

# Annual Report 2016

FOR EQUAL OPPORTUNITY



**GENDER EQUALITY**

**EMPOWERMENT**

**SOCIAL INCLUSION**

# Table of Contents

Introduction and annual review.....	3
Sports and Development.....	4
Meet the team.....	5
Javier Almagro .....	5
Daen Kajeechiwa.....	5
Ole Michelsen .....	6
Pyae Sone.....	6
Zin Min Niang.....	7
Yearly Activities .....	8
Regular Training Activities.....	8
Esperança Summer Camp.....	8
UNESCO Summit Bangkok.....	10
Phop Phra Tournament.....	11
Peace Ball Action Tournament.....	12
Rainy Season Tournament.....	13
Mingalabar Mae Sot League.....	14
Coaching Training Program 2.0.....	15
H.C.T.C Tournament .....	16
British Columbia Int. School of BKK.....	17
Field Development Program.....	18
Study Trip Burma.....	20
Financial Report.....	21
Statement of Income.....	21
Balance Sheet.....	21
Special Thanks To.....	22
Our Future is Now!.....	22
	23



# INTRODUCTION AND ANNUAL REVIEW

As we move into a new year full of opportunities, it is nice to look back to 2016 – an exciting year for PlayOnside. We have taken giant steps forward, both as individuals and as an organization. The team is growing stronger for every day, and we our common vision, objectives and goals are well established within the team. However, we are still learning, and finding our ground along the way. When we look back 12 months from now, not even in our wildest dreams did we ever imagined to be where we are today. And our journey has just started!

PlayOnside has steadily been gaining recognition internationally, but emphasis remains on local impact. Our approach to success is built upon trust with the local communities we work by ensuring activities take place are coordinated through dialogue and mutual respect and understanding.

Our focus has been to build a program that is fun for the children that participate, and a program empowering the kids. Through football, they gain confidence as they improve, they learn about winning together as a team, but also losing as a team. They learn to respect their teammates, their coaches, and their opponents.

Saying that football is a universal language might sound a bit like a cliché, but that does not mean it's not true. The Burmese migrant population in Mae Sot are a diverse population, with different ethnic, linguistic, cultural and religious backgrounds. However, when playing together on the football field, these differences are irrelevant.

This is the power of football.



# SPORTS AND DEVELOPMENT

Sport not only provides a basis for physical fitness and a healthy lifestyle, it also has the tendency to unite people from all over the world, regardless of gender, age or social status making sport the perfect catalyst for development projects.

Football, due to its enormous global interest, has a particular potential to transcend barriers of gender, nationality and ethnicity.

Sport has been recognized by the United Nations as a cost-effective and flexible tool in promoting peace and development objectives.

The UN Sustainable Development goals was followed in 2015 with the UN Millennium Development Goals. The Declaration of the 2030 Agenda for Sustainable Developments further acknowledges the role of sport for social progress:  
*"Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its*

*"PlayOnside has given us the opportunity to play football and to make friends from different schools."*

*Tha Mwee (11)  
Goalkeeper New Wave*



United Nation Sustainable Development Goals

*promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives."*

The increased global awareness of the power of football as a tool for development, gives us strength and confidence to continue developing our program.

# MEET THE PLAYONSIDE TEAM

Javier Almagro (Co-Founder and Director)



Javier is the Co-founder, and the manager of PlayOnside. His amazing people skills, educational skills and vision are the core of all PlayOnside activities. He never wears the full suit, as he likes to say, and always has a good comment on hand. Javier has built a great team around him, and attracts interest and attention wherever he goes. Javier's passion and enthusiasm drive the organization forward, and this is the major reason behind the massive steps PlayOnside has taken over the last few years. Without Javier, there would not be a PlayOnside.

Daen Kajeenchiwa (Co-Founder and coach)

Daen founded the organization together with Javier back in 2013. Over the last year, Daen has been busy with a newborn baby, and setting up a business in Mae Sot. Thus he has had limited time to be involved in the daily running of the organization. But he has been coaching the girls team at Parami School, and his team has improved a lot. Daen is a great leader, and a great coach, and the girls at Parami School love him so much. We are very happy that Daen finds time in his very busy schedule to take care of the girls team.



## Ole G. Michelsen (Project Manager)



Ole has been living in Mae Sot for two year and a half years, and has during this time been involved in the PlayOnside program. Through his work experience in project management with previous organizations he gained deep knowledge and experience about the situation on the border, and this will be of great benefit for PlayOnside as he is now devoted full time to the program. His passion for football and knowledge about community and organizational development is vital for the PlayOnside team. We look forward to having Ole as a full time member of the organization.

## Pyae Sone (Coach Coordinator)

March 1st. 2016 was a big day in the short history of PlayOnside. Pyae Sone, was hired as the first full time employee of the organization. Following his interest and enthusiasm during the Coaching Training Program in 2015, we learned that he was looking for a job, and we were finally in a position to expand the program, We hurried to get his signature on the contract.

Over the past 10 months, Pyae Sone has improved his coaching skills, his English skills and has taken more and more responsibility of the daily running of the organization. He has embraced the PlayOnside philosophy, and is now an essential member of the organization. We look forward to see Pyae Sone continue to develop and grow in the years to come.



## Zin Min Niang (Coach)



Zin Min Niang signed his PlayOnside contract June 1st 2016 as a part-time staff. He has extensive experience as a teacher, and working in the administration of the CDC school here in Mae Sot. His fluency in English is of great benefit of the organization, and his educational background gives PlayOnside access to a deeper understanding of how the migrant learning centers work. Zin Min Niang is a coach for four different CDC teams, and is a great role-model for his team. We are very proud and happy to have Zin Min Niang in our team!

Not only are we colleagues sharing a common passion for football, but we are all good friends committed to our common goals of making dreams come true



# YEARLY ACTIVITIES

## Regular Training

Several times a year we arrange different competitions, events and football festivals for the migrant children in our local communities. These are festive events, and are important to gain long-term commitment and interest for the program. But the most important activity we do, is the everyday activity. Through regular weekday training, we get to know the children, we gain their trust, and we see them growing and improving. We can see if there is something bothering them, and we can take necessary action to face the problem. It is through the regular activities we can implement our philosophy and can focus on fair play, tolerance and respect. But of course, if all you do is practice, and you never get to compete, we risk losing the interest of the children. Therefore, it is important to have something to look forward to, something to practice for. The different events fill this goal, and is the icing of the tasty PlayOnside cake.

## Esperança Summer Camp



Over the last couple of years, we have been lucky to work together with a group of Spanish football enthusiasts based in Bangkok. The team at Gaudi Restaurant share our passion for football, and wanted to support the work of PlayOnside. Through a fund-raising campaign at the restaurant, the team raised a significant amount to arrange a summer football

camp for the children at the border. PlayOnside took care of organizing the camp, and we had an amazing time over four days in Mae Sot and Noh Bo. Totally approximately 200 children participated for football, fun, play and of course lot of paella! Will look forward to working with the boys from Gaudi Restaurant in the future!





Top left: After a long day at the field playing football, nothing tastes better than a refreshing bath in the Moei river, that separates Thailand from Burma. Top right: Two boys are eagerly anticipating the medal ceremony in Noh Bo. Bottom: The Esperança Summer Camp attracted a lot of attention in Noh Bo. The field is normally a meadow for grazing cows, but this weekend the cows reluctantly had to step aside to give space for football tournament.



Left: Jordi from Gaudi restaurant hands out medals, posters and high-fives to the participants of the Summer Camp in Noh Bo. Middle: Even the ducks are excited and want to play. Right: Too small to join the Summer Camp, but the football interest is there from an early age!

Date: 08/04/2016 - 10/04/2016  
 Location: Mae Sot (Parami School) - Noh Bo  
 Schools participating: 10  
 Players participating: 210  
 Objective: Social Inclusion - Fair Play - Gender Equality  
 Organizers: PlayOnside - Gaudi Restaurant - Bangkok

# UNESCO Summit Bangkok



PlayOnside representatives Javier (left) and Ole (right) looking elegant while posing in front of the UNESCO banner in Bangkok.

In January 2016, PlayOnside participated in the Asia Education Summit on Flexible Learning Strategies for Out-of-School Children in Bangkok. More than 550 development workers, government officials, education practitioners and private sector representatives from 22 countries gathered to share innovative strategies on how best to reach Asia's millions of out-of-school children. Even though PlayOnside does not work directly with out-of-school children, the summit was very useful for our organization, as we learned about different strategies to fill the educational gap affecting millions of children across the continent. We had the opportunity to meet other organizations in the same field, and we had the opportunity to listen to highly inspirational educational programs each facing its own challenges. We had great discussions with representatives from other organizations, and got to learn about different methodologies and approaches. The summit also functioned as a networking platform, and we have kept in touch with different organizations that we were introduced to to further collaboration

The conference also gave us the time to reflect about our own objectives, and systematize within our small organization how we in practice can implement the program to reach our self-defined objectives of gender equality, social inclusion and empowerment.

The summit was highly inspirational, and PlayOnside look forward to participate in similar events in the future.

# Phop Phra Tournament

South of Mae Sot is the district of Phop Phra, a rural area hosting a significant number of Burmese migrants and refugees. They live in small isolated communities at the mercy of the landowners and Thai police. Several different migrant learning centers are located in the district. In June, PlayOnside organized an event with 14 different teams from the different schools in the area.

The main objective of the tournament was to create a fun event promoting social inclusion within the migrant communities in Phop Phra. Our partner organisation, Colaboria Birmania, are responsible for the funding of the KM42 school, in Phop Phra, and through them, we organized the event. The tournament was a great success, and we will continue to work and arrange football activities for the kids in the Phop Phra area in the future.



Date: 23/03/2016  
Location: Phop Phra - KM 42 football field  
Schools participating: 7  
Players participating: 150  
Objective: Social Inclusion  
Organizers: PlayOnside

## Peace Ball Action Tournament

Daiki Higuchi is a professional football player, playing for the Thai Honda Ladkrabang FC in the Thai National League. He is also the country Manager of Peace Ball Action Thailand, an international NGO with branches all across the globe.

In October last year PlayOnside and Peace Ball Action - Thailand, arranged, together with Help Without Frontiers and International Football Education the 2nd annual Peace Ball Action Tournament.

Through an impressive fund-raising campaign in Bangkok, and in Daiki's native homeland, Japan, Peace Ball Action raised a significant amount of money for the tournament. Other donations like football, football shoes and general sports equipment were distributed to the different schools in the region. The two days tournament took place at a new football field, with artificial grass and perfect conditions. Together with Daiki, several other professional football players from Bangkok took the trip to Mae Sot to enjoy football together with the kids.

It was a great success, and we look forward to another Peace Ball Action Tournament this year!



Date:	05/11/2016-06/11/2016
Location:	Mae Sot - WeRSoccer field
Schools participating:	14
Players participating:	150
Objective:	Social Inclusion - Gender Equality
Organizers:	PlayOnside - Peace Ball Action - Help Without Frontiers

## Rainy Season Tournament

Rainy Season can be a depressing time of year in the remote western part of Thailand with rain constantly pouring down constantly from June to October. But its not depressing any more! Because PlayOnside arranged the Rainy Season tournament at our main field at Parami School for the second consecutive year. 17 teams from 7 different school joined the 6 weeks tournament.

In order to promote gender equality on the field, we used the finals of the Rainy Season Tournament to implement the football3 methodology, inspired by StreetFootballWorld. Football3 is football with different rules, where boys and girls play on the same team. The scoring system is slightly different, and it promotes and encourages the empowerment of girls. The implementation of the football3 was a great success, and we will continue to use this methodology in the future, to continuously promote girls participation.



In the Rainy Season Tournament we focused on promoting gender equality, and girls participation through football. 6 girl teams, both small girls (8-13) and big girls (13-16) participated in the tournament.

Date: 13/08/2016-17/09/2016  
Location: Mae Sot - Parami field. Closing Seremony at WeRSoccer field  
Schools participating: 7  
Players participating: 240  
Objective: Social Inclusion - Gender Equality - Empowerment  
Organizers: PlayOnside

## Mingalabar Mae Sot League

If you walk around the streets of Mae Sot, you will hear the word "Mingalabar" all the time, always accompanied with a big smile. Mingalabar is a Burmese greeting, and the first word you will learn. So when PlayOnside was going to organize its by far biggest and longest event ever, The Mingalabar Mae Sot League was a natural and fitting name for the event.

A total of 14 schools, 36 teams and more than 400 kids participate every weekend in the league. The tournament started in the beginning of December, and will finish February, only interrupted by a two weeks Christmas break. The tournament has so far been a massive success. We have managed to bring together a significant part of the migrant communities, and our two fields, Parami School, and our new field at Mae Tao Clinic are filled with players, coaches, volunteers and enthusiastic spectators cheering for their respective teams. With so many teams and players, there is a lot of organizing, and especially Pyae Sone and Zin Min Niang have done an amazing job over the last months.

Now the league goes into its last phase, and we are already looking forward to the next version of the Mingalabar Mae Sot League.



The main objective of the Mingalabar Mae Sot League is to bring the whole migrant community together, and to make all the schools, teachers and children participating to feel like a part of the PlayOnside family .

Date: 03/12/2016-18/02/2017  
Location: Mae Tao Clinic Field and Parami Field  
Schools participating: 14  
Players participating: 500  
Objective: Social Inclusion - Gender Equality - Empowerment  
Organizers: PlayOnside

# Coaching Training Program 2.0

The coach is a leader, a role-model and an inspiration. The coach has to balance the interests of the team and the individuals. The coach has to give comfort and encouragement.

One of the key objectives of PlayOnside is to empower the local community we are so lucky to be a part of. Our Coaching Program, developed together with our partner organization International Football Education (IFE) is one of our tools of empowerment. The goal of the program is to give local coaches the necessary tools to implement the program in their own local communities. This way, we can spread the ideas of gender equality, social inclusion and fair play through the game we love. The coaching program is a leadership program, where young local leaders can fulfill their potential both as a coach and as a leader. Our goal is to young local leaders, whom show interest, commitment and willingness to learn, job opportunities within our organization. Both Pyae Sone and Zin Min Niang, who now both is an integral part of the PlayOnside family, were discovered through this program, and we hope we can get more staff of the same quality as these two in the future.



Date: 01/10/2016-02/10/2016  
Location: Mae Sot - Parami school  
Schools participating: 12  
Coaches participating: 16  
Objective: Empowerment  
Organizers: PlayOnside - International Football Education - Right To Play - Fare Network



# HCTC Tournament

The Hospitality Catering and Training Center (HCTC) is a two year higher educational program for migrant students, focusing on vocational skills, preparing the students for professional careers in the service and hospitality fields. As one of few higher educational opportunities in the region, it is an important and well-known institution in Mae Sot.

In May PlayOnside organized a football tournament for the students at the school, with a special focus on fair play and gender equality. We implemented our version of the StreetFootballWorlds “football3” methodology. Football3 is football with slightly different rules. The 3 rules we set up for this tournament was alternate goals, (if a boy score the first goal the next goal must be scored by a girl), alternate goalkeepers (change boy-girl after every goal) and celebration, where teams must run and gather after every goal.

Another important point of this methodology is the absence of referee. The kids are their own referees and they must agree on the decisions. A moderator that takes notes of the points substitutes the referee. After the games, the teams get together and discuss with the moderator about the points and the game. It was a great success and the students enjoyed a lot. This was the first time we tried out this particular methodology, and the success was an encouragement for us to continue to experiment with this particular methodology.





## British Columbia International School of Bangkok

In November 2016 we had the pleasure to welcome students, teachers and parents from the British Columbia International School of Bangkok (BCISB) for a 3 day visit to Mae Sot. BCISB is well known private school in Bangkok, with children from a total different background then the migrant children of Mae Sot. But once again we showed that football can be a powerful tool to break down cultural barriers, and after a few long days on the football field, the kids from Bangkok and our kids at Parami school had made new friends. It was a great learning experience for everyone participating - parents, teachers, PlayOnside, and the students from both Parami and BCISB. And after the event, teacher and coordinator Zak Gorofolo from BCISB surprised us with a significant donation, students and parents had fund-raised in Bangkok for us.

We look forward to meet again in 2017!



# FIELD DEVELOPMENT PROGRAM



The program has developed over the last year, and PlayOnside has expanded its reach to more schools and migrant children. Our outreach has identified the need of better facilities both for training and competitions, and we started a process to find and finance the development of new fields.

In October, we had a meeting with Mae Tao Clinic (MTC) a cornerstone institution on the border, who has been providing free health care to the Burmese refugee population for almost three decades. The clinic has a field suitable for football and sports activities in close proximity to the clinic.

MTC wants to use the area for sports and recreational activities for staff and patients, and after a meeting with PlayOnside, we decided to work together to develop the field, so it can be an area which can benefit the broader migrant population.

Together with MTC and our partners at Agora Architects, we have started the process of gradually developing the land to meet the long term needs of PlayOnside.

As a part of the Field Development Program we want to improve the facilities for two of the schools where we have regular weekly training. New Wave Learning Center, is a primary school in downtown Mae Sot. They have a land inside the school property where we have training for two teams,, a small boys team, and a small girls team. The students at the school come from a various ethnic and religious background, and thus the school itself is an example of social integration. In 2017 we will flatten, and drain the the small field, to make it more suitable for PlayOnside activities.



*PlayOnside training with the small boys team from Sky Blue MLC.*



*New Wave school - Warm up activities.*

Sky Blue Migrant Learning Center is located next to the garbage dump in the outskirts of Mae Sot. Most of the local community lives on and of the dump-site, making it one of the most marginalized communities in Mae Sot. Inclusion of these children through sport is a key objective of PlayOnside.

Over the last half year of 2016, PlayOnside held weekly football training at the small playground inside the school property for a girls team, and a boys team. The field is in very poor condition, and we want to improve the field with new goals and flattening the land, to improve the training facilities for the kids.

Currently Sky Blue is participating at the Mingalabar Mae Sot tournament with 3 different teams.

# Study trip to Burma

Football can, in some rare instances, be a door opener for future opportunities. It is not our main goal to create “superstars” but if some players show an extraordinary commitment and willingness to practice to improve their skills, there are educational opportunities for the very few.

One program, focusing on creating elite players is the Institute of Sports and Physical Education in Yangon. It is a four year program, giving Burmese youth a shot to be professional athletes. Two of our former players were accepted to the program, and PlayOnside took the opportunity to visit them to get their feedback if this program is something they would recommend other migrant children in Mae Sot. It was a different perspective on sports and physical education and considering the lack of higher educational opportunities in Mae Sot for migrant children, this could be a venture for others students in the future. We also visited several other inspiring football and educational projects in Yangon and Hpa-An during the 5 day trip to Burma. The trip was also a great opportunity for us as a young organization to team build and get to know each other better along the way.



Top: PlayOnside with the director of the Institute for Sports and Physical Education in Yangon, Burma

Middle: Pyes Shae and Lin CHa shoo are former PlayOnside players, now following their dreams of becoming professional players in the future.

Bottom: PlayOnside visited Albirex Niigata Soccer School, a football program for Japanese expat children in Yangon.

# Financial Report

## STATEMENT OF INCOME

OPERATING REVENUE		
	2016	BUDGET 2017
CORPORATE SPONSORSHIP	242.386	496.800
REGULAR MONTHLY PRIVATE DONATIONS	57.455	75.360
LUMP SUM PRIVATE DONATIONS	191.408	85.840
PROJECT INCOME	50.200	50.200
NET INCOME OF ACCOUNT RECEIVABLES	0	2.415
GRANTS	0	0
OTHER INCOME	0	0
<b>SUM OPERATING REVENUE</b>	<b>541.449</b>	<b>710.615</b>
OPERATING EXPENCES		
	2016	BUDGET 2017
PROJECT COST	301.166	400.000
ADMINISTRATION COSTS	31.995	170.000
SUPPORT OF LOCAL COMMUNITY	17.186	15.000
MEDICAL COSTS	3.198	3.000
FIELD DEVELOPMENT	31.000	200.000
PROGRAM DEVELOPEMENT	20.000	30.000
DEPRECIATION AND AMORTIZATION	1.000	1.000
OTHER COSTS	0	0
<b>SUM OPERATING COSTS</b>	<b>405.545</b>	<b>819.000</b>
<b>NET OPERATING RESULT</b>	<b>135.904</b>	<b>-108.385</b>
FINANCIAL RESULT		
	2016	BUDGET 2017
NET INTEREST RATE EXPENCE	-260	-1.000
EXCHANGE RATE DEPRECIATION	-2.037	0
FINANCIAL COSTS	-5.764	-6.000
<b>NET FINANCIAL RESULT</b>	<b>-8.061</b>	<b>-7.000</b>
<b>NET OPERATING INCOME</b>	<b>127.843</b>	<b>-115.385</b>

*Comments to the Statement of Income: All numbers are in Thai Baht. The conversion rate for NOK/THB is 4.14, and for EUR/THB 36.87.*

*2016 was the first year of a stable financial situation for PlayOnside, and thus it does not make sense to compare with 2015. The Sponsorship agreement with BB Finans has been extended for 2017, and also the annual support from them has increased. The estimation of income for 2017 is conservative, as we don't want to budget for more than we can expect with a level of certainty. Administration costs for 2017 will increase due to an estimation of 1/4th of the salaries will go to different office work. The development of Mae Tao Clinic field will also take its fare share of our budget.*

<b>BALANCE SHEET</b>	
ASSETS, EQUITY AND LIABILITIES	
	31.12.2016
FIXED ASSETS	
ACCOUNT RECIVEABLES	2.415
BANK DEPOSIT NORWAY	30.768
BANK DEPOSIT SPAIN	87.844
BANK DEPOSIT THAILAND	69.355
PAYPAL DEPOSIT	41.820
CASH	8.365
TOTAL DEBT	0
<b>TOTAL EQUITY</b>	<b>240.568</b>

*Comments to the Balance Sheet. All numbers are in Thai Baht. The conversion rate for NOK/THB is 4.14, and for EUR/THB 36.87.*

*We finished 2016 with a 240.568 THB across our different our accounts. A more solid financial situation gives the program better financial flexibility and it gives us the opportunity to extend and expand the program, involving more schools, more children, and more coaches.*

## Special Thanks

PlayOnside is a collaborative project, and there are many partners who are essential for the program. All the amazing headmasters, teachers and coaches out there at the different schools are doing an amazing job. Mariano Zuk from IFE has been an important contributor helping us professionalizing the organization. It has been great to work together with Right To Play, Peace Ball Action, Help Without Frontiers, BCIS Bangkok, Fare Network, Estudio Cavernas, Gyaw Gyaw, Agora Architechts and Colabora Birmania for different events or programs. Also the big Mae Sot community for supporting our program, by volunteering at our different events. A big thank you to family and friends in back home whom are supporting us both morally and financially. Gaudi Restaurant, Bangkok and its acquaintances, for coming up here to Mae Sot from Bangkok, taking care of both fundraising and donations. BB Finans for believing in our program, and being our main sponsor.

But most of all, we would like to thank all the kids, for sharing their smiles and passion on the field. It gives us so much energy and joy to work together with these amazing players, and watch them grow up, and improve, week by week and month by month and year by year.

# Our Future Is Now!

PlayOnside enters 2017 on a high. We are very excited about the year we leave behind, and have big expectations for 2017. We will continue to introduce the program to new areas, new schools and new children. We see the beneficiary effects of sports and football, how it brings smiles, and how it includes. One of our main goals for 2017 is to make the schools and teams, that does not have a PlayOnside staff as a coach to feel they are a part of our program. Only if they feel they are a part of the bigger PlayOnside family, we can break down the competitive barriers, so we all are in the same team, no matter what.

We will continue to organize and host football events of different characters, we will hold coaching courses and leadership courses, and we will continue to keep a close dialogue with the schools in the program. We are already getting requests from other schools that are not a part of the program, if they can join. This is a big step for us, because we used to be the one having to "sell" the program into the schools. Now, after some years, the local communities see the benefits of the program and are coming to us. That means we are doing something right. But we are an organization that is still learning, and improving, and we are focused to stay humble in our approach. So we do not want to grow too big too quickly. But rather step by step improving and expanding the program, so we all can feel the power of football.

2017 looks great.

On behalf of PlayOnside,

Ole Michelsen.