

Reference : AV/ECD/DOMORE

Date : 11 May 2022

Chief Executive Officer  
The Boulevard  
Westway Office Park  
Westville, 3629  
Republic of South Africa

Dear Mr Warren Farrer

**LEGO BUILD A WORLD OF PLAY CHALLENGE: PROPOSAL BY THE DO MORE FOUNDATION**

UNICEF South Africa has worked with the *DO MORE Foundation* in the advancement of early learning and development of young children (Birth to 6 years) in the country. UNICEF has encouraged the *DO MORE Foundation* to submit an application in respect of the *Lego Build a World of Play Challenge*, which was prepared under the title "Everyone gets to Play".

It is encouraging that the *Proposal* by the *DO MORE Foundation* put forward a collective impact model leveraging civil society- corporate-public partnerships towards the sustainable implementation of interventions as per national legislation and policy, including the National Integrated Early Childhood Development (ECD) Policy in South Africa, to advance the rights of young children in the country embedded in play-based solutions. This model as per the *Proposal* shows an encouraging level of innovation in the approach that acknowledges the importance of local communities based on national priorities by leveraging resources that intend to respond through systemic change that promotes access and quality.

UNICEF appreciates the partnerships that the *DO MORE Foundation* forged in the implementation of the *Proposal* with the core government departments, civil society organisations and the corporate sector.

I am pleased to indicate that within the context of UNICEF's *Country Programme July 2020 to June 2025* and respective work plans with the Government of South Africa with regards to early childhood development we intend to support the implementation of the *Proposal* in line with UNICEF's mandate and will partner where appropriate in terms of the aforementioned.

Yours sincerely



André Viviers  
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UNICEF, South Africa