









# Who We Are

The Pyit Tain Taung Play for Life Foundation is a local nonprofit organization in Myanmar that creates and promotes play-learning opportunities for underserved communities where organized play-learning opportunities are not available – the economically disadvantaged, girls and minority communities



## We Believe...

in the power of play to foster a more creative, innovative, and peaceful nation.



Multiple studies spanning long years of researches have shown that skills necessary for development, long-term success, and peacemaking, are not taught, but are best learned through play.



**WHY  
PLAY  
?**



FOR EDUCATION



FOR PEACE  
BUILDING



Why  
*play*

FOR CHILD  
DEVELOPMENT



FOR PHYSICAL &  
MENTAL HEALTH





The background image is a faded, grayscale photograph. It depicts a child in the foreground, seen from behind, wearing a light-colored shirt and dark pants, standing in a vast field of discarded plastic waste and debris. In the far distance, a tall industrial chimney is visible, emitting a plume of smoke into the sky. The overall tone is somber and highlights environmental and social issues.

# WHY IN MYANMAR

With poverty and the rising number of child workers, poor quality of education, and declining mental health and wellbeing of children in Myanmar – our mission is to equip the future leaders and citizens of the country with necessary 21st century skills through the power of play. We believe that play, more than as a child's right, is a fundamental tool for early childhood development and in creating societal changes for the good.

## POVERTY

Child labor has been a common scene in the country with 1 in every 4 citizen living below poverty line

## STRESSED CHILDREN

A repeat-after-me culture magnified by an old and still existing education system anchored on rote-learning

## ROTE LEARNING

Long hours in school and leapfrogging to a digital world make the children highly vulnerable to mental health problems

## NO PLAY SPACE

Decent playgrounds in public spaces do not exist – there's only a handful of poorly-made quality play-grounds

## FALSE PERCEPTION

Play is majorly perceived as a waste of time and a distraction towards getting a good school mark



# HOW WE SEE OUR IMPACT

## EDUCATE

Pyit Tain Taung Play for Life delivers advocacy programs aimed at improving the public's awareness on the importance of play in early childhood development

- Community Talks
- Play & Creative Arts Workshops
- National Play Day in Myanmar
- International Conferences & Seminars

## ENGAGE

The Foundation provides opportunities for participation and engagement through its programs and key activities especially in underprivileged communities

- The Play & Learn Caravan
- Learn-to-Swim Through Play
- Imaginative & Participatory Playgrounds in the Communities

## EMPOWER

The organisation aims to equip & empower the local talent pool with the right tools and know-hows to sustain the programs within the communities

- Play & Learn Curriculum Development
- Local Coaches' Certification Program
- Community Development & Maintenance Plan



## OUTCOMES & IMPACT

### Embracing Diversity & Inclusion

Male-Female Ratio, Ethnicity & Religious Mix, Special Needs Group Participation, etc

### Better Wellbeing & Quality of Life

Quality of Life Score including Physical, Emotional, Social and School Functioning

### Improved Capacity to Learn

Mental Health through Strengths & Difficulties Score, Academic Performance (indirect)





Training for Teachers

Play Coach Expert Certification Training using our own curriculum, developed by a team of Int'l Play Coach Trainer, Child Psychotherapist and Counsellor.

While many certified expert play coaches volunteers our Play & Learn Sessions, others go back to their communities, schools and work places to bring stimulative and safe play coaching for the children of Myanmar.

# OUR CURRENT PROGRAMS





Play & Learn

Using qualified teachers, we bring regular, high quality and stimulating play sessions to unserved communities in Yangon. We bring joy, learning and inter-community togetherness.

## OUR CURRENT PROGRAMS





Sustainable, safe and stimulating playgrounds designed by Int'l play experts and made from recycle materials. We provide care instruction to local communities and yearly maintenance.

**OUR CURRENT  
PROGRAMS**



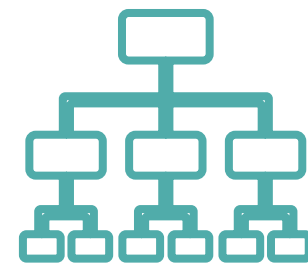


Specifically for vulnerable riverside communities, those at most risk of drowning.

**OUR CURRENT  
PROGRAMS**



# OUR ACCOMPLISHMENTS TO-DATE



A **lean team** of 2 full-time and 1 part-time staff



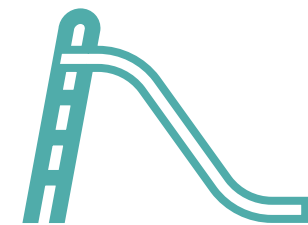
Developed **own Play & Learn curriculum** in EN and MM



Currently active in **4 locations** for the Play & Learn caravan



Conducted **2 batches** of Play & learn teachers **certification course**



Built **6 community playgrounds** made from recycled materials



Completed **first batch** of **swimming coach** training program



Ongoing first batch of **Learn-to-Swim program** for kids until October



These progress made possible mainly thru our **strong ecosystem of volunteers**



# A CALL FOR SUPPORT



As a young non-profit organization, Pyit Tain Taung relies completely upon donations and grants. This can be either unrestricted – to help support the activities of the Foundation and the staff. Or project specific funding for playgrounds, training, play-and-learn sessions or swimming. Funders can be celebrated by plaques, certificates, and publicity.

## LET CHILDREN PLAY!



Play has an inherent power to bring about **CHANGE** both in individuals and society.





## BECOME A PARTNER

We understand that the road towards the goals of the Foundation will be an uphill climb. Thus we have established from the onset, a community of supporters where individuals, companies, and other organizations with complementing mission as ours play an important role. We believe that the success of each of our programs and its intended impact can only be achieved through the collective efforts of different players, sharing the same heart for the children and the future of Myanmar.

Part of this community are our **Pyit Tain Taung Play for Life Partners**. We are not looking for mere donors, but we are searching for Partners - those whose aim is not only to provide financial support, but those who will grow with us and will make us accountable in performing our duties. As a Partner, you will be supporting the causes of the organization for at least one (1) full year, sharing the same commitment towards creating an environment where children are unhindered to play. Like us, you believe in the power of play to catalyze solutions towards a more creative, peaceful, and prosperous Myanmar.

Whether you are a private corporation looking for a meaningful CSR program or a foundation searching for impactful ways to contribute to the development of a society - we trust that a partnership with Pyit Tain Taung offers mutual value and opportunity. We pride ourselves on nurturing relationships by helping you realize your objectives while bringing the following:



boost **appreciation and love for your brand** by connecting to your audience through an authentic and joyful (playful) cause



foster an environment for **continuous engagement** of your employees or stakeholders by participating in playground builds, play sessions, and other community development projects



provide a venue for **visibility and recognition** as strong proponents of children's holistic development through our year-round online & offline advocacy campaigns



enhance your **social leadership role and corporate responsibility** initiatives with the Foundation's timely and sustainable solutions to some of the country's pressing challenges

THE DEEPER YOUR  
ENGAGEMENT, THE  
GREATER THE  
IMPACT WE CAN  
MAKE TOGETHER  
AS PLAY FOR LIFE  
PARTNERS!



As a Pyit Tain Taung Play for Life Partner, you join a global community of organizations, corporations, foundations and individuals helping transform the nation one PLAY-time at a time.

### FOUNDING NATIONAL PARTNER

100,000 USD per year for at least 2 years  
Lifetime recognition as a founding national partner and partnership benefit\* to include building a playground and running year-long Play & Learn caravan sessions to up to 2 communities of your choice per year

### NATIONAL PARTNER

30,000 USD for one (1) year  
Partnership benefit\* include building a playground and running year-long Play & Learn caravan sessions to up to 2 communities of your choice

### SIGNATURE PARTNER

10,000 USD for one (1) year  
Partnership benefit\* include building a playground and running year-long Play & Learn to your chosen community

**OTHER PARTNERSHIPS - DEVELOPMENT PARTNER** : contribution of at least 10,000 USD in cash or in kind for the development of PTY

\*PARTNERSHIP BENEFIT INCLUDE: JOINT MEETING & DELIVERY OF YEAR-ROUND ADVOCACY CAMPAIGN, PUBLIC EVENTS, & PROMOTION - VARYING IN ACCORDANCE TO YOUR LEVEL OF COMMITMENT



OUR SPONSORSHIP  
STRUCTURE OFFERS  
OPPORTUNITY FOR  
YOUR BENEFICIARY'S  
LONG-TERM DEVELOPMENT  
DEPENDING ON YOUR  
CURRENT GIVING CAPACITY  
OR INTEREST.

BE PART OF OUR CAUSE

## SPONSOR A COMMUNITY OR PROJECT



PROGRAM	ESTIMATED COST	OTHER CONSIDERATIONS
PLAY & LEARN CARAVAN	starts at 480 USD for a 3-month program for 30 kids or sponsor a year-round Play & Learn session for only 1,800 USD	add a healthy snack for as low as \$1.25 per child in each session
PLAY COACH'S TRAINING	150 USD for Level 1 certification sponsor a social worker, community member, teacher, or volunteer to the Play & Learn Coach's certification	includes a 3-month membership to the Play & Learn Network where a coach can gain access to continuing education and other digital content
PLAYGROUNDS	for as low as 2,400 USD help build an imaginative and participatory playground using upcycled and sustainable materials	final cost will vary depending on the no. of modules, choice of materials, and location; inclusive of preventive maintenance services
LEARN-TO-SWIM	3,000 USD for one (1) batch sponsor a group of at least twenty (20) kids for the full play & learn-to-swim program covering 12 sessions	inclusive of pool use, refreshments and transportation for students add a healthy snack for as low as \$1.25 per child in each session
PLAY & LEARN CURRICULUM DEVELOPMENT	18,000 USD be one of the initiative sponsors for the PTY Play & Learn curriculum including its official Myanmar translation	sponsorship covers the actual curriculum development, printing of the books, and training for twenty (20) play coaches
PLAY & LEARN CARAVAN BUS NO. 39 PROJECT	12,800 USD sponsor the restoration of the old Myanmar route 39 bus which will be used as the official PTY Play & Learn caravan vehicle	cost includes mechanical and exterior restoration works, customization of the interior as a mobile play space, and branding design

The above costs are for reference only and may vary depending on the specific requirements of the community where the program will be rolled out.



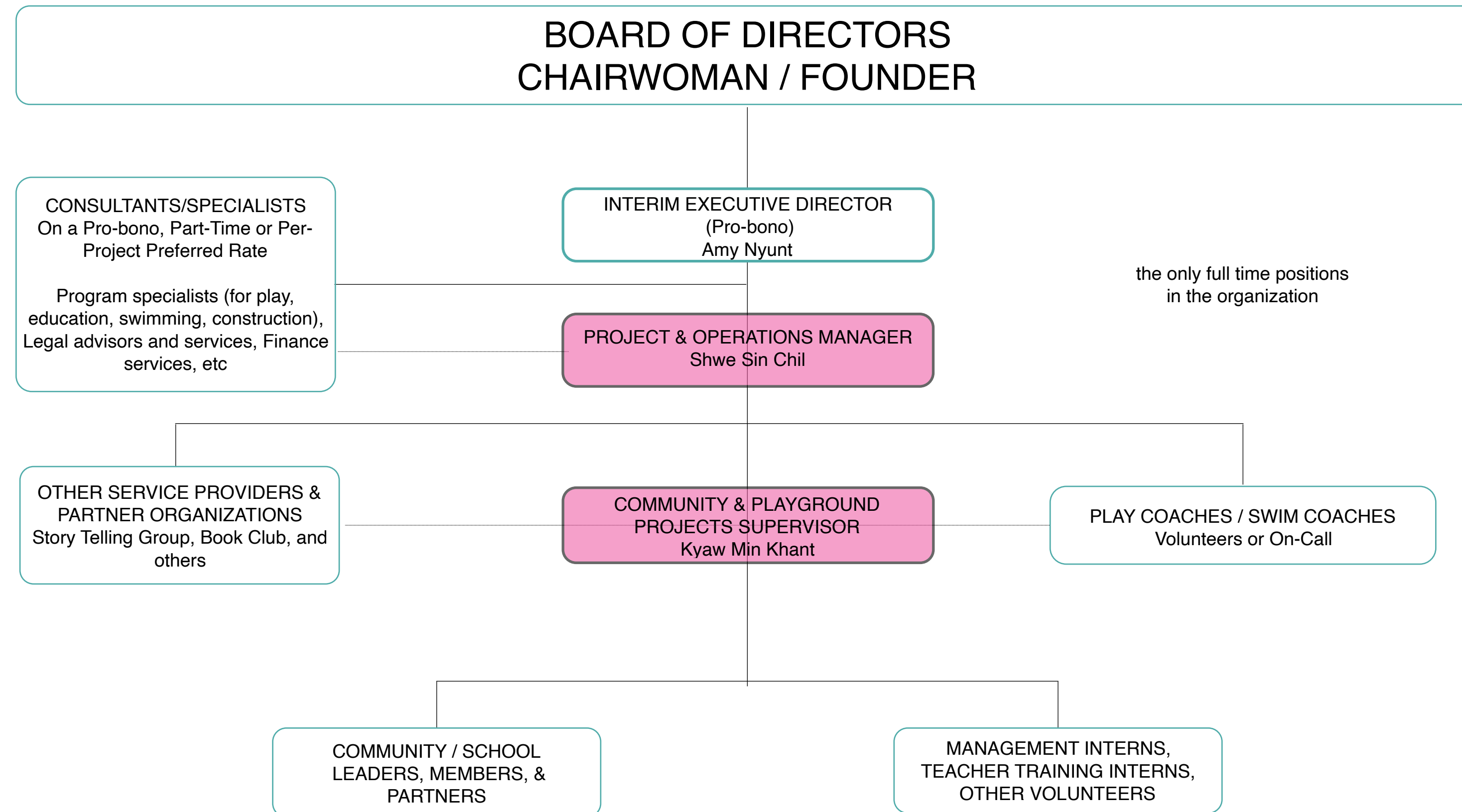


As an educator having a long-term interest in the promotion of the quality of basic education, especially early childhood care and development in Myanmar, I am excited to see the establishment of Pyit Tain Taung Play for Life Foundation and appreciate its noble aim to initiate, expand and promote the concept of "learning by playing" for the children of our country.

**DAW SU SU LWIN**  
Patron - Hinthya Educators  
Former First Lady of Myanmar



# CURRENT ORGANIZATIONAL CHART





# THE BOARD OF DIRECTORS

The organization is spearheaded by a Board of committed, well-rounded Directors. Led by the Founder and Chair, Amy Nyunt, their main focus is on the governance, strategic direction and the sustainability of the Foundation.



**Andy Annett**  
Director



**Sandra Min**  
Co-Founder/Director



**Amy Nyunt**  
Founder & Chair



**Wailee Kui**  
Director



**David Klaus**  
Director





Pyit Tain Taung Play for Life Foundation

#5-B, 18 Kyauk Kone Street,

Yangon, Myanmar

+95 1 8566034

[pyittaintaung.org](http://pyittaintaung.org)

[amy@pyittaintaung.org](mailto:amy@pyittaintaung.org)

