

# *Let the children play!!*

**A program of the Y Service Clubs of Canada, through YSC Fair Trade Sports.**

Local organizations and groups are invited to participate and help children enjoy their rights as children, to play sports especially soccer, to go to school and get an education and to look forward to meaningful work at a fair wage and in good working conditions. These children and young people may have been orphaned by AIDS or uprooted from their communities by war or famine or frustrated by the lack of jobs and they have little hope that their life will ever be better. Ensuring their rights is our joint responsibility, in spite of their poverty, AIDS, hunger and family displacement.

YSC Fair Trade Sports will work in partnership with Canadian Fair Trade groups. It is at the local level where the real activity will happen as groups interested in the welfare of the world's

children, will be encouraged to join together in action to assist mainly locally based, smaller international agencies including YMCAs and churches, in their work. Here we expect to involve Y Service clubs, local Y's, churches, soccer leagues, local media, schools and individual volunteers in a grass roots program of activities, during 2006 and beyond.



**Let the children play – in Tanzania!!**

The overall campaign will emphasize the collection of used soccer balls and other sports equipment, school supplies and cash. The goods will be sent over with volunteers visiting projects and through the services of organizations such as AirServ Canada. YSC Fair Trade Sports will provide new soccer balls at their cost to any group wishing to send them to a project anywhere in the world. The funds raised through “Let the Children Play” can be used to pay for the purchase of the new Fair Trade soccer balls to be used by schools, YMCAs, orphanages and in refugee camps and for their shipment.

For example, through AirServ Canada we are arranging for the transportation of new Fair Trade balls from Pakistan to centres such as Entebbe, Uganda, from where the balls can be distributed throughout Africa. Local distribution in such countries, will be through our various partner agencies and YMCAs, groups with the experience and commitment to children.

YSC Fair Trade Sports plans to use the celebration of the #1 sport in the world to focus on those who enjoy the sport the most, the world's children. Even a used soccer ball will make an amazing gift for some child who may never have seen a real soccer ball and who can only play with balls made of leaves or plastic bags tied with string.



**Let the children play – in Zambia!!**

### **COMMUNITY ACTION.**

Projects can be large or small. For example, community groups could hold special events such as Fair Trade soccer and other sports tournaments, soccer demonstrations and Fair Trade Fairs and also set up drops for the collection of used soccer balls. The donations from these community events could go to international groups selected by the local volunteers, for their work with children around the world. Check our web site for ideas for such a program. Register your group with us and put your information on our web site.

### **PERSONAL ACTION.**

Through your school, church, service club or other community group, there are smaller activities that can be undertaken. For example:

- distribute donation cans or boxes to sports bars during the World Cup.
- Hold a World Cup soccer party to watch your favourite team and invite friends to bring used soccer balls or cash to contribute.
- Set up drop off boxes for donations of balls and equipment at locations around your city or town.

For more ideas and to see what others are doing, visit our web site at [www.ncf.ca/yfocus/childsplay](http://www.ncf.ca/yfocus/childsplay)

### **AGENCIES BEING SUPPORTED.**

YSC Fair Trade Sports has approached a number of smaller Canadian based agencies to act as partners in the program. They will accept donations directly and provide receipts for tax purposes. They will also make sure all donations of sports equipment and educational supplies will be given to the children they work with, either through visits by their volunteers or through AirServ Canada.

All general cash and material donations will be distributed among the agencies by YSC Fair Trade Sports unless there is a local group who wishes to support a locally based project.

- Accesso International with projects in the Caribbean, Central and South America.
- Canadian Support for Rural African Initiatives working in Tanzania.
- CanHave with a children's centre in Uganda.
- Childhaven with orphanages in Nepal.
- St Mary's Anglican Church, Richmond Hill supporting projects in Zambia.
- AIDS Moncton and AIDS St John partnered with groups in Swaziland.
- Help Lesotho working in Lesotho.
- Freetown Y Service Club in Sierra Leone.
- Wakefield Grannies with their project in South Africa.

Visit our web site for contact information.

### **LET THE CHILDREN PLAY!!**



**A program of  
YSC Fair Trade Sports and  
Air Serv Canada.**

**Started in celebration of the 2006 FIFA World Cup of Soccer, with the goal of providing resources for international agencies engaged in community development, with particular emphasis on the needs of children in poor and war affected areas.**