



ATLAS
FOUNDATION AFRICA



NEWSLETTER JULY 2020

www.atlasfrc.org

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PROVIDING CHILDREN WITH A CHANCE TO THRIVE

THE ATLAS FOUNDATION



The Atlas Foundation exists to help deprived children work towards a better future through rugby communities and initiatives. It is a launchpad for good and provides a platform that funds international projects that have a tangible impact on the daily lives of these children.

Through feeding and educational programmes together with a large number of rugby initiatives, The Atlas Foundation provides safety, education, food, sport, guidance and community to thousands of children across five continents.

Founded and led by Rugby World Cup Champion, Jason Leonard OBE, The Atlas Foundation's work is endorsed by a team of international rugby ambassadors who represent the core rugby values of integrity, hard work and respect. The Atlas Foundation is committed to getting practical help directly to those who need it.

Sally Pettipher
Atlas CEO





STAND BACK COVID-19

No way could our Atlas coaches lie down and not see their young charges during lockdown. With special dispensation, our coaches were permitted to distribute face masks, food vouchers, food packs and sanitisers to the boys and girls in the communities and continue to do so now as Africa rides the storm in these unprecedented times.

From Masiphumelele to Tembisa, the needs are the same for so many. Devastating poverty, hopelessness and hunger. Our coaches have been relentless in lifting spirits with food vouchers and encouraging the kids to co-operate with their families and communities and to mask up and sanitise at all costs. Thank you to the Rolf Stephan Nussbaum Foundation for additional support with the food parcels.

Coach Xolani used his time to sew up masks in his small clothing manufacturing business and we thank donors, Joe & Britt Muller and Peter Nyman for their kind assistance with masks and donations towards these.

Small groups of kids are now permitted to practice and very slowly rugby coaching is getting ready to take off again.

YOUTH DAY

16 JUNE 2020

Coaches and children gathered in the local community square at Masiphumele to celebrate Youth Day in South Africa.

Children, some parents and by-standers attended the get-together which was carefully set up to adhere to strict health regulations.

One of the main themes of the event highlighted that we stand firm against Gender based Violence. That Rugby is saying enough is enough.

Coaches Frank, Xolani, Alex and Yanga, started with the training session with the kids focusing on conditioning and ball skills. After which there was time for a game of mixed team netball and touch rugby ending with a senior touch rugby game.

After a short chat on the purpose of Youth Day, everyone was served with a braai at the Community Hall. Children were served first as per our tradition because it is about them and none of this would happen without them.

Thank you to the Silver Hippos and Richmond Club for their ongoing support with meals for the kids in the community.

Frank Fundile Charlie



"WE STAND FIRM
AGAINST THE
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FRANK FUNDILE CHARLIE
ATLAS HEAD COACH

ATLAS SA FUND RAISERS & EVENTS

The Atlas Foundation prides itself on the exceptional contribution of Atlas Ambassadors who do sterling work for the Foundation across the globe. Mostly former International Rugby Legends, these men and women give back so much to the game and more.

In SA, we are beyond lucky to enjoy the support from John Smit, Percy Montgomery, Joel Stransky, Nick Mallett, De Wet Barry, Jake Boer, Bob Skinstad, Stefan Terblanche, Joe Pietersen, Matt Stevens and many other iconic legends who give up time to support various Atlas events. Many of them busy with their own foundations, they still have the heart to share more and we thank them!

- A small exclusive rugby dinner at the UK High Commissioner's Residence saw John Smit team up with Jason Leonard for an evening of great rugby banter masterfully hosted by the UK Consul General, Benjamin Boddy. Thank you to the UK High Commissioner, Nigel Casey, for graciously opening up his Cape Town Residence for this dinner.
- Atlas children met up with the Scottish 7s International Team in Cape Town and participated in a coaching session with them, which saw coach Ciaran Beattie and his team singing and dancing to Coach Xolani's warm up class! Come back soon Scotland!
- The Premier of the Western Cape, Alan Winde, has generously supported The Atlas Foundation and ridden for Team Atlas raising funds for charity. What a great honour! The Premier was joined by fellow greats on the bike together with Percy Montgomery, De Wet Barry, Jake Boer, Bobby Behan, Kevin McCullum, Kurt Faulmann, Roy Gordon, Kevin McKinney, Geri Odendaal, Ashley Down, Doug Bird, Elmi Nieuwoudt, Henri Bam, Jandre Roussouw, Joe Muller, Leigh Ann Kriel, Robyn Capendale, Doris van Niekerk, Dedre Hanekom, Dan Marcus and Steve Longman and back up support from Ryan O'Connor. Thanks to Thirsti Water for the sponsorship. <https://youtu.be/BOSglua1vyM>
- School rugby jerseys were presented to Ocean View High and Masiphumelele High by rugby favourite, Percy Montgomery. A further jersey donation was gifted by Atlas to five schools in the Boland region in collaboration with SARLA. Further generous contributions of jerseys came in from Crispin Inglis and Paul Tinkler for the youngsters in Masi.
- Atlas hosted an Atlas kids coaching clinic at the Tshwane 10s with the legendary Bakkies Botha, Danie Gerber and team mates spending time with the kids and sharing key rugby tips.
- Atlas hosted a kids coaching clinic at the Cape Town 10s with legends Schalk Brits, Schalk Burger and team mates sharing great games with ball skills and rugby tips. <https://youtu.be/A7BsWHPeLrs>
Thanks to Old School Group for their continued support for these coaching clinics.
- Atlas sponsored Siya Kolisi's home development team, Abantwana Bomgquba, to their first ever rugby tournament in East London. We hope they go from strength to strength.

ATLAS DIGILAB BUS FOR KENYA

As work draws to a completion for the equipping of the multi purpose Atlas Digi Bus to be handed over in Kenya later this year, full spotlight is now on the story behind this incredible project.

The brain child of former England Rugby Legend, Simon Shaw, this special project targets underprivileged children in the Kenyan village of Kibra. Currently under construction and overseen by a dynamic team including former Kenya Sevens Captain, Humprey Kayange, Fahad Baptisté and other legendary locals, this bus is intended to be the prototype for other buses to follow. “Hopefully this is just the start. From small acorns, mighty oaks are grown” quotes Simon Shaw, better known as Shawsey to all.

This mobile digital classroom will be equipped with 36 fixed laptops, editing suite area with large screens, a teacher’s station, a wifi hub and network station, with a light and airy interior and powered by solar panels on the roof. From mobile classroom, to a mode of transport, this project is funded by The Atlas Foundation and its key fund raising initiatives which assist projects in 16 countries and working with over 50 000 children at this time.

The bus made news headlines in Kenya recently. <https://youtu.be/VdSuRJIHvKE>

If you or your business would like to be part of this amazing journey in any contribution towards the Atlas Bus Project in Kenya or the similar bus project scheduled for handover in South Africa in 2021, please contact sueanderson@atlasfrc.org for further details.



KICKING FOR POSTS



A sandy school field, bits of concrete and overgrown weeds provides the necessary space for Atlas to hold one of its All Schools' coaching projects in the community.

Lockdown saw the opportunity for Atlas coaches to redirect their energy and focus to clearing this valuable school field and assisting the school in providing a suitable training pitch.

Hard sweat and thousands of weeds later, bags of fertilizers and regular watering from the well point has seen a magical transformation take place.

The field is looking great with only one thing missing. Goal posts. With a generous donation from the directors at Quantity Surveying Solutions we are in the process of securing brand new rugby posts for the school and with a grant from a private Trust Fund we were able to provide wages for junior coaches to prepare the school field.

It will be a first for Masiphumelele High School to proudly showcase a rugby field at their school and host visiting schools and kids from the neighbouring community in their safe environ. It's a winning combination and we could not be prouder. Dignity and school pride firmly in place for all the young players and everything to play for now.

Atlas is working to a tight deadline to have the posts in place for Madiba Day on 18 July 2020. Nelson Mandela would surely have given this his firm thumbs up!

Join our Atlas Africa Journey

If you would like to join our Atlas Africa family by way of a grant, donation or physical collaboration, we would love to chat to you.

Our Atlas projects are ongoing and our vision is to spread the Atlas footprint to the most deserving communities across our lands.

We share the Atlas All Schools Programme responsibility with respected rugby organisations and no area or community is too far for us. If you would like to see your business, organisation, club or personal influence form part of this vision, please make contact with us.

All grants are meticulously audited and accounted for and Section 18a Certificates are issued accordingly for sponsorships and donations. We see the great importance of partnerships and the power of aligning strong brands together.

We welcome visits by the donors and friends of Atlas. We guarantee you a life changing and memorable experience when you meet up with our coaches and children.

There is much to do! Your contribution would truly be the difference, so please reach out if you would like to know more about how to get involved in Atlas Africa.

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Thanks to the generous sponsors and donors in this edition!

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