop The Wilds into an iconic, transformative, vibrant and inclusive public space for children and all residents of Johannesburg. In an effort to mitigate against risks of such a setback, Play Africa began to consider "Plan B" options for alternate sites in late 2015. The operations team is currently considering various options.

Furthermore, as Play Africa successfully started hands-on programming at external sites in a "museum without walls," it is considering expanding the proof of concept to include a major mobile operations, for example, ramping up its public facing "museum without walls" by transporting several exhibits from community to community in a large bus or semi-truck, while continuing to work "behind the scenes" towards a permanent site.

Site, Programme and Exhibit Design

As part of its on-going site development work, Play Africa partnered in early 2016 with the Architecture Department at Wits University to engage 10 emerging architects in research and design specifically on building a locally-relevant children's museum in Johannesburg, and are among the first clients of the Department's new Centre for Procurement Excellence. In addition, volunteers conducted more than 60 interviews with residents of Hillbrow, Yeoville and Berea about public spaces, play spaces and environments for children and families in Johannesburg.

Friends of Play Africa

Play Africa hosted three Friends of Play Africa events: one at GIBS in Johannesburg on 8 April 2015, one at Kohl Children's Museum of Greater Chicago on 19 May 2015, and one in Snohomish, WA, on 6 February 2016, bringing together more than 200 people who support its vision and mission.

OFFICE, COMPANY OPERATIONS AND POLICIES ESTABLISHED

Play Africa rented its first office space at 8 Hillside Road, Parktown, Johannesburg and codified financial systems, policies and procedures to begin operating as a non-profit company. Play Africa's board of directors adopted the organisation's Finance Policies Manual, including financial policies and procedures. It revised and adopted the organisation's Staff Handbook, including HR and board recruitment policies. This has been done with the support of its business consulting partners, PwC, as well as several supporting institutions in South Africa (via the South African Museum Association) and globally (via the Association of Children's Museums).

Imagination Playground

In the period, the company began pilot programming of its Imagination Playground at schools and crèches around Johannesburg. This represented the first major traveling exhibit of Play Africa's "museum without walls", known as the Play Africa Children's Lab. In the period seven schools were visited.

Art Across Oceans

Play Africa received, with Kohl Children's Museum of Greater Chicago, a \$50,000 USD grant from the MacArthur Foundation, developed an international arts exchange which featured two South African artists (Khehla Chepape Makgato and Ayesha Price). Planning has taken place over the last 8 months, leading up to an exciting programme with 266 of children from different areas of Johannesburg coming together from 14-17 March in locations in Soweto and Sophiatown.

#GivingTuesday

On 1 December 2015, a global day of giving known as #GivingTuesday, it raised more than \$23,000 (R384,000) in 24 hours. This allowed us to acquire two full Imagination Playground sets, one angle set at the implementation of pilot programming at schools and community centres in Gauteng.

B-BBEE

Play Africa worked with Transcend Corporate Advisers on its B-BBEE certification and value proposition to corporate partners.

RISK MANAGEMENT

Play Africa takes transparency, accountability and risk management very seriously and therefore sought to develop this report in an effort to demonstrate this commitment to its donors and supporters.

The board of directors has given consideration to the risks to which Play Africa is exposed, including the emergence of new competitors. A risk register, or active summary of risks which includes probability, potential impact and mitigation strategies is maintained by management. This is reviewed by the Board at least once a year.

Play Africa knows that donors trust us to be responsible stewards of its resources. As needed during the capital campaign, it will hold capital campaign donations in secure and internationally reputable financial institutions. It considers these donations as investments in South Africa's children and families, and will utilise these investments for the benefit of the children's museum.

In the unlikely event that Play Africa Group NPC dissolves, the money raised in the planning phase and in the capital campaign will be entrusted to a reputable and registered South African non-profit organisation dedicated to advocating for play and creating safe, child-friendly public spaces in South Africa.

FINANCIAL REVIEW

2016 - 2019

In order to achieve its goals, Play Africa requires monetary and non-monetary resources. It secured R1.4 million for the 2016-2017 financial year, and developed a budget to reflect a conservative scenario for revenue, taking into account current economic conditions and headwinds faced by site development. This ensured Play Africa could remain a going concern even if it raised minimum income in the year.

Play Africa's annual 2016/2017 budget, as part of a three-year budget, had been sent to the Board for approval for the fiscal year beginning 1 April 2016.

While the company is geared for growth, the 2016/2017 budget has been developed with the mindset of controlling costs while focusing on what is essential to achieve the company's strategic goals.

The following table outlines the three-year budget:

	YEAR 01	YEAR 02	YEAR 03
Income	1,452,100	2,797,310	2,847,041
Expenditure	2,302,100	2,797,310	2,847,041
Net result	(850,000)	-	-
Reserves brough foward	850,000	1,151,050	1,398,665
Additional targeted income	1,151,050	247,605	24,866
Reserves carried forward	1,151,050	1,398,665	1,423,531

With no additional income in the year, the budget demonstrates Play Africa's ability to sustain basic operations as a "museum without walls," offering limited pop-up and mobile outreach programming to build proof of concept while it explores both expanded mobile options and various sites for a permanent facility.

The budget also reflects the importance of business development as a core area of focus, as Play Africa needs funds to fully develop the concept. To respond to this need, it will hire operations and contract staff to continue operational and administrative functions as well as site and programme development.

Salaries for the period were low relative to similar non-profit organisations in South Africa, as benchmarked by Averlie Ryder Global Reward Specialists and PwC. In an effort to conserve costs, it starts with staff salaries below the 25th percentile relative to other South African non-profit companies. In the case of better-than-expected revenue Play Africa's CEO will revisit the budget as a whole, including salaries, to ensure the organisation is able to attract and retain the talent needed to get the job done.

Its current policy in the Financial Policies and Procedures approved on 3 November 2015 sets out board approval of changes to organisational budget line items of 15% or more per line item, as well as any change in the annual approved organisational budget in total by any amount. Play Africa's operational team wants to ensure regular reporting to the board as the budget evolves throughout the year, e.g. new donations. Its CEO is asking advice from existing children's museums about how they manage this.

To build a dedicated and independent children's museum, whether at a permanent site or as a major mobile operation, Play Africa will need to raise greater funds and scale its operations beyond simply remaining sustainable. It therefore continues to work to secure significant additional funds.

These funds include:

- RMB/FirstRand Foundation contribution of R1 million, which requires the site acquisition
- American Alliance of Museums' Museums Connect: Building Global Communities international grant, with Imagine Children's Museum, of Everett, WA, which would include funds of approximately R600,000 to Play Africa.

If Play Africa receives this funding, income as well as the expenditure would increase significantly across each activity, but would likely be allocated primarily to programmes.

3-YEAR FINANCIAL PLAN

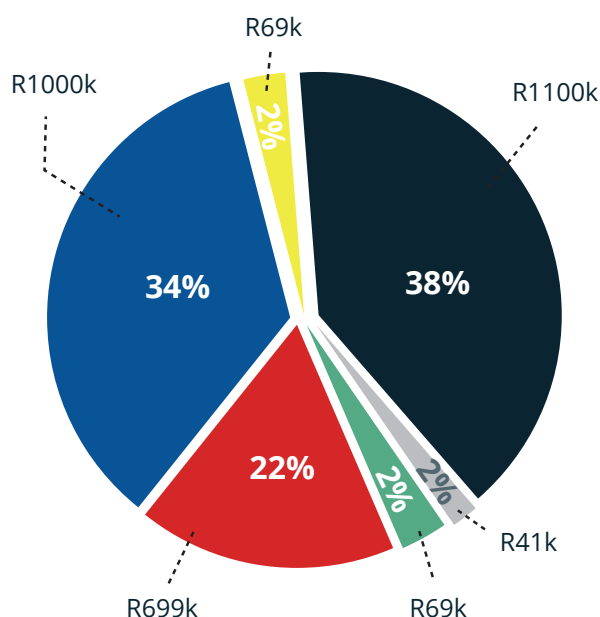
The 2016/2017 budget reflects a conservative 3-year scenario of limited revenue generation and resulting limited operations.

Over the next 3-year period, Play Africa intends to implement a policy of holding unrestricted reserves equivalent to six months' operating costs, to be calculated and reviewed annually. As part of balancing the need for financial reserves and pursuing its charitable objectives, at the end of the period, the target for unrestricted reserves was set at three months of operating expenditure. The calculated reserves to be held, on this basis, is R576,000.

Play Africa's actual unrestricted reserves at the end of the period were R1.1 million, or 5.8 months of cover. The budget for 2016/17 anticipates that the unrestricted reserves held at the end of the financial year will be six months in reserve, raised through individual donors and foundations. Play Africa intends to continue to build up its reserves to reach the target level in stages consistent with the charity's overall financial position and its need to maintain and develop its charitable activities.

INCOME AND EXPENDITURE

During the period, April 2015 - March 2016, Play Africa raised a total of R2.3 million. In addition to this, pro-bono services and donations in kind received in the period amounted to and equivalent additional donation of R629,000, bringing the total income in the period to R2.9 million. The chart below outlines the various contributions in the period:



Income received

12 months to 31st March 2016

- FirstRand Foundation
- US Dept of State
- Other
- Gifts in Kind
- ApexHi Charitable Trust
- Kohl Children's Museum

The expenditure in the period amounted to R2.1 million. This expenditure supports all key objectives of Play Africa to deliver the achievements and performance as described above. The surplus for the period amounted to R0.8 million, this will be used to fund activities in the year, in line with the Reserves Policy as described above, while fundraising and charitable activities continue.

FUNDRAISING PLANS FOR FUTURE PERIODS

Looking ahead to 2016 and beyond, Play Africa responded to the challenges of 2015 by “adjusting forward,” reconsidering the “how” of reaching its goal of creating a magnificent, iconic and beautiful children’s museum for children and families in Johannesburg.

As Play Africa’s team outlined in Play Africa’s Donor Strategy and Fundraising Plan (first developed July 2014), it has been working towards a goal of raising R15 million over three years for its Planning Phase. This was to be sourced significantly from South African donors, sending a message that the company is rooted in South Africa, and has South African support for its vision.

These projections were based on its estimated costs to: support core operations and build its internal capacity; to select a site; to conduct preliminary feasibility studies and procurement processes to select an architect for site development; to conceptualise and develop its programming, and run “pop-up” play events and to launch a capital campaign.

Upon review of the past 18 months, the changing external environment and the current status of Play Africa in the ECD space, Play Africa’s leadership sees an opportunity to revise its strategy. Play Africa does this to mitigate the risks of donor and public fatigue during a project of this size and scope, and to focus on building its reputation through a proof of concept (through its Children’s Lab). The leadership team believes that by focusing on project-based fundraising, it will mobilise resources more effectively and leverage its impact on children and the community through its programming, to raise funding for the larger capital campaign.

The plans for the near future are to secure an additional R30 million over three years to operate Phase I and Phase II of its strategy. This will include significantly building its internal capacity; running Children’s Lab activities at external sites; acquiring the lease for the selected site or launching a major mobile operation; building exhibits and programmes for Play Africa; opening to the public and ensuring financial stability.

GOING CONCERN

Play Africa Group currently receives income primarily from donors, including corporates, foundations, and individuals. Receipt of these donations may be affected by factors outside board member's control, including government policy and uncertainties in the economic outlook. The board of directors receive quarterly financial reports and forecasts, which take into account variations in the level and timing of future income and funding.

The board of directors has reasonable expectation that Play Africa Group has adequate resources to continue in operational existence for seven months from the approval of accounts. Accordingly Play Africa continues to adopt the going concern basis in conducting on-going operations and ultimately preparing its consolidated financial statements.

AUDITED FINANCIAL STATEMENTS

Our signed Audited Financial Statements for 2015/2016, audited by PwC South Africa, are available as a complete and separate document.

IMAGINING A
BETTER FUTURE



CREATING SAFE
PLAY SPACES



DESCRIPTION OF ACTIONS PLAY AFRICA HAS TAKEN IN SUPPORT OF THE UNITED NATIONS GLOBAL COMPACT

01

Play Africa has incorporated UN Global Compact principles into our internal operations and communications.

- We have implemented strong financial policies and procedures that ensure our transparency and mitigate any risk of corruption.
- We are committed to fair labour practices and have drafted, implemented and adhere to a Staff Handbook and Hiring Policies and Procedures.
- We have a Child Safety Policy, which proclaims our commitment to comply with all relevant South African legislation, including labour laws, in relation to child labour. We will not recruit or hire children for tasks or other labour inappropriate for their developmental stage, or which places them at risk of injury, or prevents them from accessing education.



Network
South Africa
WE SUPPORT

02

Play Africa has promoted the Global Compact and its principles through delivery of educational topics related to the Global Compact.

03

Play Africa has supported businesses and other stakeholders in establishing and implementing sustainability initiatives that are transparent and beneficial to the city and region.

04

Play Africa has proposed partnerships with organisations to promote the principles of the Global Compact:

- Human Rights and Children's Rights are at the forefront of our work. To this extent, we have engaged in conversation with multiple stakeholders, including Constitution Hill in Johannesburg, Bowmans and others to collaborate and create original exhibits and programmes that will advocate for human rights and children's rights.

05

Play Africa has engaged organisation in Global Compact related issues:

- We have proposed partnerships with multiple embassies based in Johannesburg and Pretoria about collaborating to promote and advocate for human rights / children's rights.
- We have worked with the US Diplomatic Mission to South Africa to execute powerful children's programmes, connecting children via videoconference from two continents at the Rosa Parks Library in Soweto.

06

Play Africa has built dialogue with companies and NGOs involved in the UN Global Compact.

07

Play Africa has participated in Global Compact events.

PLAY AFRICA MEASUREMENT OF OUTCOMES

01

Play Africa has partnered with global leaders to ensure that we fulfill our promise to adhere to the principles of the UN Global Compact:

- PwC, a leading global audit firm, conducted a thorough external audit on our organisation.
- We have enlisted pro bono support from a top South African legal firm, Bowmans (previously Bowman Gilfillan) to review and support our labour practices.

02

Play Africa has co-produced an original children's book in partnership with the City of Joburg, Johannesburg City Parks and Zoo and the United Nations Environmental Programme called "The Big Show," which includes hands-on play and learning activities to get children excited about environmental stewardship and protecting the natural world around us. The book was published during COP2016 and it will be publically launched on 1 June 2016 with city officials, schools, children and parents.

03

Through engagement and collaboration with multiple stakeholders in business, government and civil society, throughout Johannesburg and South Africa, we have initiated conversations and projects that will result in sustainability and positive change in our city. As we pursued The Wilds city park as a flagship facility for the children's museum, we brought together local government officials, school councils and parent committees and corporate leaders to contribute toward protecting this 44-acre natural environment and the surrounding area. Through this powerful collaboration, these stakeholders seek to promote environmental stewardship, biodiversity and social cohesion in Johannesburg. This effort will revitalise the park and protect its visitors through investment in restoring this beautiful public space.

04

Play Africa has submitted funding proposals for a new exhibit called Sawubona: Building Empathy and Attachment. This hands-on play and learning exhibit, connects children from birth to age 10, and the important adults in their lives, with their own feelings of and self-identity and the feelings and identities of others, building social cohesion and promoting children's rights.

05

Play Africa has approached Investec, a signatory of the UN Global Compact, as a Founding Partner to invest in growing Play Africa's impact and message on the ground in South Africa. We continued to engage with the Group's property department to assess a flagship site for the children's museum.

06

Play Africa attended the Global Child Forum in September 2015 with multiple signatories of the UNGC.

GET INVOLVED

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