



May 2022

Letter of Endorsement – Everyone gets to play

Care for Education (CFE) is a non-profit organisation that has partnered with the LEGO Foundation for over 10 years to impact education and the development of all children throughout Southern Africa.

We used the LEGO products to design new methods, content and activities to help introduce teachers, caregivers and parents to the power of learning through play. We have worked in over 3600 ECD centres across South Africa.

In order to do this well, and at scale, we have worked and partnered with many other organisations. The DO MORE FOUNDATION is one of these organisations. The work they do in their communities already has a huge impact, and we hope to help them build on that.

We support the DO MORE FOUNDATION's proposal to the **Build a World of Play** challenge. We are proud to partner them with their "Everyone gets to play" model. This model is aligned to our approach and view on community mobilization and on young children learning through play.

"Everyone gets to play" is a collective impact model leveraging corporate-public partnerships toward sustainable implementation of the National Integrated ECD Policy in South Africa.

We hereby endorse the DO MORE FOUNDATION's proof of concept and vision that "everyone should play, and young children should be a priority". We commit to adding our insights and experience to the process, to using our influence to leverage for change so that all children in South Africa have a chance to live in a world of play.

Sincerely,

Brent Hutcheson