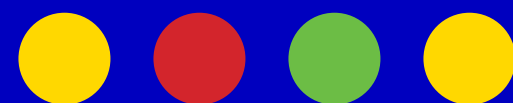




2024 ANNUAL REPORT

Change the First Five Years,
Change Everything



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FROM OUR CEO ●●●●

2024 has been a year of growth, achievement, and strengthening our foundation for the future at Play with a Purpose Educational Trust. Our commitment to high-quality early childhood education and professional development continued to guide our work, as we expanded both the reach and impact of our social franchise.

This year, we successfully conducted extensive training programmes, equipping our educators with the skills and knowledge needed to foster holistic development in the children we serve. The dedication of our member preschools was recognised through awards, celebrating excellence in teaching and leadership within our network.

Significant progress was made in expanding our social franchise into new areas, ensuring that more communities can benefit from our Play-with-a-Purpose approach. A key milestone was maintaining ISO 9001 accreditation, reflecting our commitment to quality, consistency, and continuous improvement across all aspects of our operations.

At the end of 2024, committed professionals were approached to serve as new trustees, and we look forward to their appointment to strengthen our governance. As we look ahead, our focus remains on expanding our impact, supporting educators, and delivering exceptional early learning experiences for children. I am proud of the dedication, creativity, and resilience shown by our team and partners throughout 2024. Together, we are building a strong foundation for an even brighter future.

**“CONSISTENTLY, THOUGHTFULLY, RESPECTFULLY, DELIVER AN
EXCELLENT PROGRAMME” -ROBYN WIENAND**



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ABOUT US

Our roots are in the Play-with-a-Purpose groundbreaking, neuroscience-based child development programme. Founded in 1991 by Robyn Wienand and registered as an Educational Trust in 2002, we are also a registered NPO and PBO. Play with a Purpose Educational Trust is proud to be the first educational institute in the world accredited to ISO 9001 standards, ensuring an international benchmark of quality and accountability.

Designed by a South African for South African children, the Play-with-a-Purpose programme draws on neuroscience and global research to deliver lasting transformation. With more than 30 years of experience, we equip educators, empower families, and strengthen communities by giving every child the strongest possible start in life through our many projects.

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.

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.



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HISTORY



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

2006-2014

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

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.

2008

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

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

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.

**Continued on
next page**

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HISTORY CONT...



2010-2016

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

2012

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

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.

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

2016

Play-with-a-Purpose Eastern Cape and Western Cape Hubs started.

2016

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

2017

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

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

2020

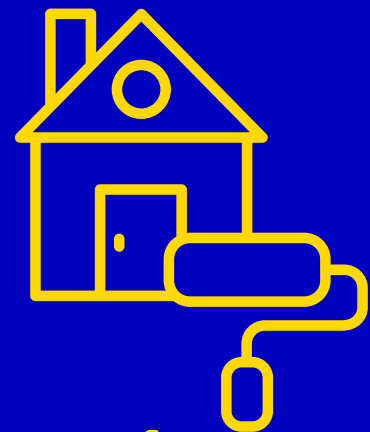
Representation on each of 7 committees of National Task Force to re-open ECD centres in the COVID pandemic.

2024

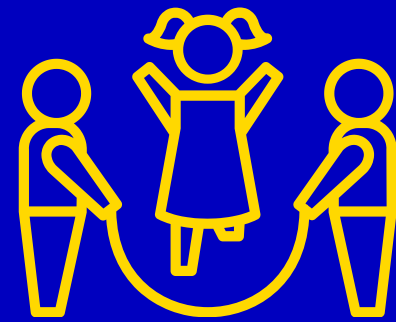
Collaborated on Bana Pele with the Department of Basic Education

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OUR REACH 2024



1
preschool
makeover



2515
children



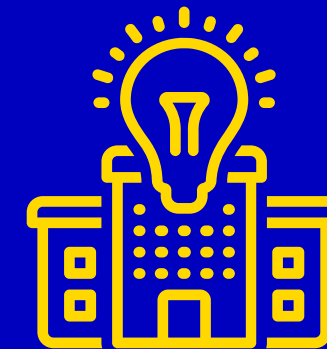
68
preschools



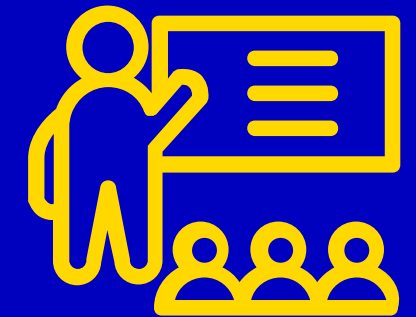
20 staff
(+ volunteers)



13 short
courses



7 hubs across 4
provinces



652
trainees
(PWAP course + short courses)

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OUR PROJECTS

Play-with-a-Purpose Programme (Flagship Project)

The Play-with-a-Purpose programme, the cornerstone of Play with a Purpose Educational Trust (PWAP), is a neuroscience-based early education programme that builds up both people and preschools and was developed by our founder Robyn Wienand.

Our focus is on equipping preschool principals and educators to run quality, sustainable centres influencing their communities, regardless of where they live. Whether in an affluent suburb or an under-resourced community, every preschool can deliver excellence when leaders are trained, supported, and inspired.

Designed in South Africa for South African children, the Play-with-a-Purpose programme has also been trained in over 13 countries. The programme blends neuroscience, practical classroom application, and business training to ensure learning is both joyful and effectively sustainable.

In 2024, 652 trainees completed Play-with-a-Purpose training courses. The programme operates through a whole-school social franchise model, ensuring quality, sustainability, and accountability. Each preschool receives ongoing mentoring, management training, and access to resources that strengthen both educational and business practices. We take preschools from where they are to where they need to be. Certified by the International Standards Organisation for quality standards and backed by international research, we achieved a **world first** by being accredited with ISO 9001 and are one of the few South African ECD programmes recognised globally for measurable, replicable impact.

The Play-with-a-Purpose approach transforms the way preschools operate - strengthening teaching, leadership, and financial sustainability all at once. Principals become confident business and community leaders. Programme educators deliver creative and structured learning, and children thrive in classrooms where care and science meet.

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OUR PROJECTS CONTINUED...

Play-with-a-Purpose Programme Training in Action



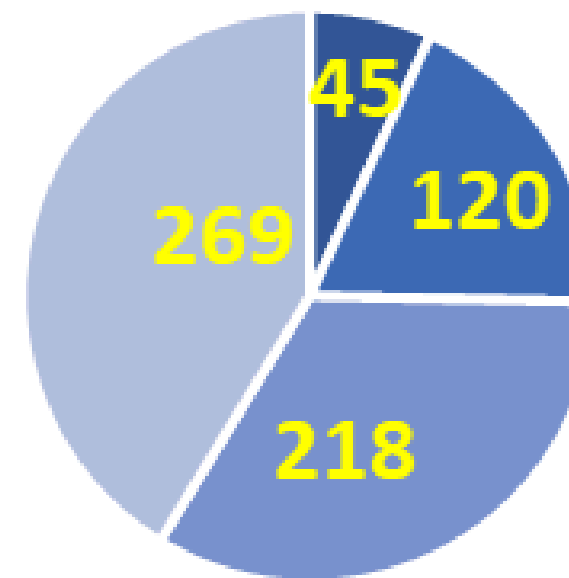
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OUR PROJECTS CONTINUED...

Play-with-a-Purpose ECD Training and Short Courses

TRAINING COURSE COMPLETIONS 2024

Total: 652



■ PWAP ECD Training

■ ECD classroom short courses

■ Conference 2024

■ Business Training

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OUR PROJECTS CONTINUED

Advocacy

Advocacy remains at the heart of Play with a Purpose Educational Trust's mission to strengthen the early childhood development sector in South Africa. Through the Play-with-a-Purpose programme, our influence extends beyond classrooms into the systems that shape them.

In 2024, we continued to represent civil society on the National Intersectoral ECD Forum, ensuring that the voices of small, under-resourced preschools are heard in national decision-making spaces. We actively supported the Mass Registration Drive with the Department of Education, helping centres meet compliance and quality standards through mentoring and workshops and are a part of the Bana Pele Drive, which will roll out nationally in 2025.

Our team also provided input to the Department of Labour on the 2025 ECD minimum wage submission, advocating for a model that recognises both the value and financial realities of ECD practitioners.

This work is about more than policy. It's about dignity. When preschools are properly registered, teachers gain access to subsidies, parents gain confidence, and children gain stability. Advocacy is how we move from isolated change to systemic transformation ensuring that quality early education is not a privilege, but a right.

> Opportunity for sponsorship: Donations support our advocacy work to strengthen South Africa's ECD system, influence national policy, and help under-resourced preschools achieve registration and sustainability. Donations through Payfast or bank EFT.



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OUR PROJECTS CONTINUED

Literacy-in-a-Box

A portable start-up mini-library that provides preschools with theme books and pre-reading resources to spark a love for reading and support teaching. Each box begins as a starter set and can grow into a full library as more books and toys are added, giving children ever-expanding opportunities to explore stories and build early literacy.

➤ **Opportunity for sponsorship:** *donate books or fund a Literacy-in-a-Box for a preschool as part of your CSI project and help it grow into a full library.*

Nursery School-in-a-Box

A core part of the Play-with-a-Purpose programme is our Nursery-School-in-a-Box©. Carefully designed, selected and based on our neuroscience principles, these quality developmentally appropriate toys foster cognitive, socio-emotional, pre-reading, pre-maths, and other key skills through the different learning areas. The boxes are available for purchase for our social franchises and are sponsored for preschools that cannot afford them, ensuring all children have access to quality early learning resources.

➤ **Opportunity for sponsorship:** *Corporates can provide Nursery-School-in-a-Box© to a preschool in need, supporting children's growth through hands-on, brain-stimulating play with the right resources.*

Short Courses

Specialised, practical modules that give educators and parents focused skills in areas such as Art with a Purpose, Business Entrepreneurship & Financial Freedom, Maintaining Spaces, Zero to Threes, Library and Literacy Workshop, Basic Computer Skills, First Aid (NQF 1), Franchise Operations & Induction Training, Parents Matter, Emotional Intelligence, Grade R Workshop, Compliance & Registration Readiness and Health & Nutrition Basics.

➤ **Opportunity for sponsorship:** *Fund short courses for educators and parents, or bring a course into your workplace to support your own staff development*

Preschool Makeovers

Every year, as part of their CSR projects or Mandela Day, various companies sponsor but their staff volunteer to upgrade and create nurturing, safe environments for preschools through a makeover.

➤ **Opportunity for sponsorship:** *give a preschool a safe, beautiful, and lasting space through a makeover project and help a preschool get one step closer to compliance to register. Staff can get involved on the day as well*

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OUR PROJECTS CONTINUED

Food Parcels

What began as a modest ad-hoc support initiative grew into a structured project during the COVID-19 period. When the pandemic hit, the need increased rapidly, and through the generosity of sponsors, churches, and community organisations, the Feeding Scheme expanded into a lifeline for many families.

We have continued this support ever since. Today, food parcels are distributed across communities such as Kayamandi, Cosmo City, and Muldersdrift during school holidays, crisis periods, and whenever families need extra assistance. These parcels reduce hunger, improve attendance, and help children arrive at preschool ready to learn and engage because empty tummies can't learn. And these parcels continue to help. They bring dignity and stability to families, keep children in preschool, and offer essential support during times of uncertainty.

➤ **Opportunity for sponsorship:** Support families by funding monthly food parcels or emergency nutrition packs. Your partnership ensures that no child's learning is disrupted because of hunger and that families receive support when they need it most.

Parenting Courses

The Parents Matter programme is designed for the mothers, fathers, and caregivers of children in our preschools and also offered to our sponsors and partners. The course builds stronger families by teaching how to use play for learning, create positive routines, and support emotional wellbeing. For sponsors, it offers first-hand insight into our neuroscience-based methods, giving them both practical parenting tools and a deeper connection to the impact of their support for their children.

➤ **Opportunity for sponsorship:** Host a parenting course for your employees to provide support so they better balance home life and work

Jewels of Hope

A partnership with Jewels for Hope in training and employing women to make educational toys and learning materials as seamstresses at our PWAP Head Office. In 2024, 7 women were trained, 2 employed part-time, and 1 permanently by PWAP.

Donations

Educational toys, library books, jungle gyms, and playground equipment remain ongoing needs for under-resourced preschools. Centres also rely on donated tables, chairs, bikes, and sandpit toys, as well as art materials, stationery, and basic hygiene supplies. These contributions help create safe, stimulating learning environments and ensure that children have the resources they need to learn, play, and thrive for under-resourced preschools

Monetary donations are tax deductible and can be issued a section 18a certificate

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OUR HIGHLIGHTS

Play-with-a-Purpose's National PLAY Conference in Johannesburg (below & right)



Satellite PLAY Conference in Western Cape (below)



Play-with-a-Purpose
National ECD
Awards Evening
Banquet hosted in
February.
(left)

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15TH ANNUAL AWARDS 2024 - NATIONAL PRESCHOOL OF EXCELLENCE & MODEL PRESCHOOLS



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15TH ANNUAL AWARDS 2024

We are honoured to announce the Play-with-a-Purpose early childhood development award winners for 2023. On 28 February 2024, delegates from across South Africa attended a prestigious black-tie banquet sponsored by Tsogo Sun, Silverstar.

Category A:

The top preschools that achieved the Model Preschool Awards were **Groentjies, Manor, Shalom, Squirrels, Sunnyville, Golang, Cradle – Tjokkertjies vir Jesus, Hamilton Memorial and Mother Bear**. These preschools have excelled above the rest and are named **Preschools of Excellence and Model Preschools** for the coming year.

CRADLE – TJOKKERTJIES VIR JESUS, also walked away as the **National Preschool of Excellence and Top Model Preschool**. Areas of excellence include: Gross Motor, Writing & Spelling, Speech & Language, Reading, Maths & Numeracy, Imaginative & Creative, Emotional & Social, Thinking & Problem Solving, Health & Safety, Parent Involvement, Community Engagement, Nutrition, Recycling, Well-watered Garden and Administration.



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15TH ANNUAL AWARDS 2024 CONT...

Category B: Floating Trophies and Certificates



These preschools have proved to be outstanding in the following categories, but not yet all-rounders.

Gross Motor: **REMMOGO BUNNY BEES**

Speech & Language: **SECHABA DAYCARE**

Writing & Spelling: **HIM FIRST**

Reading: **BAWENZILE**

Maths & Numeracy: **HIM FIRST**

Imaginative & Creative: **BRIGHT KIDS**

Emotional & Social: **MOLEMO**

Thinking & Problem Solving: **THUSANANG**

Perseverance: **FUTURE PRESIDENTS**

Community Engagement: **REAMOGETSWE**

Parent Involvement: **SIYAVUYA**

Well-Watered Garden: **DITEBOGO**

Health & Safety: **KROMDRAAI**

Administration: **THUSANANG**

Nutrition: **MAMOKETSI**

Highly Commended: **NOXOLO**

Most Improved 2023: **LIYEMA**

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OUR HIGHLIGHTS

In 2024, 269 trainees completed the Play-with-a-Purpose Early Childhood Development programme, some earning their very first certificate ever. Combining neuroscience, practical classroom application, and leadership training, our early childhood development programme equips preschool principals and educators to run quality, sustainable centres creating lasting impact for both educators and children. Congratulations trainees! (right)

The Coffee & Chocolate Sponsor Evening in Helderberg, Western Cape, was hosted at the Hottentots Holland Beach Sailing Club, who generously sponsored the venue, providing a special opportunity to thank supporters and showcase the impact of our programme. (below)



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OUR HIGHLIGHTS CONTINUED...



Mandela Day 2024- Play-with-a-Purpose sponsors collected and distributed socks to our preschool children in Johannesburg and Kayamandi, bringing warmth and smiles to little ones during winter. (right)

With support from Centriq Insurance, Literacy-in-a-Box sets filled with books and literacy toys were donated to preschools, helping teachers and children build a love for reading. (top right)

Open Box Software and their staff, completed an amazing makeover at one of our preschools in Kayamandi, creating a safe, vibrant, and engaging space for early learning (bottom left).



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OUR HIGHLIGHTS CONT...

Sponsored Preschools – 2024

Behind every preschool we support is a story of courage, hope, and quiet determination: women and men stepping forward, often for the first time, to change their own futures and the futures of the children in their care. Through the Play-with-a-Purpose programme, a high-quality ECD model already thriving in established preschools across South Africa, our Educational Trust brings this same level of excellence to under-resourced communities.

Every child, every educator, every classroom has the chance to flourish. Thanks to the generosity of sponsors such as Centriq Insurance, SHA (Santam), Open Box, Tsogo Sun, Rotary Foundation, and Office National, women now run their preschools with confidence, knowledge, and a deep understanding of the importance of quality early childhood development. For many, this was their first formal qualification and the first time they truly believed in themselves as professionals- a spark that has ignited transformation across entire communities. Each training session is more than a lesson plan; it is a moment of restoration, pride, and empowerment. Educators who once felt invisible now see their children thrive, hear their laughter, and witness the joy of curiosity and learning-proof that being seen and equipped makes all the difference.

These women are shaping a generation of children who will grow up in classrooms filled with hope, stability, and possibility, *leaving a legacy* that will continue to ripple far beyond the walls of the preschool. In every story of growth, every bright-eyed child, and every educator finding their voice, we see the profound truth: *when we invest in educators, we invest in the future of entire communities.*

➤ **Opportunity for sponsorship:** *We believe in a hand up , not a hand-out: By sponsoring a preschool, a community or a teacher's training journey, you are not just funding education; you are changing a life, uplifting family and communities, and shaping the story of every child that is taught, all while the preschool is being a sustainable business.*

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FINANCIALS

PLAY WITH A PURPOSE EDUCATIONAL TRUST

(Registration Number IT6379/01)
Financial Statements for the year ended 31 December 2024

Statement of Financial Position

Figures in R	Note(s)	2024	2023
Assets			
Non-Current Assets			
Property, plant and equipment	2	78,707	154,772
Investment	3	473,113	432,538
		<u>551,820</u>	<u>587,310</u>
Current Assets			
Trade and other receivables	4	129,594	66,802
Cash and cash equivalents	5	419,829	156,088
		<u>549,423</u>	<u>222,890</u>
Total Assets		<u>1,101,243</u>	<u>810,200</u>
Trust Funds and Liabilities			
Trust Fund			
Trust capital		1,000	1,000
Retained earnings		995,870	802,451
		<u>996,870</u>	<u>803,451</u>
Current Liabilities			
Trade and other payables	6	104,373	6,749
		<u>104,373</u>	<u>6,749</u>
Total Funds and Liabilities		<u>1,101,243</u>	<u>810,200</u>

PLAY WITH A PURPOSE EDUCATIONAL TRUST

(Registration Number IT6379/01)
Financial Statements for the year ended 31 December 2024

Statement of Comprehensive Income

Figures in R	2024	2023
Revenue	1,594,329	832,045
Cost of sales	(649,160)	(220,242)
Gross profit	<u>945,169</u>	<u>611,803</u>
Other income	2,929,290	2,450,988
Operating costs	(3,751,025)	(3,434,894)
Operating surplus / (deficit)	<u>123,434</u>	<u>(372,103)</u>
Finance income	69,985	55,134
Finance costs	-	(424)
Surplus/(Deficit) before taxation	<u>193,419</u>	<u>(317,393)</u>

Excerpts from our 2024 Annual Financial Statement
Full report available upon request

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TESTIMONIAL - EDUCATOR

Because of the Play-with-a-Purpose programme, I've learnt how to get parents more involved and how to run my centre well. The business and administration skills have helped me grow, and I am now in the process of registering my ECD centre with government. I can see the development in the children and my educators are learning something new every day. This programme has been truly life changing for us."

— Zukelwa Cungwa, Principal, Happiness Kideo ECD, Kayamandi



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TESTIMONIAL - EDUCATOR

I am truly thankful for Play-with-a-Purpose. Before I joined, I had no idea what an ECD (Early Childhood Development) Centre really was. I initially thought that being an ECD teacher would be easy — that children would simply come to school, sleep, and eat. But I was wrong.

Through Play-with-a-Purpose, I discovered aspects of preschools and early childhood education that I did not know before. Now, I feel equipped and confident to instruct my children effectively. I can also engage them in creative activities like art, which has opened a whole new world of learning and development for them.

I am grateful for the knowledge and skills I have gained, and I'm excited to continue growing in my role as an ECD teacher. Thank you, Play-with-a-Purpose and Centriq Insurance, for revealing this important side of early childhood education.

-Victoria Moacwiemang, ECD Educator



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OUR SPONSORS & PARTNERS

Our heartfelt thanks to each of our sponsors and partners whose generosity, belief, and commitment makes Play-with-a-Purpose's work possible. Together, we are building brighter beginnings and changing futures.

One preschool, one educator, and one child at a time.



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with a purpose

THANK YOU

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you change everything!

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