



Dear ,

This month, we are celebrating meaningful progress, growing partnerships and exciting new opportunities to help more children learn, play and thrive.

In this edition, we share the news that Sesame Workshop South Africa has been selected as a beneficiary of the FIFA Global Citizen Education Fund. We also reflect on the encouraging results of our Watch, Play, Learn pilot, celebrate Takalani Sesame reaching 100,000 subscribers on YouTube and invite our supporters to help shape the next chapter of our work through a simple R25 donation.

Each milestone shows what can be achieved when trusted content, playful learning, evidence and strong partnerships come together around a shared purpose.

Thank you for standing with us as we continue helping children across South Africa grow smarter, stronger and kinder.

A New Goal For Learning!



Sesame Workshop South Africa is honoured to have been selected as a beneficiary of the FIFA Global Citizen Education Fund, a new initiative helping more children around the world access quality education and experience the joy of football.

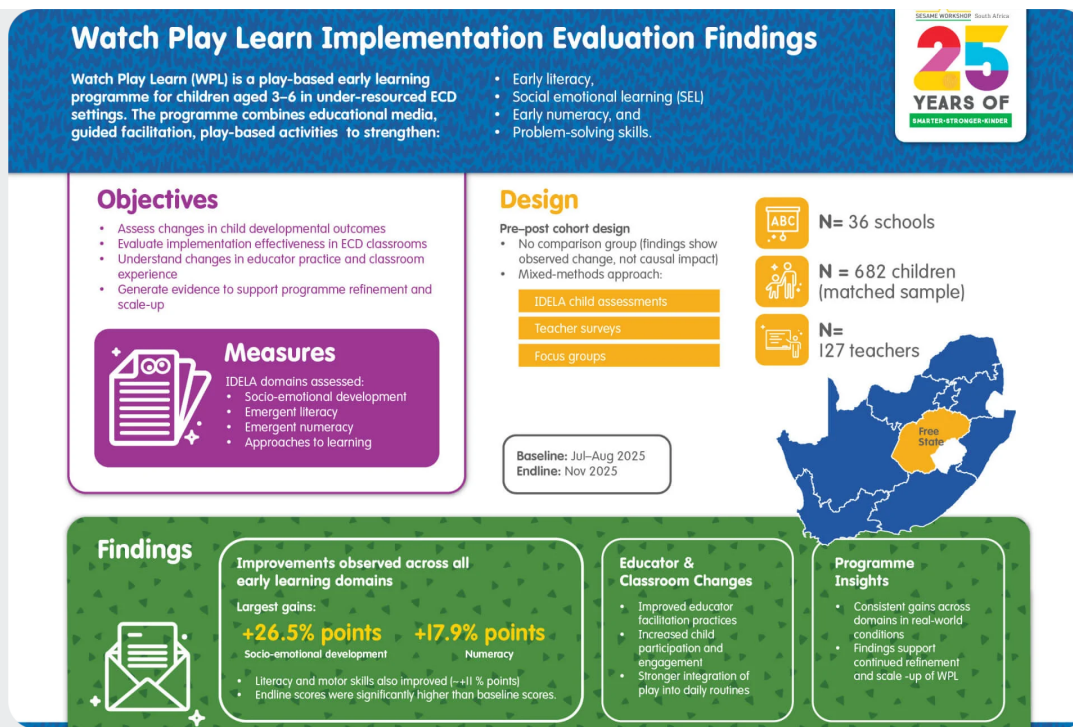
This opportunity will allow us to build on the foundations created through programmes such as our Bond Through Play tournament, where sport becomes more than a game. It becomes a joyful way for children and caregivers to connect, communicate, build confidence and learn together.

With the support of the Fund, we look forward to creating more opportunities for children to experience playful learning through sport in the communities where it is needed most.

We are deeply grateful to FIFA and Global Citizen for investing in brighter futures for children. We also thank our partners and stakeholders for their continued trust in our mission.

Together, we can use the power of play, learning and connection to help even more children grow smarter, stronger and kinder.

Play That Powers Progress



Our Watch, Play, Learn pilot is showing the meaningful difference that joyful, play-based learning can make in children’s early development.

Implemented with support from Standard Bank, the programme combines educational media, guided activities and hands-on play to strengthen school readiness in under-resourced ECD centres in the Free State.

An evaluation of 682 children aged four to six found significant progress across all learning areas assessed, with the strongest gains in socio-emotional development and early numeracy. Children in initially lower-performing centres made some of the greatest progress, highlighting the programme’s potential to help reduce early learning gaps.

Educators also became more confident in facilitating play-based learning, contributing to greater participation and engagement in the classroom. These encouraging findings will guide the continued development and future scale-up of the programme.

[View The Results Here](#)

100,000 Strong!

Takalani Sesame has reached an exciting milestone: 100,000 subscribers on YouTube!

Since launching in 2012, the channel has generated more than 70.8 million views across 1,757 videos, bringing trusted, joyful learning to children, families and caregivers across South Africa and beyond.



We celebrate every person who has watched, shared and learned with us, as well as our valued YouTube partner, whose support has helped grow the channel and bring our digital vision to life.

Thank you for helping us reach 100,000 strong. We look forward to sharing many more playful learning moments in the years ahead.

Give R25. Shape What Comes Next.



For 25 years, Sesame Workshop South Africa has helped children grow smarter, stronger and kinder, building foundations that can last a lifetime.

Now, we invite you to be part of what comes next.

A donation of R25 may seem small, but when many people give together, it helps fuel trusted stories, joyful learning resources and programmes that support children, families, educators and communities across South Africa.

Your contribution helps us continue creating opportunities for children to learn through play, build confidence, develop essential skills and feel supported by the adults around them.

Give R25 today and help shape the next 25 years of changing lives.

Donate R25 Today.

[Donate](#)

Thank you for being part of the Sesame Workshop South Africa journey.

Every partnership, donation, view and playful learning moment helps us reach further and create more opportunities for children to thrive.

Together, we are building a future in which every child is seen, supported and given the opportunity to reach their full potential.

With gratitude and joy,

The Sesame Workshop South Africa Team



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