



VICTORY
SPORTS FOUNDATION
IS THE WAY

**VICTORY SPORTS
FOUNDATION**
ANNUAL REPORT 2021-22

About us

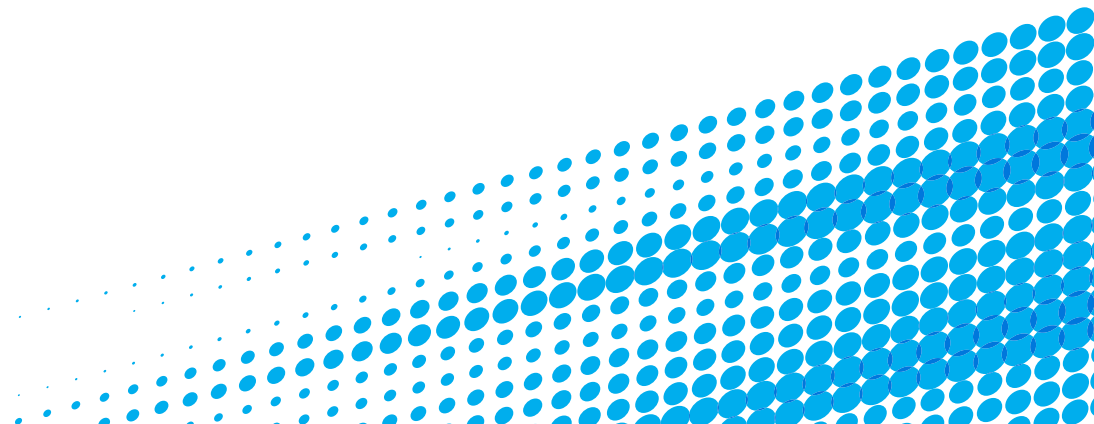
Founded in 2017, the Victory Sports Foundation is an NGO that works in the sports sector. VSF, which has its main office in Chennai and presence in more than five districts of Tamil Nadu, India, primarily works with children from disadvantaged households. The organisation was founded on with the belief that every child, regardless of circumstances, has the opportunity to access sports.





Mission

The aim of the Victory Sports Foundation (VSF) is to uplift disadvantaged children from the adverse circumstances that keep them trapped in a cycle of destitution, hopelessness, and poverty.



Why we do what we do

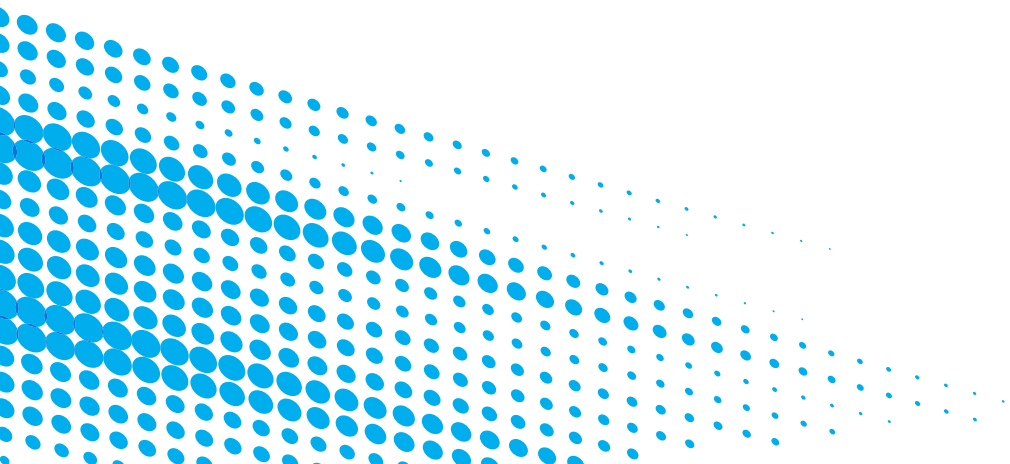
Over 365 million people in India are under the age of 25, yet India has not yet had a substantial influence on the sports world. In India, organised sports are still considered a luxury, available only to the wealthy. Any endeavour to enhance diversity and equality in sports requires time and resources, which disadvantages children from low-income households. Due to a lack of knowledge, the practise of using sports as a way to stay healthy in everyday life has not gained much traction as a method to stay fit in daily life has not gained much traction. We believe that it is imperative to bridge this gap so any child can freely access sports and have a platform to showcase their sporting talent.

What we do

We work to ensure that we assist in transforming children into socially responsible citizens who are motivated by a sense of purpose, responsibility, duty, and live up to their potential through multi-pronged efforts that centre on directing their energies toward pursuing a sport of their choice and by instilling in them values of integrity, discipline, and volunteerism.

Some of our key focus areas include

- Giving youngsters and adolescents the training, support, equipment, and nourishment, they need to participate in organised sports
- Teaching children the importance of including sports in their daily lives.
- Instilling in them the virtues of honesty, discipline, and voluntarism will help children become socially responsible citizens.
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Our work over the years

Impact

3000+ Children reached
14 lakhs+ Coaching hours
2000+ Sports Kits distributed
10 Sports Championships
2000+ Trees planted
5000+ Volunteering hours
1500+ Grocery Kits distributed



Meet Our Team

Mr Thanigaivelan S.K

Thanigaivelan is the managing trustee and CEO of Victory Sports Foundation. With a Masters in Social Work, he is the force behind Victory Sports Foundation. As a boxer and basketball player himself, it is his earnest desire to cultivate a generation of children who are not just good sportspersons but also model citizens. Thanigaivelan's contribution to sports over the last 20 years has been recognized by the Indian Sports Ministry and UNICEF. Thanigaivelan is also the recipient of the Changing Lives Through the Power of Sports Award in 2010, Ramanujachariya Ambedkar Award in 2017 and Swami Vivekananda Youth Power Award in 2020.

Mr Veerendra Mathur

Veerendra is one of the trustees and co-founders of VSF. A philanthropist at heart, he has been instrumental in providing focus and direction to all its initiatives. A first-gen entrepreneur, he has over 30 years' experience in the IT industry and has also established three ventures in the field. He is an active member of professional bodies such as TiE (The Indus Entrepreneur), ERA (Executive Recruiters Association) & NASSCOM (National Association of Software and Services Companies).

Ms Sharmishta Sen - Trustee (HR/Staff Support)

Ms. Sharmishta Sen, a trustee and co-founder of the Victory Sports Foundation, firmly supports the cause of helping children from disadvantaged families. One of the motivations behind Victory Sports Foundation is her firm belief and desire for a future where children may live securely and contentedly. Sharmishta, a sports enthusiast herself, collaborates with the team to promote a climate of respect and consideration for all of our beneficiaries and partners.



The Year Gone By - 2021-22

- **2004**
Started as a boxing academy
- **2006**
Established First football coaching hubs in school
- **2010**
Won CFA 4th Division Chennai Football League Title
- **2011**
Sport 4 All
- **2014**
Instituted Swami Vivekananda Youth Championship
- **2015**
Sports for Women

- **2016**
STEP Tournaments
- **2017**
Registered as a trust under The Indian Trust Act
- **2018**
Project Space for Sports
- **2019**
Naari Shakthi Tournament
- **2022**
-Won The Runner up CFA 3rd Division Chennai Football League Title and Initiated Youth Soccer Development League

1. Sports 4 All

That every child has the right to play, is the main idea behind Victory Sports Foundation's (VSF), "Sports 4 All initiative." No matter their socioeconomic condition, caste, religion, or gender, this initiative aims to make sure that all children have access to sports.

Via efforts like coaching, nutrition support, providing sports-kits, setting-up/upgrading sports facilities/ infrastructure, establishing robust sports hubs at the grassroots level that encourage children to play and stay healthy are created. To date, this initiative has helped more than 2500 kids in 8 centres around Tamil Nadu.

Sports Coaching

Between April 2021–March 2022, we conducted over 300 coaching sessions across the following hubs.

- Govt Madrasa School, Chennai
- Model School, Chennai
- Marina Boxing Centre - Chennai
- GHSS, Yelagiri, Thirupathur

Scholarship Distribution

In 2016, we established a school hub in the Govt Madrasa Azam School in Chennai's Anna Salai. Since then, the centre has provided training to 250 children. In Nov 2022, 100 players were given the opportunity to enrol and get coaching with the help of the school's physical education instructor. Further, the three most diligent children from the hub received a 500 Rs cash reward for three months.

Best wishes to the winners Saran, Anishkar and Sanjay Raghavan

Sports Kit Distribution

Sports kits help our students perform better on the field. They increase their range of motion, allow them to move more freely while playing, and only slightly reduce the risk of accidents. We appreciate the following donors for helping to support sporting equipment for our kids.

i. Round Table Ladies Circle

On October 29, 2021, we held a kit distribution ceremony at the Govt Madrasa-I-Azam School in Chennai's Anna Salai. 60 sports uniforms for our students were generously funded by The Round Table Ladies Circle in India Area 2 and Madras Metro Ladies Circle -70. They were given out 20 boxing uniforms and 40 football kits. The clubs also gave out T-shirts, shorts, and bibs in addition to chest pads, 3 pairs of football boots, and 2 ball bags.

ii. CSD Beyond Sports

40 sports kits were handed to our Beyond Sports Academy Hub students at the Govt. Nedumbirai School in Thiruvannamalai by CSD-Beyond on December 23. The Nedumbirai hub boys received 15, while the Cheyyar lads received 25 kits. Each playing kit had the following items.

- **Jersey**
- **Shorts - 2 Nos**
- **T shirt - 1 Nos**
- **Football Boot - 1 Nos**
- **Jogging shoes - 1 Nos**
- **Kit Bag - 1 Nos**
- **Shin Pad - 1 Nos**
- **Stockings - 1 Nos**

iii. ADP

The Daan Utsav's Joy of Giving Week event included the team of ADP sponsoring the wishes of our sports scholars' by providing all the items they requested for in their wish list. As part of this, the ADP group provided in-kind gifts worth Rs 20,000 on December 16, 2021.

- **Football - 06 Nos**
- **Shin pad - 07 Nos**
- **Stockings - 12 Nos**
- **Keeper Gloves - 02 Nos**
- **Sega Football Boot - 05 Nos**
- **Shoes - 11 Nos**
- **White Board - 01 No**



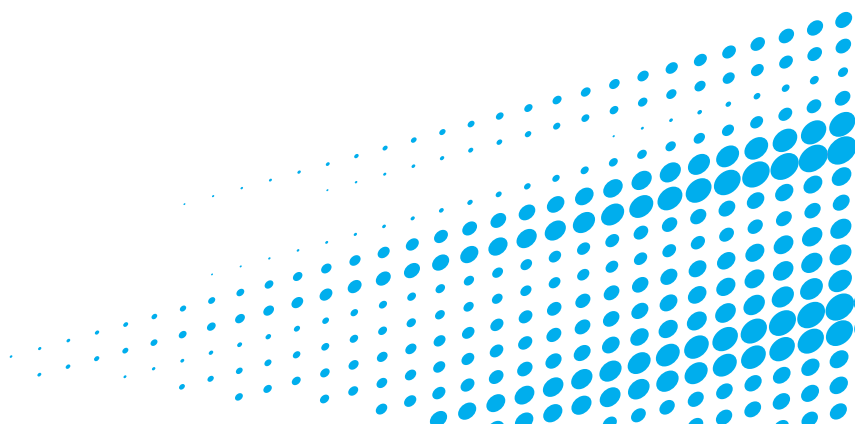


2. Opportunity 4 All

Competitions across several levels and teams improve game-play. Every player should take part in tournaments since it helps them develop the finesse and technical abilities needed to keep up with their opponents. To improve children's sporting abilities, we hold tournaments and promote their involvement in outside competitions.

In the first and second quarter of 2021, the following tournaments were conducted

- **5's (National Spots Day Celebration Football Tournament 27th Aug at Whistle Urban Sports)** Nungambakkam, Chennai
- **Kick for a Cause, (10th Sep),** Aminjikarai, Chennai
- **Browns Soccer League, (24th-26th Sep),** Yelagiri, Vellore





STEP Tournament 2021

On Dec 5th, at the Chaos Entertainment Centre in Adyar, Chennai, the fourth and final STEP (Sports Talent Enhancement Program) Tournament of 2021 was held. There were eight teams totaling 64 players in the competition. Over the course of 480 minutes, the contestants played 15 matches. 59 goals scored in all.

- **Winner - Don Bosco Perambur Football Team**
- **Runner - Up - Grace FC Team.**
- **Best Goal Keeper - MR. Dinesh**
- **Most Promising Player - MR. Leonardo Christy**

Cheyyar STEP Tournament 2022

On February 27, 2022, at Cheyyar, Vellore, the first STEP (Sports Talent Empowerment Program) Tournament of the year 2022 was held where 72 kids participated. The ceremony was officiated by Mr. Rajasekar.P (AHM of Govt Boys Hr Sec School, Cheyyar).

- **Top Scorer: Sachinanand (Victory Sports Foundation)**
- **Promising Player: Madesh (Beyond Sports Academy A)**
- **Best Goal Keeper: Lathees (Black Tigers)**
- **Fair Play Team: Black Tigers**
- **Runner-Up: Beyond Sports Academy A**
- **Winner: Victory Sports Foundation**

All India Football Tournament

The “All India Football Tournament” for Under-18 kids featured 24 Victory Sports Foundation pupils. Victory Sports Foundation, Beyond Sports Academy, and Disha Sports Academy were three of our teams who competed against 10 other teams from all around the nation. Our pupils learned a lot from competing against the finest in the nation.

3. Sports 4 Change

The Sports 4 Change programme aims to foster virtues like honesty, hard work, discipline, and volunteerism. Our students learn how to overcome their challenges and work for the happiness of others who are less fortunate by giving their time and energy. As an organization, we place a strong emphasis on teaching our students the values of helping others and giving back to the community.

Chennai Flood Relief

In November, the rain gods were not particularly kind to Chennai's citizens. Over 2500 households were stuck in different parts of the city and were unable to get relief. Thousands of people were in desperate need of necessities in the wake of the #chennai floods, including food packets, dry rations, blankets, bedsheets, pillow cases, umbrellas, candles, etc.

At this crucial time, the Danirasa Foundation sent support in the shape of tarpaulin sheets, giving 56 citywide payment dwellers some much-needed relief. They were protected by the sheets from the rain and managed to stay dry

With the help of Goonj, we were able to give dry ration packages to daily laborers stuck in different parts of Chennai and Chengalpattu, (including electricians, plumbers, and housekeeping employees.) More than 100 kits were given out.





Income-Generation support

i. Distribution of Honey Bee boxes.

Most of the children we support hail from low-income families. When necessary, Victory helps their parents develop their skills or offers in-kind assistance so they may increase their income. In collaboration with the Sathanada Yoga Center, we provided ten honey bee boxes to the parents of 10 of our students. The goal is to provide them with a reliable source of income. The action also aided in raising awareness of how important honey bees are to protecting our environment. To commemorate the occasion, the children and parents planted 60 seedlings.

ii. Boosting sales via pushcarts

In 2021-2022, we provided pushcarts to three underprivileged female entrepreneurs so they could launch their own companies and make money.

On February 11th, we gave pushcarts to three female entrepreneurs: Selvi.S (who owns her own retail business) and Gomathi.S (a widowed vegetable seller). The main objective was to support them in boosting their income (on average, they earn about 3500 - 4000 a month).

The women have improved their sales and boosted their income thanks to the pushcarts. They have experienced a 50% boost in sales after we helped them compared to before. We really appreciate the financing for this initiative provided by Ladies Circle India and Round Table India.

4. Sports 4 Women

Sports promotes gender equality by teaching women and girls the value of cooperation, self-reliance, resilience, and confidence. Women who excel in sports and break social standards and gender stereotypes serve as powerful role models and promote equality for both sexes. Sports 4 Women is our foundation's initiative to increase the participation of Indian women in sports.

Many countries have recognised sport as a potent instrument for elevating the voices of women and dismantling discrimination and gender obstacles. Sporting women disprove the notion that they are weak or dainty. Every time they clear a hurdle or kick a ball, they advance gender equality. It has been demonstrated that participating in sports may help dispel gender stereotypes, increase girls' and women's self-esteem, and foster the growth of leadership skills. Despite this there are still discrepancies in professional sports, media coverage, sports media, and sponsorships, as well as prejudice against women and girls in sports as participants and spectators.

Nari Shakthi Tournament 2022

In 2021, we launched the Nari Shakti Trophy in an effort to do our part in assisting women in levelling the playing field for themselves. We held the third Nari Shakthi Tournament at Sathyamurthy High School in Chennai on March 13, 2022. There were 72 girls from 9 teams competing in the under-18 girls' event. We thank Kaleesuware for providing refreshments for the tournament participants.



5. Events

National Sports Day Celebration Aug 27th-29th

The country honours Major Dhyan Chand's birthday (August 29) as "National Sports Day" in recognition of his contributions to Indian sports as a hockey star. We held a 5s-side football match, an online sports quiz, an online drawing contest, a 2K run, and a social media plank/push-up challenge in honour of this day. The programme, which had the theme "Sports, Health, and Happiness," drew well over 200 children.

i. Fitness Challenge on Social Media

Celebrities Mr Mohanraj Nallappan (Bangalore football player), Ms Bhavna Balakrishnan (Star sports Tamil anchor) and Mr Vishno Warriier (Star Sports Tamil anchor) took part in an online 40 second plank and 20 Push-Up challenge on Instagram as part of the celebrations.

ii. 2K Run at the Beach

56 students participated in a 2K Run at the Marina Beach on Aug 29th.





Celebrating Daan Utsav

#DaanUtsav, conducted by Give India is India's biggest Festival of Giving, where people perform acts of kindness by donating time, material or money to an NGO/Social cause. VSF also mobilized funds worth Rs 2.5 lakhs for our tournaments as part of Daan Utsav's 'Battle of the Buffet' initiative.

Commemorating the creation of Bangladesh - 50 years of Independence

On the 50th anniversary of the Bangladesh war, Victory's students and coaches took part in a 5-kilometer walk to remember our fallen heroes. The 1971 Bangladesh War, which freed former East Pakistan, now known as Bangladesh, claimed the lives of over 3000 Indian soldiers and left 10,000 more injured. A group of about 100 kids marched up front, proudly carrying the flag and chanting national anthems. At the Vivekananda House, where the trek started and ended. Before placing a wreath at the War Memorial in memory of the valiant troops who sacrificed their lives while defending the nation, the kids walked down Marina Beach Road. We thank Ms. Manjulavani, the creator of the "Siru Thuli Foundation," for providing beverages and refreshments for the children at the conclusion of the event.

16th Annual Sports Kit Distribution

At Victory, we value our students' holistic growth. We understand that in order to improve their play, athletes require more than just sports coaching. With this idea in mind, we decided to provide sports equipment to our pupils in 2006. We made the decision to carry out this activity as an annual event after witnessing the students' enthusiasm and commitment. On January 1, 2022, at the Satyananda Yoga Center, we celebrated the "Annual Sports Kit" distribution. 120 sports kits were supplied. T-shirts, jerseys, and shorts are included in each set.

6. Others

Coaches Refresher Training Program

Our coaches, employees, and organisation all place a high priority on ongoing learning and self-improvement. To develop their coaching skills, get an understanding of best practises, and their saws, we work with coaches from Tamil Nadu. The “Coach Refresher Training Program” concentrates on enhancing their technical and coaching abilities while giving them advice on how to interact with our students to improve their performance on the field. We held a three-day training programme in Yelagiri Hills for 17 coaches from various parts of Tamilnadu between January 29 and January 31, 2022.

Fitness Assessment

In order to ensure that our students make progress, regular coaching and mentoring are necessary. We carried out a fitness assessment at two hubs in the Thiruvannamalai District on January 20, 2022. The hubs are backed by Beyond Sports Academy. Through exercises like the 30M flying start, standing board leap, medicine ball toss, 6*10m shuttle run, and Yo-Yo IRT Speed levels, abilities including endurance, speed, flexibility, and agility are evaluated. Thirty-eight kids (12 from our Nedumbirai Hub and and 26 from Cheyyar Hub) participated.





Our Social Impact

All our programs are designed envisioning the following SDG goals of the United Nations.

SDG3 - Good Health and Well-Being

- Sports training improves performance, endurance, stamina, and flexibility.
- Yoga for flexibility and overall/mental health
- Meditation and value-based classes contribute to general well-being.
- Nutritional status improvement.
- Planting trees helps to purify the air (reduced breathing trouble, pollution related illnesses).

SDG 5 - Gender equality

- Females will make up at least 30-40% of the recruitment.
- Safe sports environments guarantee that girls feel free to participate in sports.
- There is a greater representation of women in sports.

SDG 6 - Clean Water and Sanitation

- Clean-up drives at the hospital, school, and community,
- Pond and lake clean-ups
- SDG 10-Reduced Inequalities
- Any child can participate in sports regardless of socioeconomic situation, gender, caste, religion, or region

SDG 13 - Climate Action

- Tree plantation contributes to addressing climate change related problems.

SDG 17 - Partnership for goals

- VSF will work with grassroots NGOs, CSOs, and other community-based organisations to ensure local monitoring and ownership



Partnerships and Collaborations

We have a long-term partnership with CSD (Cheyyar SEZ Developers) to conduct grassroots level programmes in Cheyyar in the Thiruvannamalai District in order to promote the idea of sports in rural regions. In accordance with this partnership, we held two events this year: a STEP football competition for district-level players and a fitness assessment of children at the Cheyyar Sports Hub.

We want to leave a legacy of sporting excellence no doubt but we are aware that nothing works like the community that comes together for a cause. Our partners help us go that extra mile.

- **Focus Infotek**
- **Thejo Engineering Ltd**
- **Axxel**
- **Kaleesuwari Foundation**

SUPPORT US

Small steps help us take a giant leap. Join hands with us to march towards an incredible sports movement in Incredible India.

Donate today

Account: Victory Sports Foundation

Bank: Karur Vysya Bank

Branch : Triplicane

IFSC code: KVBL0001158

Account no: 1158115000021687

