Play

with a purpose

ANNUAL REPORT 2025



Change the First Five Years,
Change Everything

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REGISTRATIONS: NPO, PBO, Trust, ISO 21001

A MESSAGE FROM OUR PROGRAMME FOUNDER AND CEO



When I left the corporate world in 1991, it was because of a simple but sobering discovery. While training adults, I realised that the foundations in literacy had never been laid in the early years. No amount of remediation later in life could fully replace what should have been built before the age of five. That realisation started Play-with-a-Purpose in a lounge and a garden shed, and it still drives every decision we make today.

2025 was a year of both consolidation and growth. Across our seven support hubs we reached 2 217 children and walked alongside 1 192 educators, strengthening more than 300 preschools in communities to date with 66 in 2025 that range from the most under - resourced to the most established in affluent areas. Every one of those numbers represents a child who is now more likely to enter Grade 1 ready to learn, succeed in life and an educator who feels more confident and equipped in the classroom.

This was also the year that Play-with-a-Purpose became the first educational institute in South Africa to achieve ISO 21001:2018 certification, building on the ISO 9001:2015 certification we hold as a world first for our sector. These milestones matter because they reassure the families we serve, and the partners who invest in us, that quality is not an accident. It is a discipline we hold ourselves to every single day.

None of this is possible without our sponsors, partners and donors. Your generosity turns neuroscience and good intention into real classrooms, real training and real change. On behalf of every child, educator and family touched by this work, thank you. The first five years shape everything that follows, and together we are making those years count.

Robyn Wienand
Programme Founder and Chief Executive Officer

A MESSAGE FROM OUR CHAIRPERSON

As we reflect on the year, the Board is deeply conscious of the privilege and responsibility entrusted to us. At the heart of Play-with-a-Purpose is a profound commitment to the children whose futures are shaped during their earliest years. The first five years of a child's life lay foundations that can influence the course of a lifetime, and we remain committed to ensuring that these formative years are filled with opportunities for learning, growth, care and hope.

The Board recognises that the trust placed in Play-with-a-Purpose by our donors, sponsors, partners and communities must be stewarded with integrity and accountability. During 2025, this commitment was further strengthened through the Trust's achievement of ISO 21001:2018 certification - a significant South African first - alongside our existing ISO 9001:2015 certification, independently audited financial statements, PBO status with Section 18A approval, and Level 1 B-BBEE status. These measures reflect our ongoing commitment to sound governance, transparency and responsible stewardship of every resource entrusted to us.

We are immensely grateful to our CEO, Robyn, and the entire Play-with-a-Purpose team for their dedication, passion and perseverance throughout the year, particularly as the organisation continues to extend its reach into new communities. We also recognise the importance of developing sustainable solutions. Through our social franchise model, we seek not simply to create dependency, but to build strong, sustainable preschools that can continue serving their communities and nurturing future generations. We believe that investing in early childhood development is one of the most meaningful ways in which we can contribute to stronger communities and, ultimately, a more hopeful future for our children.

On behalf of the Board of Trustees, I would like to extend our sincere gratitude to every sponsor, donor, partner and friend of Play-with-a-Purpose. Your support makes this work possible. Thank you for believing in the value of early childhood development and for choosing to invest in the lives and futures of young children. We invite you to continue walking alongside us as we strengthen, expand and deepen the impact of this important work.

The Board remains steadfast in its commitment to the mission of Play-with-a-Purpose. Together, we will continue to advocate for and invest in those precious first five years - because we believe that when we nurture the beginning of a child's journey, we help shape everything that follows.

Cindy-lee Brown
Trustee Chairperson 2025



ABOUT US

Who We Are

A proudly South African ECD business and unique programme started in 1991, equipping educators and strengthening preschools in affluent and under-resourced communities for more than three decades.

Our Vision

We provide outstanding quality early childhood education accessible for every child in a supportive community, ensuring they are equipped, safe and empowered to build hope and a bright future.

What Makes Us Different

We do not give hand-outs, we build leaders and business owners. Our neuroscience-based programme, ISO accreditation and more than three decades of proof, set the standard in South African early childhood development.

We take preschools from where they are to where they need to be, applying the same standard of excellence in affluent and under - resourced settings alike.

Our Mission

We live our vision through raising up and inspiring leaders through a social franchise model, mentoring and training educators to deliver quality early education in their communities and contribute to the country's future.

Why We Started

Play-with-a-Purpose began in 1991, in a lounge and a garden shed. Our founder, Robyn Wienand, had left the corporate world after a hard realisation: the adults she was training could not read their own payslips. The foundations had never been laid in early childhood.

She set out to change that, one child and one educator at a time. What began in a single room has grown into a movement across seven hubs and previously reaching 13 countries, built on one belief, that when you change the first five years, you change everything.



More About Us

Play-with-a-Purpose Educational Trust is a South African non profit that transforms early childhood development through a unique neuroscience based programme. Founded in 1991 by Robyn Wienand, and registered later as an Educational Trust, it began with a single preschool run from a lounge and has grown into a national movementthat touched 13 countries. For more than 34 years we have held to one conviction: that outstanding early education, delivered consistently and respectfully, changes the trajectory of a child, a family and a community.

We work at the point where the science is clearest. The first five years of life are when the brain develops fastest, when language, emotional regulation, cognitive ability and social skills are either built or missed. Our model is deliberately preventative. Rather than trying to repair gaps later, we strengthen preschools, equip educators and reach children while the developmental window is still open through our mentorship, social franchise model and ground-breaking Play-with-a-Purpose programme.

OUR JOURNEY

Founding Year

The start of Play-with-a-Purpose was in 1991, Robyn saw the inequality of literacy in her workplace and she knew this had to change so it began in Robyn's lounge and garden shed. Who knew how much the Play-with-a-Purpose programme would grow?

1994

Moved to Strubens Valley United Church

1999/2001 Duplication

Two preschools and training Hubs- Strubens Valley and Muldersdrift

2001

Registration as an Educational Trust. Training preschools and Educators in South Africa the Play-with-a-Purpose© Programme

2003

SAQA ID 15982 (2003) was the first NQF 4 ECD qualification, and the first organisations to present it were a mix of ETDP SETA-accredited colleges and pioneering non-profit ECD providers like Play with a Purpose Educational Trust.

Play-with-a-Purpose is widely cited in policy and sector reports as one of the first private non-profit providers to implement Level 4 ECD training aligned to SAQA standards for practitioners, alongside public training colleges.

2006-2014

Training the Play-with-a-Purpose© programme for SMILE education in Mauritius, UK, Ireland, Zimbabwe, Botswana, Malaysia, Singapore, Zambia, USA and Australia

2008

The first of the National Play-with-a-Purpose Annual Early Childhood Development PLAY conference is hosted with preschools attending from across Southern Africa and this continues yearly

2008

The first of the National Play-with-a-Purpose Annual Awards Gala to be held honouring preschools across Southern Africa and this continues yearly

2008

Our founder, Robyn was named a Trailblazer by Brand South Africa

2010-2016

Our founder was a Monash University Guest Lecturer specialising in Child Development. Member of Monash Academic Advisory Board for CYD.

2012

Robyn was named TLC Africa Woman of the Year runner up for her work in education

2012

We were part of building an eco-friendly preschool with Cornell University in Cosmo City with Basil Read and Education Africa.

2012

Play-with-a-Purpose Cosmo City Hub started.

2014

Play-with-a-Purpose Hub North West Hub started.

2016

Play-with-a-Purpose turned 25 and launched Preschools 4 Africa, an advocacy preschool network

Continued on next page

OUR JOURNEY CONTINUED...



2016- Ongoing

Play-with-a-Purpose joined the National Government Intersectoral Forum for ECD. Robyn has been co-chairperson on these committees as well as Hope Ntuli.

2017

Founder named a Paul Harris Fellow by the Rotary international for “the appreciation and significant assistance given for the futherance of better understanding and friendly relations amongst people of the world.” Past recipients include Nelson Mandela and Mother Theresa

2017

Achieved a World First: ISO 9001 accreditation for an educational institute.

2020

Representation on each of 7 committees of National Task Force to re-open ECD centres in the COVID pandemic.

2024 - Ongoing

Collaborated on Bana Pele with the Department of Basic Education

2025

Achieved a South African First: ISO 21001:2018 Educational Organisations Management Systems accreditation for an educational institute.

HOW OUR PLAY-WITH-A-PURPOSE ECD PROGRAMME WORKS



WHERE WE WORK

Play-with-a-Purpose has worked extensively in Gauteng, Western Cape, Eastern Cape, North West and Mpumalanga, with additional ad hoc training in Limpopo and other provinces.



Internationally trained our programme in: Mauritius, United Kingdom, Ireland, Zimbabwe, Botswana, Ghana, Nigeria. Malaysia, Singapore, Zambia, United States and Australia.

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OUR REACH TO DATE

The following highlights capture the reach of the ECD programme during 2025 and the enduring scale of our work.



- **34+ years of continous service**
- **13 Countries reached**
- **2,217 children in 2025**
- **66 centres in 2025**
- **1,192 educators in 2025**
- **7 Support hubs across South Africa**
- **300+ preschools strengthened to date through the direct training**

SECTOR CONTEXT- THRIVE BY FIVE & PLAY-WITH-A-PURPOSE (PWAP)

On 8 September 2025, the DBE launched the Thrive by Five Index - the first post-COVID snapshot of young children's development in South Africa. The report found that 58% of children are falling behind, yet only 4% of caregivers believed their children were falling behind.

Play-with-a-Purpose had already addressed the key strategies highlighted in the report:

Key Strategy	PWAP Solution
Remove Barriers to Access	The bursary system provides access to all
Adequately Fund the Sector	Emphasis on sustainability and business entrepreneurship training
Enhance Teaching Strategies	Teaching children, not lessons
Provide Essential Learning Materials	Nursery School in a Box and the box system; PWAP preschools implement libraries
Acknowledge Emotional Well-Being	Emotional Intelligence training is a key component; routines rooted in effective child development practice
Promote Health and Nutrition	No-sugar, low carbohydrate, high protein meals to combat stunting; emotional support for parents
Increase Parental Awareness	Family engagement is key; training on how to identify delays and support child growth
Support Grade R as a Transition Year	PWAP strongly supports community preschools; Grade R done correctly to be effective

KEY INITIATIVES

Play-with-a-Purpose doesn't deliver a course and move on. We invest in the whole preschool through our HUBs - the classroom, the leadership, educators, the children and the communities they are in. Everything we do is grounded in neuroscience and independently verified to international standards. From training and mentorship to business support and community development, our initiatives are designed to create lasting change - not dependency.

01 Flagship Project: Play -with-a-Purpose Programme and Training

Most ECD training gives you a certificate and sends you home. We provide a complete preschool transformation - and stay with the preschools every step of the way. For more than 34+ years, our flagship ECD programme has turned struggling preschools into thriving ones, and good preschools into exceptional ones. Built on a neuroscience framework - the first of its kind in South Africa, developed by a South African - our approach goes far beyond the classroom. We equip principals to lead with confidence, educators to teach with purpose, and preschools to operate as sustainable, well-managed businesses. As of 2025 we had 66 preschools active in our network.

What our preschools receive:

- **Neuroscience-based early childhood development training and child development tools**
- **Consistent mentorship and site visits throughout the year - leadership development, mentorship and organisational strengthening**
- **Researched daily routines, planners and classroom structure**
- **Emotionally safe and predictable learning environments**
- **Relationship-based learning and whole-child development**
- **Business mentorship - HR, compliance, financial management training and more**
- **Unlimited short courses for you and your staff, at no extra cost**
- **Access to National ECD PLAY conference**



KEY INITIATIVES/ HIGHLIGHTS

Play -with-a-Purpose Training in Action





















KEY INITIATIVES/ HIGHLIGHTS

Play -with-a-Purpose Programme in Action





















KEY INITIATIVES

02 Nursery School-in-a-Box©

This project provides preschools with a curated collection of neuroscience-based learning tools that strengthen socio-emotional development, early literacy, numeracy, fine-motor skills and problem-solving. Each resource supports meaningful play and foundational learning in preschools with limited materials.



03 Literacy-in-a-Box©

A portable literacy starter kit that helps preschools build rich language and reading experiences. Children are exposed to books, vocabulary-building activities and early comprehension support. Literacy-in-a-Box helps ignite a love for reading, even in the most under-resourced settings.



04 Movement-in-a-Box©

A box brings gross motor development to preschools that would otherwise go without. In the first five years, movement is vital for learning, concentration and emotional regulation. Each box gives children the everyday chance to climb, balance and move that their growing bodies and brains need with specially chosen gross motor toys.

This project launched end of 2025. With the first sponsored boxes going out in 2026.

KEY INITIATIVES

01 Short Courses and Professional Development

Play-with-a-Purpose offers more than 30 short courses beyond the essential ECD training, that support the ongoing growth of principals, educators and parents. These courses include child development, emotional intelligence, classroom practice, literacy, creativity, leadership and compliance. They provide practical and accessible learning opportunities throughout the year. “Everyone wins when a leader gets better”.

02 Preschools 4 Africa

Preschools 4 Africa is our Early Childhood Development forum, created to represent and support preschools that are not part of the Play-with-a-Purpose ECD programme. Working at both a national and local level, the forum gives independent preschools a shared voice, connecting educators, sharing best practice, and championing quality early learning for every child across the communities we serve.

03 Parenting Courses and Family Involvement

Our parenting courses equip caregivers with practical tools for emotional wellbeing, positive routines, behaviour guidance and playful learning. They also strengthen parental involvement at the preschool, helping families engage more confidently with their children’s development and learning. Strong family participation creates consistency and stability for children.

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KEY INITIATIVES

05 Sponsored Preschool Development Pathway

One of our most impactful projects is the journey we walk with under-resourced preschools.
Over three years, these preschools receive:

- comprehensive training
- intensive mentorship
- leadership and business coaching
- resource support
- classroom development guidance

This journey helps principals build thriving preschools that serve their communities with excellence. Many schools go on to join the Play-with-a-Purpose Social Franchise to continue their development.

06 Preschool Makeovers

With the help of corporate staff volunteers, Play-with-a-Purpose staff and community partners, we transform vulnerable preschools into safe, dignified and inspiring learning spaces. These makeovers uplift entire communities and restore hope, beauty and pride for educators, parents and children.

07 Food Parcels and Family Support

Through the generosity of sponsors, churches, corporate partners and volunteers, Play-with-a-Purpose has provided thousands of food parcels to families, including large-scale support during the COVID period. These parcels help families remain stable and ensure children arrive at preschool nourished, supported and ready to learn.

WANT TO GET INVOLVED?

Contact: info@pwap.org.za

Section 18a Tax certificates available upon request

KEY INITIATIVES/ HIGHLIGHTS

Projects in Action in 2025





















ADDITIONAL INITIATIVES & ADVOCACY

Social Franchising

We grow a network of independently run preschools under one trusted standard, helping local leaders build sustainable preschools through ongoing mentorship as part of the Play-with-a-Purpose programme.

Community Outreach

We drive Mandela Day projects, parent workshops and events that bring families into the early learning journey. Our heart is reaching communities not only the preschools we work with.



Advocacy

Play-with-a-Purpose contributes to national ECD leadership through representation on the National Intersectoral Early Childhood Development Forum and collaborations with national and provincial government, universities and partner organisations. Our work supports policy development, compliance, quality improvement and community upliftment.

At the centre of Play-with-a-Purpose is a simple truth. When you change the first five years, you change everything. This is why we walk alongside educators, parents and communities with deep commitment and hope.

KEY INITIATIVES/ HIGHLIGHTS

2024/2025 Annual National Play-with-a-Purpose Awards

08

The 16th Annual Play-with-a-Purpose ECD Awards were held on 6 March 2025 hosted at Tsogo Sun Silverstar, celebrating our Preschools of Excellence and Model Preschools across the network.
Recognising the hard work and achievements of preschools and educators in 2024

🏆 National Preschool of Excellence 2024
Tjokkertjies vir Jesus (Krugersdorp, Gauteng)

Model Preschools 2024

- 🌟 Groentjies (Boksburg, Gauteng)
- 🌟 Shalom (Klerksdorp, North West)
- 🌟 Tjokkertjies (Krugersdorp, Gauteng)
- 🌟 Manor (Sandton, Gauteng)
- 🌟 Hamilton (Westbury, Gauteng)
- 🌟 Future Presidents (East London, Eastern Cape)
- 🌟 Squirrels (Somerset West, Western Cape)
- 🌟 Sunnyville (Fairlands, Roodepoort, Gauteng)











Specialised Awards

- 🏅 Gross Motor Development – Golang (Honeydew, Gauteng)
- 🏅 Speech and Language – Bawenzile (Westbury, Gauteng)
- 🏅 Writing and Spelling – Liyema (Kayamandi, Western Cape)
- 🏅 Reading – Golang (Honeydew, Gauteng)
- 🏅 Maths and Numeracy – Him First (Jouberton, North West)
- 🏅 Imaginative and Creative Play – Remmogo Bunny Bees (Lanseria, Gauteng)
- 🏅 Emotional and Social Development – First Home (Muldersdrift, Gauteng)
- 🏅 Thinking and Problem Solving – Remmogo Bunny Bees (Lanseria, Gauteng)
- 🏅 Perseverance – Noxolo (Kayamandi, Western Cape)
- 🏅 Community Engagement – Khaya Tshepo (Klerksdorp, North West)
- 🏅 Parent Involvement – Lillies (Kayamandi, Western Cape)
- 🏅 Well-Watered Garden Award – Thusanang (Muldersdrift, Gauteng)
- 🏅 Health and Safety – Reamogetswe (Muldersdrift, Gauteng)
- 🏅 Administration – Siyavuya (Kayamandi, Western Cape)
- 🏅 Nutrition – Sechaba (Muldersdrift, Gauteng)
- 🏅 Recycling – Golang (Honeydew, Gauteng)

KEY INITIATIVES/ HIGHLIGHTS

09 2025 Annual Play-with-a-Purpose PLAY Conference

In 2025 we hosted the Play Conference, Curiosity Woven Into Every Moment, bringing together more than 130 principals, preschools and educators from across South Africa to reimagine early education through play. Founder Robyn Wienand delivered the keynote. The thread running through the day was a simple one: when curiosity leads, learning follows.





KEY INITIATIVES/ HIGHLIGHTS

2025 Annual Play-with-a-Purpose PLAY Conference Photos



















2025 RECOGNITION AND HIGHLIGHTS

Compliances and Triumphs to Celebrate

- Over 2,000 children reached across our preschools in Gauteng, Eastern Cape, Western Cape and North West.
- 49 trainees graduated the ECD programme at end-of-year certificate ceremonies (Centriq, Santam and Open Box).
- Principals' Training held through the year.
- Multiple Bronze and Silver ECD registration milestones achieved across preschools.
- Adopt-a-School partnership with trainers working in Limpopo, training Grade R teachers.
- One of our staff presented a research paper, From Playground to Prevention, at the CECD National Conference.
- Quarterly Publications: Play Invitations and PlayChats to keep our stakeholders motivated and informed of legislation and great ideas

2025 RECOGNITION AND HIGHLIGHTS

Compliances and Triumphs to Celebrate

- Annual Compliance NPO Reports submitted.
- Participated in the NECDA (National ECD Alliance) conference in the Western Cape.
- ISO 21001:2018 audit achieved, a South African first.
- iZinga Assist verification initiated. Launched in Cape Town in October 2025, iZinga Assist is a free, UK-based platform that verifies and rates the legal, financial and governance compliance of sub-Saharan African non-profits. Being verified boosts donor trust and demonstrates transparency, helping secure sustainable funding.
- Play-with-a-Purpose preschools were selected as national partner sites (ELOM, Sasol) for video filming and for training national assessors on the Early Learning Outcomes Measure, a child assessment tool for preschoolers.
- Michelle-Chanté Wienand successfully planned and organised the National Play Conference in October.

2025 RECOGNITION AND HIGHLIGHTS

ISO 21001:2018 Accreditation

In 2025 Play with a Purpose Educational Trust became the first institute in South Africa to achieve ISO 21001:2018, the international standard for Educational Organisations Management Systems, a standard that applies from preschool through to tertiary education.

WHY THIS MATTERS:

Global Recognition of Quality

Achieving the ISO 21001:2018 certification means that Play with a Purpose Educational Trust meets international standards for EOMS - Educational Organisations Management Systems. This recognition reinforces our credibility and reputation, both nationally and internationally. This standard of international excellence is for all, from preschools to tertiary education and training facilities.



2025 RECOGNITION AND HIGHLIGHTS

ISO 21001 Accreditation Continued

Enhanced Organisational Effectiveness

The audit ensures our processes, training programmes, and management systems are well-structured, efficient, and focused on continual improvement. This helps us deliver consistent, high-quality early childhood education across all preschools using effective teaching practices.



Stakeholder Confidence

Parents, partners, franchisees, and funders can trust that we follow best practices in management, educational delivery and outcomes. ISO certification gives them confidence that their children or investments are in a professionally managed, high-standard organisation.

Continuous Improvement Culture

ISO 21001 emphasizes monitoring, feedback, and improvement. this reinforces a culture of learning and growth for educators and the organisation.

In short, passing ISO 21001:2018 validates that Play with a Purpose Educational Trust is not only committed to playful, holistic learning but also to internationally recognised standards of organisational excellence, accountability, and impact, making us a leader in early childhood education.

2025 RECOGNITION AND HIGHLIGHTS

National Sites for SASOL/ELOM Project

In 2025, Play-with-a-Purpose preschools were chosen as national partner sites for the Early Learning Outcomes Measure (ELOM), a child assessment tool for preschoolers, hosting the assessing of national assessors. Alongside this, the Sasol Foundation, in partnership with Play with a Purpose Educational Trust and the Early Care Foundation, filmed a new educational video series at our preschools. Built around the Story Using Guide that accompanies the Sasol ECDE Library Box, the series promotes early literacy and strengthens storytelling practices for young children.





2025 RECOGNITION AND HIGHLIGHTS





CECD Conference

Our Child Justice specialist, Roxanne, had the honour of presenting at the *Centre for Early Childhood Development* Quality Early Childhood Development in South Africa Conference at the College of Cape Town.

Her session, “From Playground to Prevention: Early Childhood Development as a Crime Prevention Strategy in South Africa”, highlighted how quality ECD lays the foundation for safer communities, stronger families, and a brighter future for every child.

We were grateful for the platform to share this important message and to stand alongside other incredible organisations dedicated to shaping a better tomorrow for South Africa’s children.

VOICES FROM OUR PRESCHOOLS

Testimony - Ma-Lizzy Day Care, Gauteng



“I have run my centre for 16 years and seen many organisations make promises they do not keep. Play-with-a-Purpose followed through. My teachers, their classrooms and the way they work have all improved, their classroom and the way they have changed. Thank you to everyone who has helped us with everything.

Receiving this sponsorship and being selected for the programme was deeply meaningful to our preschool. It affirmed the value of our work and provided our educators with an opportunity for professional growth that would otherwise have been financially challenging. The sponsorship strengthened our capacity to deliver quality early childhood education and motivated both staff and leadership to continue striving for excellence in the care and development of our children”

- Principal Elizabeth Morerwa

VOICES FROM OUR PRESCHOOLS

Testimony - Manor Pre-Primary, Gauteng

“We live in an environment where education is extremely important, and our school was not meeting the educational requirements of the parents. We had a number of parents pulling out and going to other schools they deemed to have a better educational programme. I was spending all day trying to find experienced teachers. With Play-with-a-Purpose, I can get my teachers trained, and within six months have them understanding how to teach children.

The programme helped us to evaluate our curriculum and make it more coherent, and the result was that our students performed extremely well in the primary schools around us - some of them have been in the top ten of those schools and have been marked out as achievers. The value that parents have received is very obvious”

- Pastor Geoffrey Bailie

OUR PEOPLE

Our Team and Trustees

Robyn Wienand, Founder and CEO.
Michelle-Chante Wienand, Programme Manager.
Keabetswe Makole, Programme Lead.
Shantel Meyer, Bonginkosi Mpinda, Bophelo Machobane and Masindi Mulaudzi, Programme Trainers.
Hope Ntuli, ECD Compliance and Registration Advisor.
Roxanne Robbins, Child Justice Specialist, PR and Marketing.
Nompumelelo Kumalo, Bookkeeper and Administration Co-ordinator.
Taris Bartlet, Operations Support.

A number of incredible staff and educators at our Play-with-a-Purpose preschools.

Hub coordinators: Colleen Harvett (Western Cape), Rene Giese (Eastern Cape), Sharon Rhodes (North West).

Board of Trustees 2025:
Cindy-lee Brown (Chairperson),
Donovan Reeve (Treasurer), Moses Rahlogo, Warren Hollis, John Holder, Neville Siebert and Priscilla Dengler.

Brand ambassador: actor and filmmaker Themba Ntuli.



2025 ANNUAL FINANCIAL STATEMENTS

PLAY WITH A PURPOSE EDUCATIONAL TRUST
(Registration Number IT6379/01)
Annual Financial Statements for the year ended 31 December 2025

Statement of Financial Position

Figures in R	Notes	2024	2025
Assets			
Non- current assets			
Property, plant and equipment	2	78 707	-
Investment	3	473 113	255 199
Total non-current assets		**551 820**	**255 199**
Current assets			
Trade and other receivables	4	129 594	110 288
Cash and cash equivalents	5	419 829	87 823
Total current assets		**549 423**	**198 110**
Total Assets		**1 101 243**	**453 310**
Trust Fund and liabilities			
Trust Capital		1 000	1 000
Retained income		995 870	436 271
		996 870	**437 271**
Current Liabilities			
Trade and other payables	6	104 373	16 039
Total Funds and Liabilities		**1 101 243**	**453 310**

PLAY WITH A PURPOSE EDUCATIONAL TRUST
(Registration Number IT6379/01)
Annual Financial Statements for the year ended 31 December 2025

Statement of Comprehensive Income

Figures in R	Notes	2024	2025
Revenue		1 594 329	1 148 676
Cost of Sales		- 649 160	- 25 315
Gross Profit		**945 169**	**1 123 361**
Other Income		2 929 290	1 882 809
Operating cost		- 3 751 025	- 3 565 768
Surplus/(Deficit)		**123 434**	**- 559 599**
Finance Income		69 985	-
Surplus/(Deficit) before taxation		**193 419**	**- 559 599**

Excerpts from our 2025 Annual Financial Statement
Full report available upon request

WITH THANKS



More than 40 partners make the ECD programme possible.

To every partner and donor who invested in 2025, thank you. Your contribution reaches far beyond a single classroom.

LOOKING AHEAD

Play with a purpose

Our model works because it reaches across the whole of South Africa. In well-resourced suburbs and under-resourced communities alike, every preschool that joins us commits to the same standard of quality, and it is this shared standard, carried by fee-paying and sponsored preschools together, that makes lasting change possible.

In the year ahead we will deepen mentorship within our hubs, extend the sponsored preschool development pathway to more communities that need it, and grow our learning tools, from Nursery-School-in-a-Box to Literacy-in-a-Box and Movement-in-a-Box. We will also strengthen the link between early childhood development and child justice, because safe, nurturing early environments are among the strongest protective factors a community can build.

Thirty-four years in, our belief is unchanged: change the first five years, and you change everything. We invite you to walk this next chapter with us.



BE PART OF THE STORY

Holding to the standard that has defined us for over three decades, we invite our partners to walk this next chapter with us.

There are many ways to help us change the first five years:

Give: donate by EFT or card. Every financial gift is tax-deductible with a Section 18A certificate.
In kind: books, educational toys, furniture and technology for under-resourced preschools.
Volunteer: preschool makeovers and skills-based support in accounting, marketing, HR, IT and legal.
Partner: corporate and CSI partnerships from R50,000, supporting your B-BBEE, CSI and ESG goals.

info@pwap.org.za | +27 84 310 9035 | www.playwithapurpose.org.za

Play

with a purpose

ISO 21001:2018, a first in South Africa. Registered Educational Trust, 2001. NPO 040-711.
PBO with Section 18A. B-BBEE Level 1. SAQA ID 15982, 2003.

