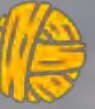


Right To Play Strategy 2024-2026



RIGHT TO PLAY
PROTECT. EDUCATE. EMPOWER.

Mission



We protect, educate and empower children to rise above adversity using the **power of play.**



Value Proposition

We are a global leader in delivering play-based programs that promote children and young people's learning and well-being.

We put children and young people at the centre

We strive for inclusive and meaningful participation of children and young people in all their diversity. We engage children through participatory approaches that amplify their voices and experiences.

A 20+ year track record

Since 2000, we've been using playful approaches to improve outcomes for children and young people. In that time, we've fostered strong partnerships and established credibility with the communities we serve.

We know that playing is learning

Play is a universal language. Children across cultures make sense of the world by playing. We have experience offering adaptable play-based approaches that have a proven impact on children's holistic development.

Where We Implement Programs

Each year, we serve millions of children and young people in Africa, Asia, the Middle East, and Indigenous communities in Canada.

We work in areas where **educational inequalities** are prevalent.

We work in places where **gender inequality** and **social exclusion** highly impact children and young people.

We support children and young people impacted by conflict, crisis and climate change, including **internally displaced children**, and those living in **refugee and host communities**

What We Respond To



The global population of children and young people has reached a record high. 90% live in the Global South. Midway to the 2030 Sustainable Development Goals, 66% of child-related targets are off track.

Learning loss

Since the pandemic, learning loss has increased by 30% in low- and middle-income countries, with 70% of 10-year-olds unable to understand a simple text.

Gender inequality and social exclusion

Inequitable gender and social norms rob millions of girls and boys of their childhoods, with girls and children with disabilities particularly at risk.

Declining psychosocial well-being

Worldwide, children and young people's well-being is declining. Poor psychosocial well-being disrupts children's lives, health, learning, and prospects for the future.

Fragile country contexts

Protracted crises, conflicts, and climate disasters are increasing, driving millions of youth and children into poverty and marginalization.

Localization

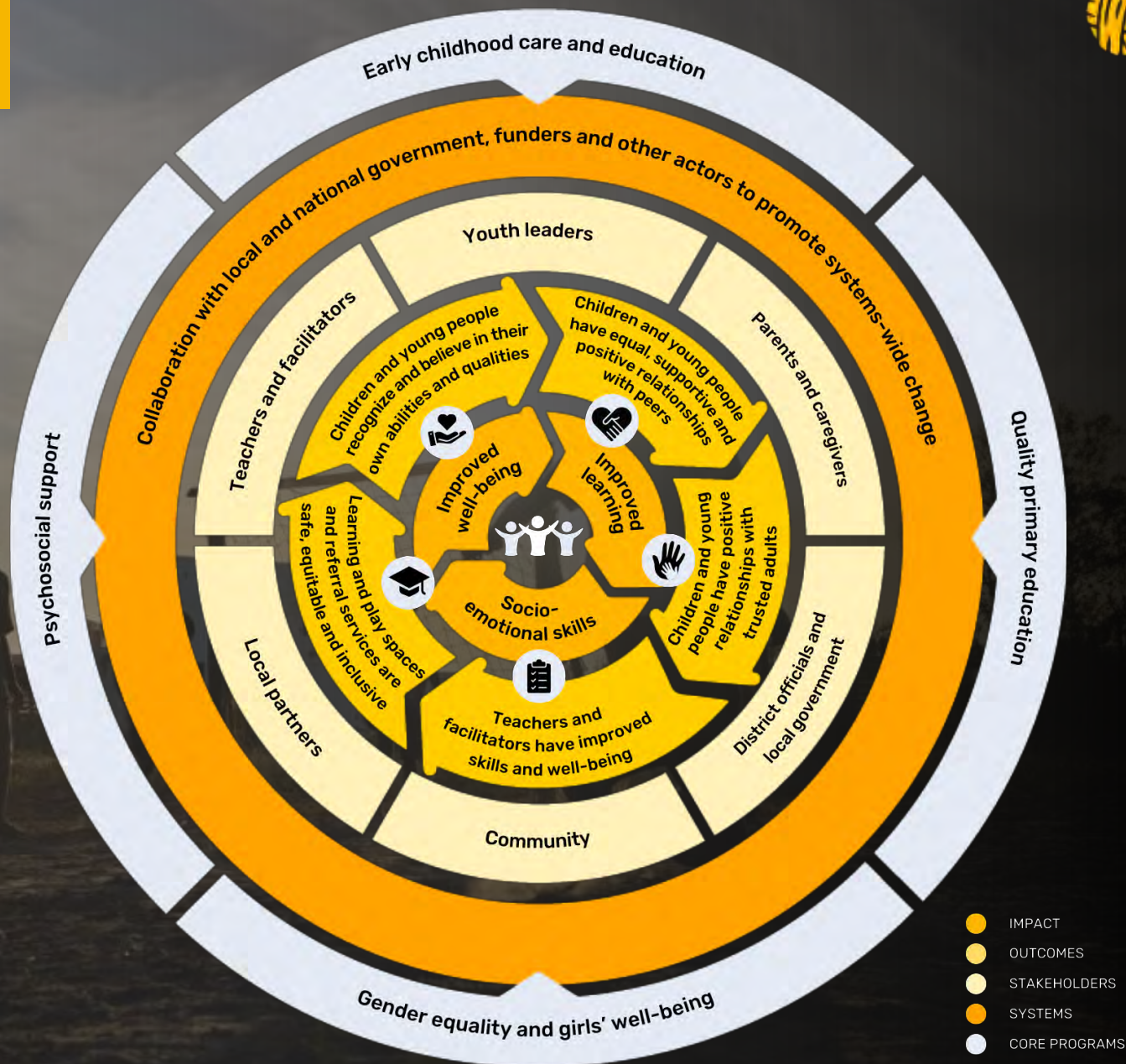
Shifts in funding and organizational practices are creating opportunities to localize expertise, decision-making, and funds in the Global South.

Fluctuating donor landscape

Donor trends are evolving, characterized by funding interests shifting, and increasing competition for scarcer funding resources.

Our Theory of Change

Right To Play's Theory of Change places children and young people at its heart. We aim to improve their learning, well-being, and socio-emotional outcomes to catalyze transformative change.





Core Programs

Right To Play's core programs support children from early childhood to adolescence to develop social and emotional skills and improve their learning and holistic well-being – including overcoming gender-related barriers – so they can reach their full potential.

Early
childhood care
and education

Primary
education

Psychosocial
support

Gender equality
and girls' well-
being



Early Childhood Care and Education

Early childhood care and education provides critical support for young children during the most rapid period of brain development. By empowering parents, caregivers, and teachers to use playful ways to engage children aged three to eight, we lay the foundations for their lifelong learning and well-being.

Existing programs

- Pre-primary teacher training
- Play to Grow (responsive and playful parenting)

Development and testing



- Play to Grow Flex (for less stable contexts)
- Pre-primary to early primary transitions






Primary Education

To support learners aged six to 12, we train teachers in how to create safe, engaging classrooms, and we collaborate with governments and local partners to integrate play-based learning into educational systems to improve holistic learning outcomes for children at scale.

Existing programs

-  Reading through play
-  Girls' education

Development and testing

-  Education in emergencies
-  Climate education
-  Play-based Reading Clubs



Psychosocial Support

We support children and young people to develop socio-emotional skills and psychosocial well-being using play-based approaches. As well as delivering standalone interventions, we integrate psychosocial activities into our programs to support children's learning and well-being.

Existing programs

- Play for psychosocial well-being at school and in communities
- Open-source games and play-based activities for psychosocial well-being

Development and testing

- Community and family supports
- Structured, focused, non-clinical psychosocial support pilots
- Psychosocial support in emergencies and protracted crises



Gender Equality and Girls' Well-being

Gender inequality and social exclusion limit all children's well-being and potential. Girls in particular face disproportionate barriers. Our play-based programs promote communication and understanding that foster equal and positive relationships between diverse girls and boys and support girls to exercise agency over their bodies and lives.

Existing programs

- Play-based sexual and reproductive health rights (SRHR) education
- Addressing harmful gender and social norms, roles and stereotypes through play
- Children and young people's leadership

Development and testing

- Girls' agency and leadership through play and mentorship
- Children and young people's social inclusion through play



2024-26 Strategic Priorities for Right To Play

1

Elevate children and young people's learning and well-being through play

2

Build evidence on the impact of play in order to influence policy and systems

3

Scale impact through partnership, collaboration and innovation

4

Deliver programs that respond to a rapidly changing world and climate

5

Focus on growth by deepening and diversifying funding

6

Invest in our people and strengthen organizational effectiveness and impact

1. Elevate children and young people's learning and well-being through play

We will set children up for future success by delivering gender equitable and inclusive core programs that support their socio-emotional skills, learning and holistic well-being by:

- Socializing a new organizational Theory of Change aimed at enhancing program design and outcomes for children;
- Centering our programming on early childhood and primary education for children aged three to 12, with a focus on deepening learning and well-being outcomes;
- Supporting young people to build confidence and self-belief through mentoring and leadership development programs;
- Integrating psychosocial support, gender equality, and social inclusion to ensure children and young people can learn, grow, and build trusted relationships in safe and inclusive spaces.





2. Build evidence on the impact of play to influence policy and systems

We are committed to building the evidence base for how play supports children and young people's learning and well-being.

We will do this by:

- Establishing a research and development framework to systematically guide promising pilot interventions from feasibility to scale, generating evidence at every stage;
- Establish research partnerships and approaches that deepen our learning and evidence base on the impact of play on children;
- Influence donors and ministries to make political and financial commitments to children's education and psychosocial well-being.

3. Scale impact through partnership, collaboration, and innovation

We will scale our impact through strategic partnerships with governments, INGOs, and local partners, enabling millions of children and young people to thrive.

We will do this by:

- Investing in government partnerships to enable long-term and sustainable impact at a systems level;
- Leveraging partnerships with large INGOs, multilaterals, and local organizations to scale tried and tested play-based approaches;
- Testing and developing innovative digital approaches to scale our play-based training and resources.





4. Deliver programs that respond to a rapidly changing world and climate



We will design and deliver high-quality, responsive programs that can adapt to continuously meet the needs of children, young people, and their communities.

We will do this by:

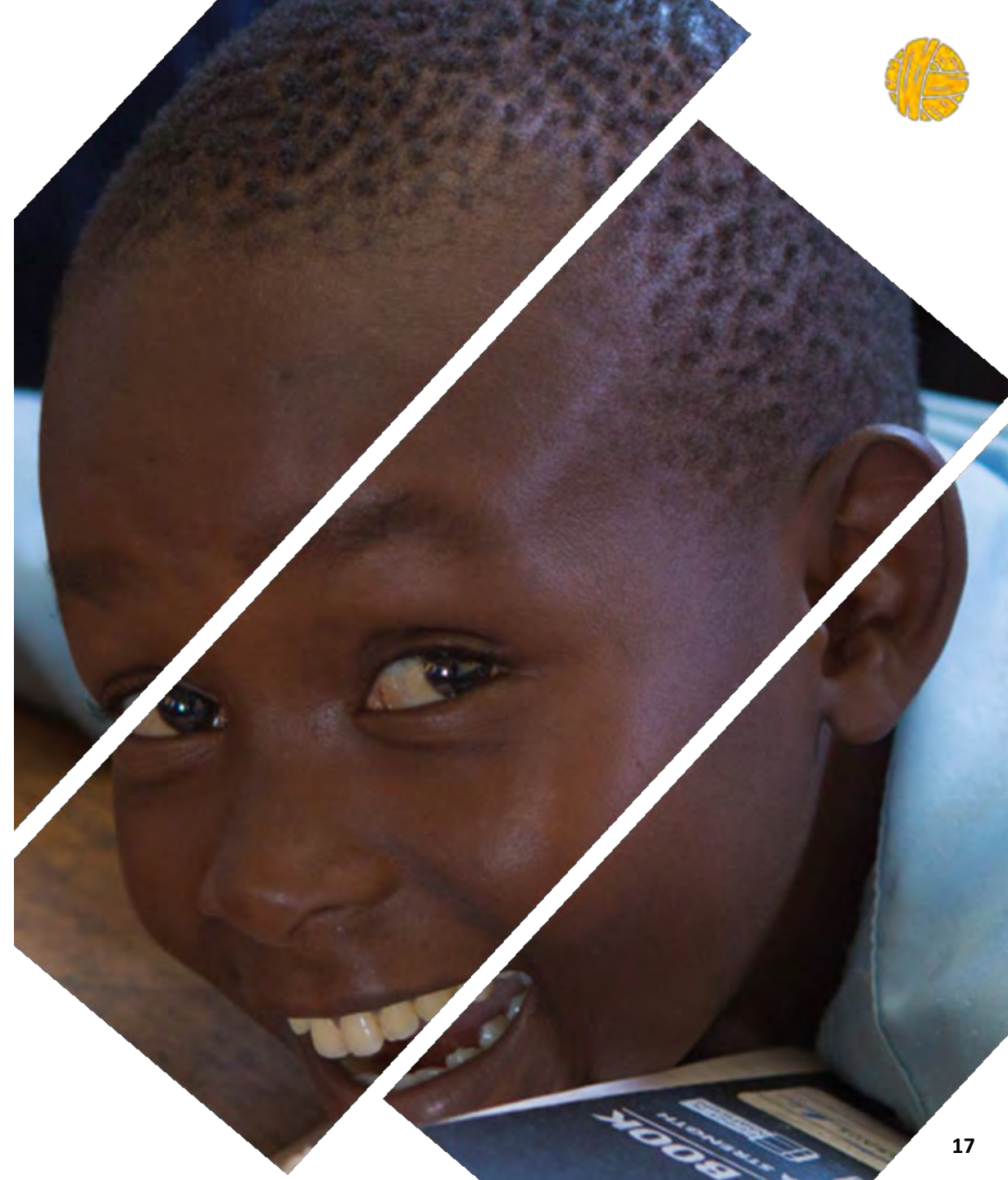
- Developing and robustly testing new play-based programs for fragile and climate-affected contexts;
- Embedding psychosocial support into programs to ensure children's emotional well-being is protected in all contexts;;
- Building partnerships that integrate expertise beyond our own to deliver holistic and impactful programs for children
- Utilizing playful and participatory approaches to involve children and young people in the design, delivery and monitoring of programs.

5. Focus on growth by deepening and diversifying funding

We will meet a growing need and demand for programs by securing financial resources from existing and new supporters.

We will do this by:

- Deepening existing relationships with high-value strategic partners to grow institutional support;
- Diversifying funding partners, and developing new funding partnerships in Africa, Asia, and the Middle East;
- Prioritizing individual giving by strengthening donor retention and growing new mid-level and major gift segments.





6. Invest in our people and strengthen organizational effectiveness for impact



We will invest in our people and our systems to build an effective and resilient organization that delivers impact for children and youth.

We will do this by:

- Driving a culture of One Right To Play that commits to fostering a safe, integrated and inclusive workplace;
- Providing development opportunities and offering a competitive rewards package that will attract, motivate, and retain talented staff;
- Investing in efficient organizational structures and systems that strengthen collaboration.



RIGHT TO PLAY
PROTECT. EDUCATE. EMPOWER.