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JOIN PLAY-WITH-A-PURPOSE

Transform your preschool. Transform lives.

Our Vision

To 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.

Our Mission

We live our vision through raising up and inspiring leaders through a social franchise model, mentoring and training them to positively influence their communities and contribute to the country's future.

About Play-with-a-Purpose

Founded in 1991 by Robyn Wienand, Play-with-a-Purpose is a proudly South African Early Childhood Development (ECD) programme combining neuroscience, play-based learning, and business mentorship. Registered as a Play with a Purpose Educational Trust in 2001. We equip preschools and educators to deliver world-class early education while helping them build strong, sustainable, and well-managed preschools.

**“Change the first five years,
you change everything.”**

- First early childhood development programme built on a neuro-scientific framework
- First educational institute worldwide to be accredited with ISO 9001:2015 – ensuring internationally recognised quality standards for training and management systems.
- First educational institute to be accredited with ISO 21001:2018 in South Africa
- Published in the International Journal of Relational Child and Youth Care Practice
- Over 30 years of experience strengthening preschools and communities
- The programme has been trained in over 13 countries and featured in the media.

The Play-with-a-Purpose Programme Benefits

- World-class quality and practical tools to use in the classroom
- Research-based daily routines aligned with national curriculums fully aligned with CAPS,

CHANGE THE FIRST FIVE YEARS, CHANGE EVERYTHING

Play with a Purpose Educational Trust

Trust Fund No: IT6379/01. P.B.O: 930 000 189, Section 18A(1)a. NPO 040-711. B-BBEE Level 1. ISO 9001:2015

NELDS, and the National Integrated ECD Policy, ensuring educational and developmental standards that meet South African requirements

- Strong focus on values, our basis being a Biblical worldview.
- The Play-with-a-Purpose Planner – supporting you with toy inventories, planning, and stimulation across eight areas of development
- Expert training on the use of educational toys and the Nursery-School-in-a-Box system
- Theme, term, and year planners, plus monthly creative newsletters
- Integrated discipline approach that promotes emotional intelligence and positive behaviour
- Continuous access to short courses - all free for Play-with-a-Purpose preschools and their staff. Current courses examples include:
 - Art with a Purpose
 - Business Entrepreneurship & Financial Freedom
 - Maintaining Spaces (Gardens and Buildings)
 - Zero to Threes (The First 1000 Days)
 - Library and Literacy Workshop
 - Basic Computer Skills Course
 - Play-with-a-Purpose Franchise Operations & Induction Training
 - Parents Matter
 - Emotional Intelligence
 - Grade R Workshop ("Grade R Curriculum")
 - Compliance & Registration Readiness
 - Financial Management for ECD Centres and preschools
- Access to the Play-with-a-Purpose ECD Conferences and National ECD Franchise Awards Banquet

Strong business support

- ISO-accredited quality assurance system guaranteeing consistent standards and accountability
- Discounts, buying power, and operational templates that save time and costs
- Guidance with registration and compliance processes
- Business mentorship, advice, and day-to-day operational support
- HR support - including staff contracts, performance management, and labour relations
- Policies and procedures for every area of your preschool
- Advocacy at national and provincial government levels as we sit on the National Intersectoral forums for ECD with Government.

Becoming a Play-with-a-Purpose Preschool

- Our training is part of a full Play-with-a-Purpose preschool journey - not a once-off course. When you join, you receive:
 - ⇒ Comprehensive training and mentorship as part of the programme
 - ⇒ Access to the Play-with-a-Purpose curriculum, planner, and resources
 - ⇒ Unlimited training for you and any new staff while your preschool belongs
 - ⇒ Ongoing short courses and professional development opportunities
 - ⇒ Support with registrations, compliance, and operational setup

- ⇒ Practical guidance to help your preschool move from where it is now to where it needs to be

This approach ensures lasting quality, strong foundations, and real growth - both in the classroom and in your business.

We'd Love to Know More About You

Please tell us briefly:

- Your full name and contact details
- Your preschool's name and location
- How long your preschool has been operating
- Your background and work experience
- What inspired you to join Play-with-a-Purpose

For more information please email: info@pwap.org.za or visit facebook.com/Playpwap

We look forward to changing little lives together!

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you change everything.”**