



2024 ANNUAL REPORT



2024 - what a year for Altus Sport! As organisation, we celebrated a major milestone of providing sport for development programs to communities in Gauteng for 30 years! As a Board we acknowledge that this fantastic milestone would not be possible without the support of our amazing funding partners, our youth sport leaders, and the management team. We also recognise our participants, the schools and teachers, as well as the communities in which we work - you are the reason we keep going.

I'd like to thank our 2024 funding partners without whom none of our programs and support to our participants would be possible. Your unwavering support to the work done by Altus Sport does not go unnoticed. As a Board, we want to give our heartfelt thanks to you. We are excited about NIKE coming fully on board from 2025. We are looking forward to achieving great outcomes in collaboration with you.

A huge thank you also to our youth leaders. You are the heart and soul of Altus Sport - it is one of the highlights of my month to meetup with you. You demonstrate not only a passion for sport, but deep empathy for your participants and a strong believe in using sport to develop communities. As a Board we appreciate the work you do, but more than that, we appreciate you for the great people that you are. As leaders you are making an impact on society every day.

Every great ship needs a strong team to lead the way. Liana, Sam, Ronel, Miranda and Zi - there is not enough words to describe just how much we appreciate your role in making Altus Sport the sport for development leader in Africa. We are aware of the long hours and hard work that goes into achieving the outcomes that we see in reports. Thank you - you are appreciated.

From the Board's side - congratulations to Standard Chartered and Altus Sport on the 3 accolades won!

Here's to a great 2025!

Dr Engela vd Klashorst: Board member



For Altus Sport it was a milestone reaching 30 years of community service through sport. Not because of us, but our loyal partners making it financially possible!

And we are still on the go!!



FUNDED BY
**STANDARD
CHARTERED
FOUNDATION**

A BIG THANK YOU TOO ALL WHO MADE IT POSSIBLE!!



Project assistance

FESTIVAL 24



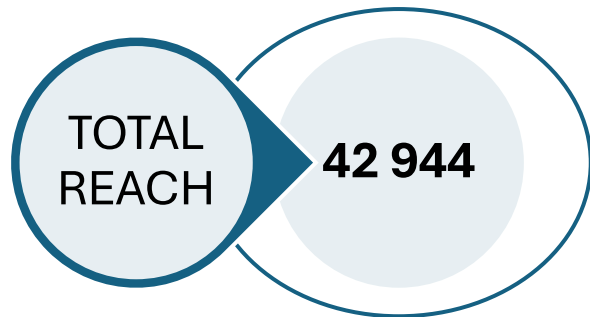
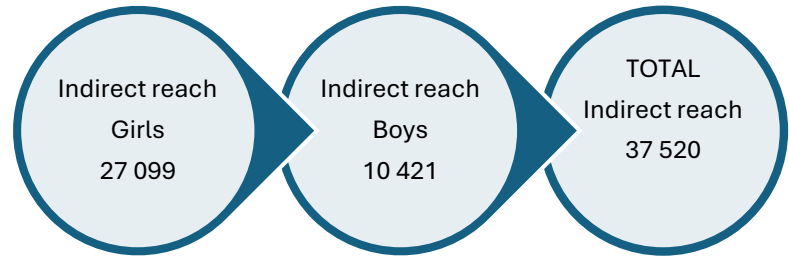
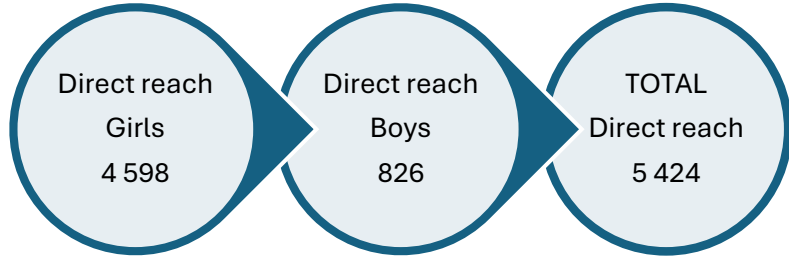
OLYMPIC DAY



PEACE DAY



REACH 2024



DIRECT REACH
Weekly sessions

- INDIRECT REACH
- Events
Tournaments
 - Holiday sessions
 - Reading corners
 - Outreach projects
 - GOAL events
 - Educators
Parents
Siblings



2024
A year of celebration!





Sessions
GOAL events
Special events
Holiday session

Altus Sport assisted the GOAL Empowerment Programme to reach over a million girls globally!

A LOOK AT VARIOUS ACTIVITIES

Find links to individual funder reports:

[AWARE.ORG](https://www.aware.org)

[LAUREUS SPORT FOR GOOD](#)

[FIFA](https://www.fifa.com)

[WOMAN WIN/SCB/FUTUREMAKERS](#)

[COMMON GOAL](#)

Find links to special events:

[OLYMPIC DAY REPORT](#)

[PEACE DAY WITH NATIONAL RECREATION DAY](#)

[FESTIVAL24](#)



TRAINING & MANUALS





Two Board members, Dr Engela vd Klashorst and Sarah Oeschger assisted with training.



Altus Sport reached 42 944 participants in 2024



GOAL GAMES







HOLIDAY FUN!









SESSIONS



It is important to remember that and know that alcohol is not good for your body and mental well being, this can impact you negatively as you would be likely to have weak immune system that can make you catch diseases easily. Alcohol should not be promoted as it is a danger to our society and we should all be knowledgeable about the danger of alcohol.



Taking responsibility
You must take responsibility for your actions. This means that you do not blame other people for what you do or for how you choose to react in a conflict situation. If you lose control during a conflict and shout and even hit someone you have to take responsibility for what and not try and blame anyone else for why you did what you did.
Learn to be a good listener



Compromise
To keep peace you have to be able to co-operate with other people. This often means you have to find a solution somewhere between what you want and what they want. This is called compromise. You compromise some of what you want and the other person also does, so you each get something of what you want but not everything



Learn to be a good listener
Listening is just as important as talking. Being a good listener is a very important peacekeeping skill. Some people are naturally good listeners, but many people have to learn the skill of listening. Part of learning to listen means you do not interrupt the person who is speaking. You listen to them until they have finished talking.
A good listener





2. emotional care: self
 ↳ connect with friends (family/relationship)

3. self mental care
 ↳ set boundaries (prioritize your need)

4. self care tips
 ↳ schedule your self care time daily

self fun care
 ↳ watch your favorite movie (T.V. shows)

Name - Bokamoso
 Surname - letsoalo

am going to talk about Resilient

before i join Atlasports i was struggling with feeling and ate shame and inadequacy wishing to be better but know i know am beautiful and i have confidence to my self beca use of Atlasport.

but i remind myself by how others see me. is am enough just as i am. i desire love, acceptance, ~~stare~~ and happiness i was working to overcome shame and self-doubt embracing my unique beauty come from within.

to becoming a Resilient girl you need to have ~~7~~^{five} thing
 " physical self care
 ↳ exercise (sports, dance)







I live with my mom, brothers and my mother's brothers in my grandmother's house. At school, I am known for my smile and laughter but underneath, I have struggled with anger and feeling like I have to be in control. If my peers didn't listen to me, I would get irritated quickly and sometimes, it made me lash out.

I used to have very few friends and preferred being alone. I remember one session at Altus Sport when I had a disagreement with another participant during a game. Out of nowhere, I started a fight. That's when my coach noticed something was not right and decided to help me. My coach built trust with me, even giving me a leader badge to help run sessions when needed. That made me feel important, and I started to open up.

My coach spoke to me privately one day to understand why I was always angry and ready to fight. When asked about my family, I explained that I live with my mom, brothers and uncles, but my dad lives far away in Johannesburg. My mom is very sick and stays in bed most of the time, so I take care of her. It felt good talking about it, and my coach shared her own experiences with me.

From then on, my coach encouraged me to stop bullying and to interact with others. I promised to try. I realized that I often got angry because I only felt like a child at school; at home, I had too many responsibilities.

One of my favourite activities in the Altus Sport sessions is the "Money Save" game. It taught me about saving money, which is important because I braid hair to help my mom save for a breathing machine. I want to do whatever I can to support her.

I also love sports, especially hockey. When I'm on the field, I forget about my problems and feel free. I learned to hold a hockey stick properly back in Limpopo, where we used broomsticks and stones to play. My coach there always said that hockey helps release stress and he was right. When I play, I channel my energy and feel calm.

Altus Sport has given me a place to be myself, learn and grow. I've learned to handle my anger and find joy in playing sports. It has truly changed my life.

My name is Kgabo Masela, and I am 14 years old girl, living in Atteridgeville Ext 7 on Madiba Street.



Zandile Seabela
Grade: 7

Budget: Activity 4

Event for girls

Allus Sport = R 350
Mine fundraising = R 150

Income = R 500

Expenses	Quantity	Price
Box of Apples	1	R 129,95
Box of bananas	1	R 129,99
Oranges	1	R 90
Water (5ℓ)	4	R 100
700ml Cups (50)	1	R 49,35
		R 499,29

Total expenses = R 499,29

Total Income - Total expenses
R 500 - R 499,29
= R 0,71

Money Savvy and financial management received special attention. Except the normal money savvy curriculum, SCB volunteers hosted 6 workshop sessions with high school participants.



READING CORNER



Events / tournaments









OLYMPIC DAY





SASCOC OLYMPIC DAY: Portia Motshike, Prof Cora Burnett, Liana Laubscher



PEACE DAY

ALTUS SPORT ASSISTING AT THE NIKE RUGBY CLINIC



MIRANDA DLAMINI TAKING THE LEAD AND EVEN MEETING UP WITH A FEW SPRINGBOKS!





Rapelego Primary School



Sheila Maluleke very proud of her veggies!



COMMON GOAL

Through Common Goal two international players donated funding which brought smiles to our youths!



Adriana Leon, Canadian professional women's soccer player who plays as a winger for English Women's Super League club Aston Villa.



Fabian Muller, German professional footballer who plays as a goalkeeper for Bundesliga club SC Freiburg.



Thank you, Adriana, Florian and the Common Goal team for availing the power of football to enrich the lives of our community kids.





OTHER TRAINING / DEVELOPMENT OPPORTUNITIES

ENVEST: The sports diplomacy program between USA and RSA

Zi Teffo, Altus Sport Programme Manager visited the University of North Carolina from 4 – 14 March 2024.

A return visit from the University of Carolina was hosted in Cape Town and Gansbaai from 8 – 19 July 2024. Zi Teffo and Christina Kutumela represented Altus Sport.



EQUAL PLAY EFFECT: The program is about a collective effort to advance gender equality

Samantha Pennells-Ingle, MEL Manager and Phumzile Ntuli represented Altus Sport in Lesotho.



NXTGENMEN: The program aims to shift attitudes around traditional gender norms and reduce harmful behaviour towards women.

Lwazi Mabona and Nkosinathi Desanto received facilitation training in presenting this programme.

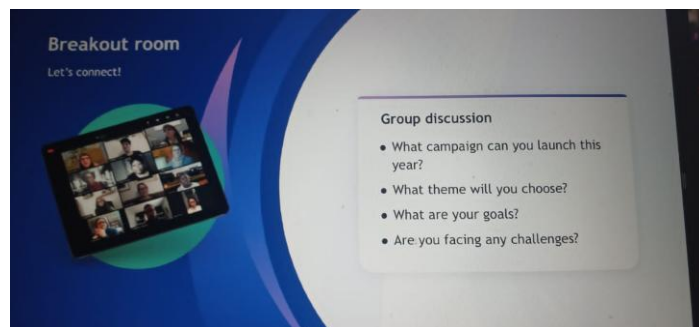


NIKE COACH DEVELOPMENT: The program focused on training and development of coaches and looking at situations through a gender lens.



The BRIDGE Programme: focussed on fundraising, storytelling, digital strategy, and campaigning

Board & Senior staff members as well as youth sport leaders attended the 6-month course.



Laureus Summit: focussed on fundraising, storytelling, digital strategy, and campaigning



RESEARCH: focussed on resilience among our youth sport leaders



Prof Cora Burnett and Prof Meredith Whitley, Adelphi University, US

MONEY SAVVY: the Standard Chartered Bank volunteers presented basic financial management sessions to high school kids.





Sandy, middle purple, Altus Sport, was selected to conduct the opening!



Opening ceremony along the banks of the Seine river.



[SANDY OPENING THE FESTIVAL24 VIDEO LINK](#)

Zi Teffo, Altus Sport Delegation Leader meets up with George Springborg from Common Goal, Germany.



2024 ALSO HIT US HARD

POTLAKO LESEBE 2003 - 2024

Altus Sport had the privilege to share a great journey with Potlako Lebeso 2016 - 2024

Follow the link

[POTLAKO'S LAST STORY](#)

[POEM NARRATED & WRITTEN BY POTLAKO](#)

[AWARE INTERVIEW WITH POTLAKO \(MUST WATCH\)](#)

[MEMORIAL CLIP FROM LAUREUS YOUNG LEADERS](#)

Please follow this link to read Potlako's story she wrote for Altus Sport's 30th birthday a week before she passed away

Uplift girls to uplift the world

By **THABO MONAMA**

POTLAKO, a 13-year-old girl, spent most of her life in Mamelodi East in Tshwane feeling frustrated, threatened and hungry.

Jobless youth, drug abuse, crime and poverty plagued her community – and she felt helpless.

She witnessed her mother struggle to provide food to her and her little brother. Her small family was forced to leave a rented room and move to a tent in a squatter camp.

She attended school but children and teachers would laugh and ridicule her and her struggles and harsh realities living in a squatter camp.

She only had one friend she could turn to for support and all the adults in her life were examples of what not to do instead of the role models she needed.

Even at an early age, Potlako knew she wanted to help others like herself and her mother, but she didn't know where to start.

But then the Goal Programme, run by the



Potlako Lebeso's story should inspire us all.

NGO Altus Sport, was introduced at her school.

Because she was too shy to join she just hovered on the outskirts, straining to hear the lessons.

But someone from Altus saw her and invited her to join and then her life began to change.

She made many friends met many positive role models like Samantha Pennells from Altus Sport, who inspired her.

Her shyness was transformed into confidence, and with her new friends, mentors, knowledge and skills, Potlako knows how she can help her community and improve lives. She wants to become a doctor and practice medicine dedicated to people living in informal settlements

Standard Chartered's Goal programme is focused on teaching English, digital literacy, business skills and more to school girls living in poverty because skilled and motivated women is one the surest ways to uplift the local economy.



KICK4LIFE THROUGH EQUAL PLAY EFFECT AFRICA PRESENTS

INTERNATIONAL DAY OF THE GIRL CHILD

WEBINAR

THEME: ELEVATING GIRLS' VOICES FOR SUSTAINABLE DEVELOPMENT

SPEAKERS

HOST: KICK4LIFE

📅 11 OCTOBER, 2024

🕒 11:00 - 12:30 [SAST]

📍 ONLINE (ZOOM)

www.kick4life.org

REGISTER IN ADVANCE FOR THIS MEETING:
<https://us06web.zoom.us/join/register/tZUp6-GtpzkoGtZ2CSVh>

NAME	ROLE
PUSELETSO JOBO	PLAYER KICKLIFE SENIOR WOMEN
DORCAS AMAKORÉ	PRODIGE MENTOR MOVING THE GOAL-POSTS
SAMANTHA PENNELLS-INGLE	PRODIGE AND M&A MANAGER ALTUS SPORT
MOTLATSI NKHAHLE	CONTENT DIRECTOR KICKLIFE



Sam was a speaker at the International Day of the Girl Child webinar hosted by Kick4Life.

Samantha Pennells-Ingle, MEL Manager, had a good year on the Clay Target Shooting range. She won various competitions including Ladies South African Universal Trench Champion as well as South African Olympic Trap Champion, received her Protea colours and represented South Africa at the World Championships in France.

National Youth Development Agency (NYDA)

NYDA is a South African-based agency established primarily to address challenges faced by the nation's youth.

We had 27 finalists across nine categories, with three finalists per category. Each of you were handpicked from thousands of entries, reflecting your exceptional achievements and dedication.” NYDA



Leader, Inclusive Sports Initiatives at Altus Sport

I'm a finalist

YOUNG CHAMPION OF DIVERSITY AND INCLUSION



Sandy, Youth Sport Leader with Zi Teffo, Altus Sport Programme Manager

Festival 24

Sandy was also the Young Leader to Festival 24 in France. There she was selected to conduct the oath at the opening ceremony.

'I really did not expect that I would be chosen for this, it came by surprise, and I was so excited and happy to present the oath in front of 3000 people, my heart was full'
Sandy

<https://1drv.ms/v/s!AhEXxEuDnYkEhIVmde6TPuxdj1fHdQ?e=wHO1F5>





OLYMPIC EDUCATION

1. Altus Sport received tremendous exposure via the International Olympic Academy Participants Association's (IOAPA) Newsletter, ARETE. Brief summaries with photos about our various programs were publicized in the December 2024 Newsletter and circulated worldwide. Gert is IOAPA's South African Coordinator for the 2024-2025 period.

2. IOAPA INTERNATIONAL ZOOM WEBINAR

On 4 December 2024 IOAPA arranged an International Zoom Webinar and appointed Gert to represent the African region, presenting a 15min input on his and Altus Sport's programs. Coordinators tuning in were from Africa, North and South America, Caribbeans, Oceania and Middle East. Two other presenters were appointed from Guatemala and Oman in the Middle East. Through this webinar Altus Sport's activities were exposed to numerous Olympic organizations internationally.

3. WORLD OLYMPIANS ASSOCIATION (WOA)

We are a member of the WOA and via the South African Olympic Association (SAOA), to whom we are affiliated, Altus Sport applied for a sponsorship, which was approved by the WOA.

Please see next slide for letter written by Samantha Matavata – Head of Country Coordinators IOAPA

December 17th 2024

Athens, Greece

RE: LETTER OF APPRECIATION



Dear Mr Gert Potgieter OLY (RSA)

I am writing this letter to express my most profound appreciation for your exceptional support. The dedication, commitment and quality of your work exerted in your presentation contributed significantly towards the success of our workshop.

Your outstanding performance has not gone unnoticed and is sincerely admired and appreciated. You are consistently delivering high quality work, exceeding our expectations every time.

It remains a pleasure to work with you. The value you bring to IOAPA as well as the Olympic Movement within your region is hard to put into words. Once again, thank you for your unwavering support within the Olympic Movement.

Sincerely,

S. MATAVATA

Samantha Matavata

Head of Country Coordinators -

International Olympic Academy Participants Association

cc: Marilena Soukera, President & Alston Choong, IOAPA Secretary

**WITH FEEDBACK LIKE THIS – ALTUS SPORT ENSURES THAT OLYMPIC EDUCATION
WILL BE ONE OF THE TOP PRIORITIES FOR 2025!!!**



Africa & Middle East
**Gender
Mainstreaming
Awards**

An initiative of
**Business
Engage**



**standard
chartered**

Standard Chartered Bank South Africa won the category under “listed organisations”.
Standard Chartered Bank South Africa and Pfizer Laboratories (Pty) Ltd received as joint winners the overall award under ‘**Empowerment of Women in the Community**’ for their GOAL programme implemented by **Altus Sport**.

The highlight

Standard Chartered South Africa received
**GENDER MAINSTREAMING AWARD
CHAMPION - SOUTHERN AFRICA**





In 2024, I had the privilege of working with Altus Sport's youth leaders who demonstrated incredible resilience and dedication. Not only did I come to recognise that this group of young leaders are dedicated, but these young individuals were inspirational in how they overcame challenges and seized every opportunity to grow as leaders. Throughout our time together, we focused on several key areas of development, including monitoring and evaluation, where they learned to assess the impact of their work effectively. They also worked on enhancing their LinkedIn profiles, ensuring they presented themselves as credible and professional leaders in the sport for development sector. Throughout the year the youth leaders reflected on their personal journey and the intersection with their work as young leaders and role models within their communities, thereby deepening their sense of purpose and responsibility. Their commitment to learning and growing as leaders was truly inspiring, and it was rewarding to see them embrace each opportunity to develop their skills further. I am excited to continue our work together in 2025!

Dr Engela van der Klashorst

**College of Health, Early Childhood Education and Community Services,
Victoria University, Australia**





Altus Sport will keep pulling and keeping the rope tight for quality implementation



and keep using the power of the ball to pass on positive values and lifestyles!