



Laureus
SPORT FOR
GOOD

— SOUTH AFRICA —



Review 2023

WHAT AN **INCREDIBLE YEAR**



CHAIRMAN'S REPORT

Morné du Plessis



Chairman, Laureus Sport for Good Foundation SA

It is amazing to think where Laureus Sport for Good Foundation has come from to where we are today: From our humble beginnings with one project in Cape Town, to a Foundation with a national footprint where we not only fund and support Sport for Development programmes, but also play a role in the education and training, to mentoring NGOs around governance, fundraising and more – this has been an incredible journey.

As an organisation, we seem to gain more speed as the years go by, and 2023 was no different. And I am proud to confirm that we remain financially sound, thanks to our generous sponsors – in particular Mercedes-Benz South Africa (MBSA) who have walked the talk over the years with their active, inspiring and rewarding support.

On the topic of support, the 2023 calendar was also jam-packed with events and fundraising initiatives, including:

- The annual Laureus Sport for Good Foundation Charity Ball, where some R1-million was raised.
- The ever-popular annual Women's Month breakfasts that were held in Pretoria and Cape Town respectively.
- Our evergreen Golf for Good days where we raised hundreds of thousands of rands.
- The JP Morgan Corporate Challenge, which also celebrated our 10th year as official beneficiary.
- In addition, we had the great privilege of becoming the official impact partner for the SA20 League.

Read more about these events, and more, in this Annual Report. Our fundraising initiatives are vital to ensure that we remain in a position to assist Sport for Development programmes across SA, and I thank each and every one of you for the role you played to make all our events such a great success.

One project that I am particularly proud of is the Incubation Hub programme – a collaboration between Laureus and MBSA to boost Eastern Cape based non-profit organisations.

CHAIRMAN'S REPORT



The Incubation Hub offers support and mentorship to select NPOs by providing guidance on organisational strategy, governance, child safeguarding & vetting, financial management, monitoring & evaluation as well as online education sessions, mentorship and access to networks and other crucial aspects of managing an NPO. The support provided by the Incubation Hub is intended to significantly increase the chances of the NPO's success, and 2023 saw the graduation of the second cohort of non-profit organisations. This project is a true testament of our shared vision with MBSA to create positive and lasting change within the communities we operate.

Laureus Ambassadors play a crucial role in all our activities, and freely give their time and talents to support Sport for Good programmes. We were thrilled to welcome more South African icons into the Laureus fold: Cricketer Laura Wolvaardt, world record holder Tatjana Schoenmaker, and award-winning media presenters Elana Afrika-Bredenkamp and Motshidisi Mohono joined the Laureus family in 2023.

Read more about them – and our other ambassadors – in this report. Seeing the young beneficiaries of our programmes beaming with pride and joy upon meeting their heroes is something to behold, and our Ambassadors' interaction with these youngsters create lasting memories. I thank each and everyone of them for their continued and unwavering support.

Please take the time to peruse this annual report to see the lasting impact of the Laureus Sport for Good Foundation on underserved communities across South Africa. It is our continued mission to use the power of sport to change the world, and the change we see in the communities we serve is both humbling and inspiring.

None of this would have been possible without the support of our sponsors and partners, our Board of Trustees, the gentle yet focused leadership of Marlene Coetzee, our entire management team, and the extended project teams for their hard work, passion and professionalism. They fly the Laureus flag wherever they are, and they embody the heart and soul of the Laureus Foundation.

2023 was an impactful year and I am looking forward to what 2024 will bring, as we branch into new areas, broaden our funding base and place an even stronger emphasis on education and programme support.

ABOUT LAUREUS

Laureus' core concept is simple, brilliant and daunting: to create global awards that recognize the achievements of today's sporting heroes, and to bring sportspeople together – united in achievement but divided by sporting code. Once that community is brought together, putting to work their reach and support and investment of Laureus' Founding Patrons and Partners, it creates a powerful message that can help social programmes around the world that use sport as a tool for social change. That message, simply, is Laureus Sport for Good.



“SPORT HAS THE POWER TO CHANGE THE WORLD...”

The Laureus Sport for Good Foundation's goal is to help young people overcome the limitations imposed by challenging social issues including poverty, homelessness, war, violence, drug abuse, discrimination and AIDS. To do this, Laureus has supported and assisted a worldwide programme network of over 200 programmes, in 40 countries, for the past 20 years.

The mission was inspired by the words of Laureus Patron, Nelson Mandela. At the very first Laureus World Sports Awards in Monaco, 2000, Mandela said: “Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair.”



COUNTRY PATRON REPORT

Mercedes-Benz
South Africa 2022



COUNTRY PATRON | A DECADE OF SHARED VISION

At Mercedes-Benz, our purpose as a company is to “first, move the world”. We take pride in the fact that we are the inventor of the automobile, and for 65 years in South Africa, we have remained committed to moving people and goods all over the world safely with innovative technologies and making a sustainable impact in the communities where we operate.

Our partnership with Laureus Sport For Good Foundation demonstrates our purpose and commitment. In the past decade, we have witnessed the transformative power of sports in driving socio-economic development.

In 2024, we celebrate 10 years as country patron with Laureus, marking a significant milestone in our shared journey. Together, we have focused on promoting development nationally and the results have been nothing short of inspiring. Our strategic emphasis on initiatives such as the YES Programme, expanding our impact in the Eastern Cape through the Skateistan programme, underscores our commitment to the development of young people through sports.

Equally noteworthy is the establishment of the Incubation Hub, an embodiment of our commitment to Corporate Social Responsibility (CSR) in East London, where our manufacturing facility is based. In collaboration with LSFG, we sought out non-profitable organisations (NPOs) to create practical and sustainable solutions for addressing under-development in the Eastern Cape. Since its inception in 2022, fifteen non-profits have received access to knowledge and skills to enhance their programmatic sustainability and gained access to almost R10 million in funding.

In the past year, 2023, we continued to build on the successes achieved in our journey with Laureus. The Mercedes-Benz and Friends Cycle Tour honoured the significant milestone of 65 years of manufacturing excellence by hosting a cycling tour stretching 65km on the open road with renowned cyclist Grant Lottering leading the peloton. This event not only showcased our commitment to manufacturing excellence, but also emphasized the spirit of camaraderie and community engagement that defines our brand.

Our partnership has played a pivotal role in achieving positive change, thanks to the diverse perspectives and experiences we bring as partners. Our developmental interventions in the Eastern Cape serve as a blueprint for extending these initiatives throughout South Africa, fostering sustainable impact through Sport for Development (S4D) in disadvantaged communities.

Looking ahead, we are enthusiastic about the prospect of continuing to generate long-term value and sustainable impact together with Laureus Sport for Good.

LAUREUS TRUSTEES



- Morné du Plessis – Chairman
- Bryan Habana
- Desiree Ellis
- Deshun Deyzel
- Fred Robertson
- Iain Banner
- Dr Craig Nossel
- Ntambi Ravele
- Alexandra Boavida

LAUREUS WORLD SPORTS ACADEMY MEMBERS



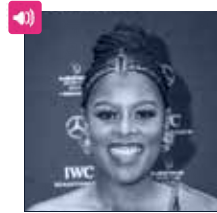
The Laureus World Sports Academy is a unique group of sporting legends, each of whom reached the very highest level of achievement and collectively created many of sport's most iconic moments. Academy Members all share a belief in the power of sport to transform the lives of young people around the world, volunteering their time to support the important work of Laureus Sport for Good.

Each year, the Academy Members come together to vote for the winners of the Laureus World Sports Awards, and this endorsement from a group of sporting legends make the Awards the most prestigious in global sport.

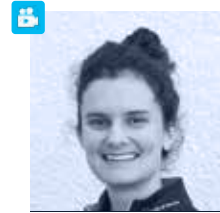
NEW LAUREUS AMBASSADORS



**Elana
Afrika-Bredenkamp**



**Motshidisi
Mohono**



**Laura
Wolvaardt**



**Tatjana
Schoenmaker**

LAUREUS TEAM

- Keuen Roberts
- Nikki Ferreira
- Wendy Qangiyeza
- Jill Benting
- Prudence Fester
- Zulfah Gierdien-Abrahams
- Marlene Coetzee-George
- Agresham Shingange



IMPACT STATS

In December 2022, the United Nations passed a resolution formally recognising the power of sport to expand sustainable development and inspire young people around the planet. Passed via consensus of the UN General Assembly, it was tabled in the aftermath of the Secretary-General's report entitled 'Sport: Catalyst for a Better, Stronger Recovery' – to which Laureus Sport for Good was proud to contribute



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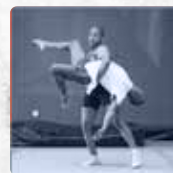
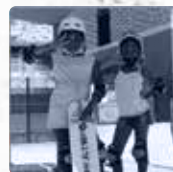
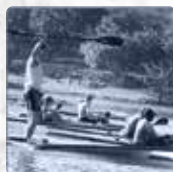
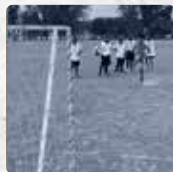
2023
IMPACT STATS



- HEALTH**
Enhancing mental well-being and encouraging healthy behavioural change
- EMPLOYABILITY**
Developing skills and creating pathways to employment
- PEACEFUL SOCIETY**
Resolving conflict, promoting community peace-building and creating safe spaces
- WOMAN & GIRLS**
Promoting equality, empowerment and safety
- INCLUSIVE SOCIETY**
Creating communities which embrace ethnic, cultural and physical differences
- EDUCATION**
Increased access to and completion of education

LAUREUS PROGRAMMES

Alchemy Sports & Recreation
Altus Sport
Amandla
Boys & Girls Clubs of South Africa
Children of the Dawn
Coolplay Trust
Diski 9Nine
EgoliSquash
Laureus Elect
Fight with Insight
Grassroot Hope in SA
Grootbos Foundation
I AM WATER
Laureus Youth Empowerment Through Sports
Made for More
PeacePlayers South Africa (PPSA)
School of Hard Knocks (SoHK)
Skateistan
Soweto Canoe Recreation Club (SCARC)
The Justice Desk
The Sustainable Institution
United Through Sport (UTS)
Waves for Change
Zip Zap Circus School
9Miles Project



INCUBATION HUB

MORE ONLINE

About Incubation Hub

Many Non-Profit Organisations (NPOs) lack the necessary skills and resources to be fully compliant in terms of formal management and governance structures, which ultimately affects their eligibility for funding, and the ability to deliver their programmes effectively.



PAUL MAHLERT

MORE ONLINE

Paul Mahlert is a master's student at the German Sport University of Cologne : International Sport Development and Politics

He spent 4 months at the Laureus SA Foundation as an intern supporting on Monitoring and Evaluation tasks as well as using this time to write his thesis.



LAUREUS YES

MORE ONLINE

YOUTH EMPOWERMENT THROUGH SPORTS

YES Programme Overview

What? Youth Empowerment Through Sport (YES) is a dynamic programme which actively invests in the Youth by empowering them to go into their communities and become ambassadors of sport and change makers.



LAUREUS ELECT

MORE ONLINE

Engaging Learners Through Exploration Capacity And Training

In a joint year-end celebration at the Markotter Stadium Stellenbosch, hosted by Deshun Deysel, participants of the Western Cape Incubation Hub and the Youth Empowerment Through Sport (YES) Programme's 1st and 2nd year graduates were honoured for their achievements.



HOLIDAY PROGRAMME

Thanks to funding made available by the Department of Arts, Culture and Sport, Laureus SA coordinated and delivered a series of holiday programmes that helped us strengthen the work of the programmes within our network.

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WAYDE VAN NIEKERK

Wayde van Niekerk Inspires Youth of 9Miles Project

Sprinting sensation, Olympian and Laureus Ambassador, Wayde van Niekerk, visited the young participants of the 9Miles Project in Cape Town – his first Programme visit in his capacity as Ambassador.

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FIGURE SKATING HARLEM VISITS SOUTH AFRICA

Breaking Barriers Through International Connections

Figure skaters from Figure Skating in Harlem (FSH) in the USA embarked on a life-changing trip to South Africa, organized by FSH in conjunction with Fight With Insight, the 9Miles Project and Laureus SA.

MORE ONLINE



“ Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. ”

– Nelson Mandela

LAUREUS EVENTS

Laureus Sport for Good Foundation SA hosts and is a part of many events throughout the year.

Whether these events serve as fundraisers, activations or awareness drivers, they showcase the sustainable difference being made at grassroots level through the power of sport, and are vital platforms for interaction, knowledge sharing and creating valuable connections

Summit

Laureus World
Sports Awards

Fundraisers

Laureus Golf for
Good Series

Events

LAUREUS WORLD SPORTS AWARDS

WINNERS

Carlos Alcaraz - Breakthrough of the Year

Christian Eriksen - Comeback of the Year

Shelly-Ann Fraser-Pryce - Sportswoman of the Year

Lionel Messi - Sportsman of the Year

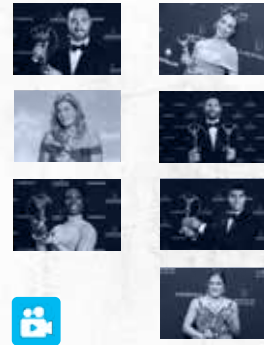
Catherine Debrunner - Sportsperson with Disability

Argentina national football team - Team of the Year

TeamUp - Sport for Good Award

Eileen Gu - Action Sports person

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SPORTS FOR GOOD GLOBAL SUMMIT

**Laureus Sport for Good Global Summit 2023:
Celebrating a World of Good**

Laureus Sport for Good SA recently had the opportunity to attend the Laureus Sport for Good Global Summit – the largest gathering of Sport for Good stakeholders in the world.

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DELI2SEA

Deli2Sea Run

Capetonians were invited to add purpose to their steps, and gather for a unique and vibrant celebration of ocean conservation in the third annual Deli2Sea, where participants could run, walk or wiggle their way from Chardonnay Deli in Constantia to Dalebrook Beach.

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LAUREUS CHARITY BALL

Annual Charity Ball Raises R1-mil

The Laureus Sport for Good Foundation received a significant financial boost at its annual fundraiser on 19 August.

The LSFGF charity ball was held at the Cape Town International Convention Centre, supported by Carrol Boyes, and in partnership with Cape Grace Hotel.



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JP MORGAN CORPORATE CHALLENGE

JP Morgan Challenge – Celebrating 10
Years of Collaboration

The J.P. Morgan Corporate Challenge®, SA's largest after-work corporate road race, took place in Johannesburg with a capacity crowd of 14,000 runners, which included Laureus Ambassadors and Trustees.



GOLF FOR GOOD

Golfing for a Cause

Over the course of 2023, almost 200 golfers participated in the popular Golf for Good golf days across the country – taking place at the Royal Johannesburg & Kensington Golf Club's East Championship Course, and Pearl Valley Jack Nicklaus Signature Golf Course respectively.



MORE
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MORE
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E-PRIX

Going Green with E-Prix

The Laureus Sport for Good Foundation had the unique privilege of sending some 230 kids from 9Miles Project, CoolPlay and Great Commission United to Green Point in February, where they were hosted as special guests during the pre-race activities ahead of the inaugural ABB Formula E Cape Town E-Prix.



WOMAN'S MONTH

Women's Month Breakfasts

The ever-popular annual Women's Month breakfasts at the Maslow Time Square in Pretoria and the Table Bay Hotel in Cape Town offered an opportunity to connect, inspire and be inspired.



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KLAPMUTS WALK FOR PEACE

Sport For Peace 5km Walk/Run

The tragic passing of Klapmuts football hero Oshwin Andries in February motivated a number of sports and socially conscious organisations to organise a 5km Peace Walk/Run to shine a spotlight on peace and encourage tolerance.



CAPE TOWN CYCLE TOUR

Pedalling for Good with the Cape Town Cycle Tour

The Cape Town Cycle Tour continues to be a popular platform for Laureus Sport for Good Foundation fundraising, and to connect with the Foundation's many supporters. This year was no different, and Race Weekend was jam-packed with Laureus activities.

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MORE
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Mercedes-Benz South Africa GRANT LOTTERING

Celebrating with Cycling

The Mercedes-Benz South Africa (MBSA) East London plant celebrated the significant milestone of 65 years of manufacturing excellence by hosting a Mercedes-Benz and Friends Cycle Tour, stretching 65km on the open road with ultra endurance cyclist and Laureus Ambassador, Grant Lottering leading the peloton.



YPO FAMILY DAY

25 Families from within the YPO network, joined Laureus for a family day at Val de Vie. Laureus programmes: CoolPlay, Sustainable Institute and Anton Buntu Foundation, led the programme activations for the morning. Guests enjoyed a picnic lunch and engaged with Elana Meyer and Ryk Neethling, who were part of a Q&A.



EMPOWERMENT CELEBRATION

MORE
ONLINE

In a joint year-end celebration at the Markotter Stadium Stellenbosch, hosted by Deshun Deysel, participants of the Western Cape Incubation Hub and the Youth Empowerment Through Sport (YES) Programme's 1st and 2nd year graduates were honoured for their achievements.



SHOUT OUT

Ngiyabonga | Enkosi | Dankie
Thanks | Ndo Livhuwa | Leboha
Ke A Leboga



Country Partners:



National Hospitality Partner



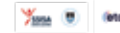
Sport for Good Partners



VIX Partners



Education Support Partners



Event Partners

