



VICTORY
Sports Foundation
IS THE WAY



VICTORY
SPORTS FOUNDATION
2020 - 2021

*“You will be nearer to heaven
through football than through the
study of the Gita.”*

-Vivekananda

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A background photograph of children playing soccer on a dirt field. In the foreground, a large blue rounded rectangle contains text. Below the text is a yellow soccer ball icon with a blue outline. The background shows several children in blue and orange soccer uniforms on a dirt field, with trees and a building in the distance.

TRANSFORMING LIVES THROUGH THE POWER OF SPORTS

Victory Sports Foundation (VSF) is a non-profit organisation dedicated to improving the lives of disadvantaged children through sports. The organisation was founded on the belief that "Every child, regardless of its background, has the right to participate in sports". In addition to preparing these children for a fit and healthy life through sport, a strong emphasis is placed on developing a spirit of resilience and social awareness, that will eventually assist them in breaking free from the cycle of marginalisation and unfortunate circumstances into which they are born. By using sports as a vehicle for social transformation, we inculcate in them necessary values and skills like discipline, focus, integrity, confidence whilst promoting the spirit of volunteering and ideals of a responsible citizen.





MISSION

To provide every child with the right to access sports, be physically fit and become socially conscious citizens of India by

- ensuring that timely and proper coaching, mentorship, advice, and fitness tests are available.
- educating them on the significance of incorporating sports into their everyday life in order to remain healthy and fit.
- providing sporting equipment, such as uniforms, shoes, and jerseys, so that they can perform effectively.
- ensuring their participation in tournaments on a regular basis, they may improve their gameplay and performance.
- enhancing their nutritional status by distributing appropriate, energy-dense meals.
- improving community-level sports infrastructure through the renovation of school grounds/fields/equipment, etc.
- instilling the principles of honesty, discipline, and volunteerism so they become socially responsible citizens.

'SPORTS ENHANCES CHARACTER. IT TEACHES YOU TO PLAY BY THE RULES. IT TEACHES YOU TO KNOW WHAT IT FEELS LIKE TO WIN AND LOSE. IT TEACHES YOU LIFE'

- BILLIE JEAN KING



WHY SPORTS?

The Victory Sports Foundation team is a firm believer in this adage, and also the idea that individuals in sports who strive for excellence can inspire countless others to do the same and serve as models of responsible citizens. Our aim is to equip children in sports with the right support at the right time, encouraging and giving them a fair chance to blossom.

WHY WE ARE RELEVANT

In today's sporting world, a plethora of options are being offered. This is fantastic news!!! However, the harsh reality is that many underprivileged youngsters will be unable to access these options due to their circumstances. Our aim is to level the playing field in the sports sector so that children and youth may have access to the sports arena for such children and youth in India.

Improving access to sports for the impoverished is on our agenda, and it motivates us every day. We identify children who enjoy participating in sports and work with them on a regular basis to help them become "Champions of Tomorrow." It gives us great joy to encourage them to pursue their passion.

OUR PRESENCE



- Chennai
- Thirupattur
- Thiruvannamalai



LOOKING BACK TO MOVE FORWARD

In the year 2004, we began as an informal boxing initiative. Many opportunities have come up since then. Our quest for excellence has led to the development of initiatives aimed at boosting impact and scale. Over the years, our team has grown and taken on projects that have had a good impact on our students and society at large.

ACTIVITY

-
- 2004**
Incepted as a boxing academy
 - 2006**
Started football coaching hubs
 - 2010**
Won the Chennai Football Association (CFA) 4th Division Sports 4 Championship.
 - 2011**
Initiated project Sports 4 All
 - 2014**
Organized the 1st 'Vivekananda Tournament'
 - 2015**
Initiated project Sports 4 Women
 - 2016**
Started STEP Tournaments
 - 2017**
Registered as a trust under The Indian Trust Act
 - 2018**
Initiated the Naari Shakthi Tournament

OUR IMPACT



5 DISTRICTS COVERED
3500+ CHILDREN SUPPORTED
14 LAKHS HOURS OF TRAINING
15 SPORTS CAMPS CONDUCTED



2000 TREES PLANTED
3500+ CHILDREN SUPPORTED
14 LAKHS HOURS OF TRAINING
15 SPORTS CAMPS CONDUCTED



10 CHAMPIONSHIPS WON
12 TOURNAMENTS FOR 5000 PEOPLE
2500 SPORTS KITS DISTRIBUTED
800 VOLUNTEERS ENGAGED

OUR TORCH BEARERS

Say hello to our champions. These gems began as sincere and passionate children who attended our coaching sessions. Today, they represent VSF on a grander scale.

- Mr Murugan and Mr Liyakath (Played for India)
- Janardhanan (Currently pursuing his Doctorate in Physical Education)
- Bharani, Mani, Rajesh, (Masters In Physical Education) M.PEd
- Kotee, Bharath, Prabhu, Aravindh, (B.PEd)



AWARDS AND ACCOLADES

SK.Thanigaivelan has received awards from the following organisations in recognition of his dedication to sports.

In the year 2017 our founder Mr. SK. Thanigaivelan was profiled in a coffee table book published by the Ministry of Sports and Youth Affairs Coffee Table Book for his significant efforts in promoting sports like football and boxing at the grassroots level.

He was presented with the the Ramanujachari & Ambedkar Award by The Tamil Nadu Young Thinker Foundation (TNYTF) for his contribution in the field of sports.

In the year 2020 he was awarded with the Vivekananda Youth Award for his outstanding role in helping young children to participate in sports.





TESTIMONIALS FROM PARENTS



My son used to be extremely sedentary and spent a lot of time alone. After enrolling in the Sports 4 All programme for football coaching, he has grown more aware. He is looking forward to attending the coaching sessions. He's also formed a strong network of friends. I'm happy to see him do well as a result of the Sports 4 All initiative.

Prem Kumar Parent of Master Ritish Kumar.T



Victory Sports Foundation's coaches and crew go above and beyond to guarantee that the youngsters are trained well. They are incredibly organised and take excellent care of my child. I'm thrilled that he has the opportunity to participate in sports. I would never have been able to afford to send him for coaching in another centre.

Kesavan Parent of Sivaswaroop.K.S.

ACTIVITIES 2020 – 2021



SPORTS 4 ALL

Sports 4 All is an initiative to promote the concept of sports amongst children from all backgrounds and to engage them in sports; especially football as a means to fitness. Improving health through sports is the key agenda of this project.

Overseen by professional coaches, the program aims at a happy, healthy and fit India. So far, we have reached out to over 3500 children through the Sports 4 All program. VSF provides sports coaching through research-based curriculum that incorporates the best practices in sports whilst also placing emphasis on moral values, ethics and discipline. Additional support is provided in the form of sports kits, nutrition support, sports camps, sports equipment, encouraging tournament participation etc.

This program is being delivered predominantly at the community level via school centers called 'School Hubs'. In 2020-21, we worked in the following five school hubs

- Govt Madrassa School in Chennai.
- Govt Model School in Chennai
- Boys Higher Secondary School in Cheyyar, Tiruvannamalai
- Govt Higher Secondary School Nedumpirai in Cheyyar, Thiruvannamalai .
- Yelagiri Govt School in Tirupathur

In 2020-21, owing to the lockdown, we could conduct coaching classes only for 4 months. In all, 370 Children were supported this year.



SPORTS TOURNAMENTS

Even when children are provided with the right coaching, they are frequently unable to put what they have learned into practise. Unless they are exposed to more matches and tournaments, even their coaches are unable to assess their strengths and weaknesses. It is therefore critical to organise and participate in multi-level tournaments that will assist them in improving their game-play.

Victory organizes and encourages our children to participate in special tournaments to address this gap- thereby enhancing and refine their game skills. These tournaments provide children with the necessary match and game experiences they require to hone their abilities. Victory usually conducts these tournaments at three levels.

Sports Talent Enhancement Program (STEP) tournaments:

These are matches that are conducted regularly once a month between children in VSF's hubs or amongst other clubs within the cities. The idea is to provide consistent exposure so their stamina, gameplay increases etc.

Outstation (Inter- City/State/District Matches:

When players participate in tournaments where their opponents come from various backgrounds, skill levels, they develop not just their own technical and tactical skills but also that of their team. Victory encourages our students to participate in at least at-least 6 such matches a year.

Vivekananda Tournament:

The Vivekananda Tournament, as the name suggests is conducted to commemorate Swami Vivekananda who espoused the need for individuals to strive to be the best version of themselves while not compromising on our Indian value system. This is Victory Sports Foundation's flagship tournament, impacting clubs across all districts in Tamil Nadu. The program gives over children a platform to participate. Over 1000 players and teams from various districts travel around the state to compete in the event, making it a great opportunity to find fresh talent in the sport.





A. STEP TOURNAMENTS

We conducted three STEP tournaments this year.

Date: 4th Jan, 2021- Whistle Urban Sports Hub

On January 4, 2021, the first STEP tournament of the year was held at Whistle Urban Sports Hub in Nungambakkam, Chennai. The Kindness Foundation sponsored the competition. The event included six teams with a total of 42 players from diverse parts of Chennai. This was a five-a-side event for the under-16 boy's category. The competition featured 9 matches. Four of the six teams are from VSF training centres, while the other two are from different academies. The event was won by Seven Star Football Club, with Sathya Moorthy School coming in second.

Date: 24 Jan 2021 –Beyond Sports Academy

This tournament included eight teams with a total of 64 players in and around Cheyyar. This was a 5-a-side competition for the under-15 boys category. The competition featured 15 matches. Everest Kings FC won the event, with Beyond Sports Academy (Cheyyar) coming in second.

Date: 28 Jan 2021 - Sri Kalaimagal College of Education, Tirupattur

Organized by PK Sports Academy, this 5 a side competition was VSFs' 3rd and final STEP tournament of the year. Conducted for boys under 15 from Tirupattur, the tournament featured 14 matches. Model School FC emerged winners, while MAFC were declared runners-up. The tournament was inaugurated by Mr. P. Srinivasan (President, TDKA), Mr. K.S. Sivaprakasam, (Secretary TDAA) and Mr. A. Parthiban (Vice president, TDAA)

B. NARI SHAKTI TOURNAMENT

Every day, women in sports are altering the game. In India, there has been a small but significant improvement in the representation of women from low-income families in sports. At VSF, we are always working to encourage girls to participate in sports and are consciously attempting to create an atmosphere for women that is secure, gender sensitive, and provides them with a platform to demonstrate their abilities. In the year 2021, the Nari Shakti Tournament was created to honour the strength and spirit of young girls and women in sports. This is the first time VSF has hosted a competition that is exclusively for women.

The first Nari Shakti Football Tournament was held at Sathyamurthy High School in Chennai on March 7th 2021. The inauguration function was presided over by Ms. Sasikala Anbalagan, Founder and Director of D'saki Empowerment and Wellness Pvt Ltd. There were nine teams (72 players) from different parts of Tamilnadu who competed in the under-18 category. The tournament featured 19 matches. The team from Immaculate FC was declared the winner, with HCL Foundation coming in second.

The second tournament was conducted at Plus sports, ICF South colony on the 8th of March 2021. This was held for the open women's category. 14 matches, spanning 270 minutes were conducted. The Tamil Nadu Police Team emerged winners while Immaculate FC were the runners-up. Thiru. V. Balakrishnan I.P.S Joint Commissioner, East Zone Greater Chennai City Police presided over the Valedictory function.



C. INTER POLICE BOYS CLUB TOURNAMENT 2021

On February 27th, 2021, we held a 7-a-side event for children from police boys' clubs. A total of 16 teams and 160 youngsters took part in the event. A total of 15 matches were played. The final match was played between Egmore Madrasa Boys Club and MKB Nagar Police Boys Club, with Egmore Madrasa Boys Club coming out on top. Mr Vignesh G (MKB Nagar Club) was named best goal scorer, and Mr Vignesh (Egmore Madrasa Club) was named best goalkeeper. Mr T. Karthick (HCL Foundation club), was also recognised as the most promising player.

SPORTS 4 CHANGE

**SPORTS HAS THE POWER TO
CHANGE THE WORLD**

- NELSON MANDELA

Nelson Mandela, a Nobel Laureate and peace leader from South Africa, recognised the transforming and unifying power of sports and used it to build a nation that protests and diplomacy could not. Victory Sports Foundation aspires to instil the same sense of social awareness and unity in our youngsters. All our beneficiaries are required to contribute to a social cause. We instil in them a broader awareness of the world around them through voluntary efforts. We usually conduct tree plantation drives, clean-ups, disaster relief efforts etc. This year, our focus remained on Covid relief efforts.





COVID RELIEF ACTIVITIES (2020 – 2021)

We've been actively engaging with the community since the commencement of the COVID 2019 lockdown, helping them with emergency requirements. Our COVID 2019 relief efforts helped those in distress with basic requirements such as food and medical care. 873 households (3132 people) received dry ration packages, 2750 migrant workers received food packets, and over 7000 food packets were given to 345 frontline staff. Over 6227 beneficiaries received help totalling 10 lakh rupees. We also provided feed/fodder (6425) packets for approximately 3000 animals (including stray dogs and cows).

DRY RATION KITS

An endeavour to guarantee that everyone has access to food. We put together kits with necessities like dry rations and personal care items and delivered them to areas where there were substantial numbers of individuals in need. The kit comprised the following items

- Grocery like Rice, Dal, Oil, Chilli Powder, Turmeric Powder, Sambar
- Powder, Sugar, Tamarind, Mustard, Vermicelli, Wheat Flour
- Vegetables like onions and tomatoes.
- Essentials like washing powder, soaps etc

- **No of kits - 873**
- **No of families supported – 873**
- **Total beneficiaries -3132**

COOKED FOOD FOR MIGRANT WORKERS

The migrant population was severely impacted by the lockdown. Hundreds of thousands of migrants were forced to travel hundreds of kilometres back to their home towns due to a lack of employment and money, as well as the closure of public transit. This section of society received food packages from us. Each food packet (weighing approximately 400 gms comprising 2 Chapatis and Sabji/ Vegetables) were provided to approximately 250 people every day.

We tied up with a local caterer in Gummidipoondi thereby ensuring that we do our bit in promoting small scale entrepreneurs.

- **No of food packets distributed - 2750**
- **No of beneficiaries – 2750**



SALUTING OUR FRONTLINE WORKERS

Many of the most important workers in society, particularly during the COVID-19 crisis, are also among the lowest-paid, mistreated, and devalued. Frontline employees such as police officers, traffic officers, corporation / Municipality officers, paramedics, cleaning crews, and others gave us their all during the pandemic. To help them deal with their situation, we provided essentials such as face masks and food packets to our frontline staff.

- **Face masks - 200**
- **Food packets distributed – 7000**
- **Total Reach- 345**
- **Traffic policemen – 100**
- **Policemen – 200**
- **Sanitary workers – 15**

ANIMAL FEED

While the lockdown had a clear and visible detrimental impact on people, many animals were also affected. Animals such as stray dogs, cows, and other farm animals are particularly vulnerable because they lack access to food and water, making them defenceless. To address this, through our Feed the Animals Initiative, we provided them with food, cow feed, and fodder.

- **No of food packets per day - 300**
- **Total no of fodder packets distributed - 6425**
- **No of animals reached - 3000**
- **No of partner organisations – 3**

EVENTS



Sports Kits to distribution

Victory distributes sports kits to our children every year. The kit comprises jerseys, shoes, shorts, kits bags etc and gives these children the right support to enhance their performance.

This year, the annual kit distribution event was conducted on the 1st of January at MKT Muthu Hall. Mr. Jayagopal, Founder, Sathyananda Yoga Centre was the Chief Guest and presided over the function. Owing to the new normal, the event was conducted on a small scale keeping all safety measures in mind. 100 children received the kits.



National Sports Day

As a part of National Sports Day celebration, VSF organized sports day for children of Govt. Middle School, Kodagarai, Denkanikottai, Krishnagiri District. The event was held on 29th Aug 2021 and had participation of 75 boys and 70 Girls. Sports events include Running 400m, Long Jump and Shot Put.



Heart Day Celebration

To create awareness among children on importance of healthy heart, health and wellness Kaleesuvari Foundation celebrated to World Heart Day on 29 Sep 2021. VSF participated in this program and made its students participate in the drawing competition. 30 VSF students participated in the competition

Master Sriram, Master Akif Javeed and Master Kugan were rewarded 1st, 2nd and 3rd places in under -13 category. In under – 15 category Master Abdulla won 1st prize, Master Rathish won 2nd place and Master Ragu ram won the 3rd places. Certificate of participation were given to all students.

CSR PROGRAMS

Backing from corporate groups plays a big hand in sport development, along with Government funding. Therefore, it is crucial for more brands and individuals to come out and support sports through their CSR funds and help in putting India on world sporting map.

We actively engage with MNCs and Corporates to conduct sports programs that fit within their CSR Mandate. Our emphasis on impact drives our ability to manage end to end sports programs in any part of Tamil Nadu in order to fulfil corporate expectations and deliver maximum benefits on ground.

In addition to long-term programs, organisations partner with us to conduct sports tournaments and camps as part of their CSR initiative. Similar programs are designed exclusively for women in sports too.

We are currently engaging with the following organizations to run CSR aided sports programs

- **Soft Solutions 4U**
- **Sathananda Yoga Trust**
- **Cheyyar SEZ Development, Cheyyar**
- **Doyensys**





WORDS FROM OUR WELL-WISHERS

I see the importance of providing adequate support to sporting potential at an early age. The needs of a rising sports talent can range from sports science therapies to tournament participation for visibility. Victory Sports Foundation is a fantastic organisation that works in this area. I'm a regular supporter, and I'm pleased to help Victory Sports Foundation raise funds for their programmes in my own tiny way with a few friends.



SUPPORT US

Small steps make a high difference. There are many ways with which you can support us. Sponsor our sports champion's diet, coach's salary, donate for ground maintenance, donate sports equipment, provide sports kits for individual players, sponsor our tournaments, or donate now to Victory Sports Foundation's corpus and contribute to a large Indian sports movement. Who knows? The next athlete standing on the podium could be there because of your support.

Donors can deposit funds or alternatively make a bank transfer to the following accounts.

1. RTGS/BANK TRANSFER

Name of Account: Victory Sports Foundation
Name of the Bank: Karur Vysya Bank
Branch: Triplicane
IFSC Code: KVBL0001158
Account No: 1158115000021687
Type of Account: Current Account

2. CHEQUE/DD

Please make your cheques payable to "Victory Sports Foundation", and mail to:
Victory Sports Foundation,
New No – 4, Old No - 10,
Venkatesa Puram 4th Street,
Dr.Natesan Road, Triplicane,
Chennai – 600005,
INDIA.



We also accept cash donations along with a copy of your PAN card. If you wish to donate in cash, please write to vthanigai333@yahoo.com or call us on +91 (0) 9940175786


OUR SUPPORTERS



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following Satyananda Yoga teachings

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