



ANNUAL REPORT

GREAT GOALS TRUST 2022 -23

VISION

Engage, Inspire and Empower young boys and girls to reach for the stars

MISSION

To create an ecosystem where sportsmanship is greater than sport.

We strive to level the playing field by lowering barriers for all young individuals, irrespective of gender, background or economic constraints.

Great Goals was founded in 2013 with the aim of teaching children life skills through sports. We believe that sport is a metaphor for life, and through sport, children learn problem-solving, teamwork, leadership, respect, honesty, and perseverance. Very soon, we realized that there were barriers, economic and social, that prevented children from participating in Great Goals.

That's why we set up the Great Goals Trust in 2018. This nonprofit arm of Great Goals, seeks to give back to sport and society.

Since 2018, this has been the mandate and aim of the Great Goals Trust - to grow these initiatives that bring sports to less privileged groups and schools. We began on a small scale with a few donors, mostly family and close friends. Since then we have continued to grow the number of activites, donors and the number of children we impact, and this continues to remain a focus for the coming year. So more and more children can **Reach for the Stars** through sport.

OBJECTIVES

- Provide football and basketball scholarships for training for those who cannot afford or access Great Goals
- Provide playing opportunities that enable a player to maximize tournaments and leagues
- Enable players of advanced skills to showcase their potential through state and national level platforms such as the I-League
- Enable increased participation of girls in sports through developing programs such as Just for Girls
- Partner with under-funded or under-resourced schools, clubs and organizations to offer year-round programs, camps and events

Great Goals Trust is registered under section 12 A, 80G and is an entity authorised for undertaking CSR Activities.

and showcase their potential by organizing and participating in



Note from the Trustees

ince 2018, The Great Goals Trust has always been striving for equal opportunities for kids across grassroots level. This year, we are so elated to announce that we have made significant strides to achieve this. Our trust was able to help provide scholarships, organize tournaments, as well as bring together children from various socio-economic backgrounds. Presenting our highlights from 22-23:

- Our scholarship program continues to grow with a total of 277 scholarships, with 192 of them being girls through partial and full scholarships.
- The first ever Just for Girls Baby League was held in Ranipet with 64 players.
- We oversaw the 6th Annual Great Goals Tournament with 560 players as the competition remains Chennai's biggest grassroots tournament.
- · We organized the first ever Great Goals Carnival, a football themed fund raiser, drawing the participation of more than 1000 children and youth across a range of activities.
- As members of the steering committee, we co-created the Chennai Junior Football League with Sportorama where our Under-13 and Under-15 teams secured third place in the league.
- · We rekindled our collaboration with Eureka Schools, working with two rural schools in Tamil Nadu villages covering 124 students. Additionally, partnering with The Chennai Corporation, we offered football coaching to 61 students including 21 girls.
- Our partnership with community clubs continued as we impacted 130 players from the HUC Football Club, as well as sponsoring the participation of 20 young players from Pearl FC.
- Great Goals worked with the Kindness Foundation by supporting them with activities during the Kindness Carnival.

The initiatives we have put forward this year, coupled with our passion for the sport, gives us even more confidence that we are treading the right path towards making a better future for kids through football. Our drive and passion for making these changes are all thanks to you - our community which has grown ever since we established our Trust.

Priya Gopalen

Kavitha Vijay

Great Goals Trust : A Snapshot Of the year



SCHOLARSHIPS 277 scholarships 197 for girls







COMMUNITY FOOTBALL PARTNERSHIPS **HUC Football Club Pearl FC coaches**

COMPETITIVE PLATFORMS



Top 3 teams in all ages in Chennai 90 Competitive Matches 2 Baby Leagues – One Just for Girls **6th Annual Great Goals Tournaments** Saturday Matchdays







2 rural in partnership with AID India **3 urban Chennai Corporation Schools**

AWARDS

FIFA AWARD For Just for Girls Baby League 2022-23



GREATER CHENNAL CORPORATION

Pilot program in **3** schools of the Greater Chennai Corporation, 1 exclusively for girls



NGO PARTNERS

Thirumalai Charity Trust Kindness Foundation, AID India/ Eureka schools







Impact

ur programs have always provided a platform for children to showcase their abilities and this year we accomplished that through a range of activities and events. Here are the various ways through which we have taught kids lifeskills through sport:

Our **Scholarships** support both boys and girls, with a significant emphasis on empowering girls through education and football. This promotes gender equality and provides opportunities for girls to pursue their passion. These scholarships also give the children a sense of empowerment and a sense that they can achieve their goals.

Our **Just For Girls program** has made more progress with our Golden Baby League in Ranipet, as well as an introduction of a Girls U-12 Category in the 6th Annual Great Goals Tournament. These programs have helped enable the participation of girls in football, especially the girls from rural Tamil Nadu areas. The league has helped the girls to understand the basics in football such as learning how to wear long football stockings along with the fact that they are given a game to play on a regular basis. We have significantly increased the participation of girls in football, which helps in promoting inclusivity in the sport.

Our **Competitive Program** has become more streamlined and focused. The High Performance and Development squads played a total of 90 matches, which helped them with their skill development (technical proficiency, tactical awareness, and game intelligence), their physical fitness, as well as learning how to work in a team and build chemistry. We continued to work with Sports Dynamix, a leading high performance, training centre for strength and conditioning. Most importantly, our players would have developed the necessary skills needed to not only compete on a higher level, but also their participation in leagues and tournaments also shaped their personalities, values, and outlook on life.

We were happy to revive the **Annual Great Goals Tournament** which continues to be Chennai's biggest grassroots level tournament. We also helped conceive and execute the Chennai Junior Football League. Our players also travelled out of Chennai for an exposure trip as well as a competition. We continue to strive to provide our young players with opportunities to play at the highest competitive platforms available in Tamil Nadu.

Our **Schools Program** was revived this year and we were able to reach over 200 students in 5 schools.

For the first time ever, and to celebrate Ten Years of Great Goals, we organized the **Great Goals Football Carnival**, a day-long celebration of young football players in a fun, carnival atmosphere. We had over 1000 participants through the day including several from our partner clubs. The carnival was a fund-raising success and we used those proceeds to run the Annual Great Goals Tournament.

Overall, the programs and initiatives we have organised are providing students with a holistic education that goes beyond football skills, aiming to shape them into well-rounded individuals with strong values, leadership capabilities, and a sense of empowerment.





Programs of the Trust

Scholarships

Our Scholarships remove barriers to affordability for all and encourage more girls to participate in physical sports. We seek to reach hundreds of under-served children who dream of playing football and basketball. Every year since 2015, this number has been steadily growing and formalized in the Trust since 2018.

Schools in Need

Provide exposure and enjoyment of football in schools without access/ under-privileged/underfunded schools. Our programs are designed to meet the needs and philosophy of the school – as regular all-year programs, summer camps, short sessions. Schools report increased attendance on football days!

Just For Girls

A football program that is only for girls, where we prioritise teaching excellent skills in a safe environment. In addition to breaking stereotypes, we see the impact as girls have increased confidence, improved body image, and improved ability to cope with mental stress. The Just for Girls program runs in school and our centres.

Competitive Platforms

The provision of competitive platforms for our High Performance and Development Squads has always been one of our goals. We enable players of advanced skills to showcase their potential through state and national level platforms such as the I-league.





We run competitions like the AIFF Golden Baby Leagues and the Annual Great Goals Tournament to create these competitive opportunities for all our players. We participate in Chennai State and National Leagues to provides access to platforms to push limits and intense training of players with advanced abilities. As a new entrant into the Youth League in 2018, our teams have won consistent praise for their performance and teamwork and have placed well in the standings.

Building on our internal leagues, since January 2013, the Trust has run the league in 2018-19 and 2019-20 under the AIFF Baby League initiative. Both the leagues were recognised with a FIFA Award. The program was restarted in 2022 and we ran two successful leagues in Chennai and Ranipet. Our Ranipet league was the recipient of a FIFA award for 22-23. Through the Baby League, we are providing playing opportunities that will enable the children to showcase and maximise their potential.





Activities of the Trust

Scholarships

Overall, we supported a total of 277 players through partial and full scholarships. Of these 192 were girls and 63 players are in our high performance and development programs.

Just For Girls

This year, our Just for Girls program showed remarkable progress. Here are the highlights:

- Expansion of the Ranipet program to cover 157 girls.
- We have over 200 girls playing football in Chennai and Ranipet.
- The introduction of the first ever Just for Girls Golden Baby League in Ranipet with 54 girls participating. They were recognized with certificates from AIFF. The league was given a 1* FIFA award.
- Introduction of a Girls U-12 Category in the 6th Annual Great Goals Tournament. 80 girls from 8 teams including 3 teams from outside Chennai participated for the first time ever.
- Introduction of a High-Performance program for girls
- Our girls from Chennai and Ranipet escorted the National Womens' Teams India and Nepai onto the pitch at the Nehru Stadium in Chennai

Competitive Platforms

High Performance Teams

In the past year, our High Performance and Development Teams engaged in a total of 90 matches. With the success of our Anantapur visit last year, we organized a friendly away visit to First Kick in Coimbatore. We participated in several tournaments and leagues throughout the year, and remained in the top 3 teams in our age categories in the city. We were part of the conception and execution of the Chennai Junior Football League (CJFL). We secured the 3rd place for our U-13 and U-15 teams, while our U-14 and U-12 teams both attained 3rd place in the Puzhal Football League; further achievements included friendly matches in Coimbatore for U-13 and U-15 teams, participation in the FC Madras Baby League with our U-11 Development Squad topping the group stage, and a successful partnership with Madras Football Club resulting in our U-17 and alumni players clinching the winning top spot in the Chennai 4th Division.

Saturday Match Days:

Recognizing the important of continuing competition for player development, this year, we initiated a program – Saturday Matchday - to create a competitive playing platform for all our players, not just those in the High Performance and Development Squads. Every Saturday, players in our grassroots program are formed into teams and play matches.

Baby League:

The AIFF Golden Baby League program was reinstated for 2022-23 and we ran two Great Goals Golden Baby Leagues – a U-11 Just for Girls league in Ranipet and a U-7 and U-9 league in Chennai, Just for Girls Ranipet Baby League.

Schools In Need:

- This year saw a post-pandemic renewal of our partnership with Eureka Schools, a project of AID football coaching for 124 students, ending the year with a very successful League in each school.
- We partnered with the Chennai Corporation to provide football coaching to 3 schools, covering 61 students including 21 girls.

Great Goals Carnival:

As part of the Great Goals 10th Anniversary celebrations, we organized a fund-raising carnival. A football-themed fund-raiser, the carnival saw over 1,000 young children and youth participate in various activities. A highlight of the Carnival was the participation of over 70 football players from our partner club HUC.

Partnerships

This year we expanded our partnerships with both under-resources football clubs as well as with other NGOs who wanted to add a sports dimension to their program.

We supported HUC our partner club with equipment, kits, coaching in their summer camp. We also mentored their coaches and helped them plan better sessions. We supported Pearl FC with kits, transport and food and enabled their free participation in the Great Goals Tournament. Our Ranipet program is run in partnership with the Thirumalai Charity Trust and we are working together to not just grow our programs on field, but also to develop coaches and a culture of sports in their communities.

We expanded our partnership with the Kindness Foundation, participating in the Kindness Carnival as well as supporting them in Kindness Week with vouchers and on-field events for their partner NGOs.



India. We supported two schools in Kooovathur and Vembakkam, villages in Tamil Nadu with



"I want to play in

India someday."

Deepak, Junior Team

the ISL and represent



Scholarship Program

Objective:

• Provide football and basketball scholarships for training for those who cannot afford or access Great Goals

What have these scholarships been able to provide?

- A whole year of quality and consistent football and basketball coaching to players
- Football kits including training uniform, stockings, and in some cases shoes
- Nutrition support for the girls in Ranipet through the Thirumalai Trust

We supported 63 players in our high performance and development programs this included:

- Match kits, home and away, for players
- Match fees for leagues, tournaments
- Travel, board and lodge for away tournaments/matches













Just For Girls Program

Objective:

To enable increased participation of girls in sports through developing programs such as Just for Girls

The Just for Girls program was begun in 2015 with the objective to increase the participation of girls in sports, especially football. We have expanded the initiative significantly with the launch of the program for girls in Ranipet in partnership with the Thirumalai Charity Trust.

Summer Camp in Ranipet: We kicked off the Ranipet program with much fanfare on 8th March 2022. The program is run in partnership with the Thirumalai Charity Trust as part of their Community Health initiative. We started with 64 girls proudly wearing a football kit complete with long stockings, shin guards and football shoes. And in the month of May, we had our first ever summer camp for 70 girls.

Opening a new centre and covering girls in new villages: We expanded the program to include more girls in August 2022. We invited girls who were already in the program to be the Guests of Honour and they shared their experiences with the new batch of girls. It included things like how to wear football socks and insert shin guards.

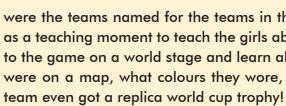
Just for Girls Baby League:

We also ran our first ever official Just for Girls Baby League. With 54 girls, the league ran over 12 weeks. We are so proud that this was one of the few Girls Only leagues in India and it qualified for the FIFA award. The league was kicked off along the same time as the FIFA World Cup 2022 so we ran the Just for Girls Baby League on a World Cup Theme. Not only



"I love football. I aspire to be a coach someday and teach kids just like me."

Anita, Ranipet



football. These include:

competitive exposure.

The FIFA U-17 Women's World Cup was held in India. We organized screenings for our players in both Ranipet and Chennai – so they watched the matches together and learnt about the game together, but more importantly saw girls just a few years older than them compete on the World Stage. Often it takes just a TV screen to move the inspiration to a higher level.

India Vs Nepal friendly match in Chennai – In an incredible opportunity, our girls were able to walk the Indian and Nepali women's teams onto the pitch at the Nehru Stadium in Chennai. For many girls, it was the first time being on a full size football pitch, let alone one of national standards. The girls were excited and many said it was the "experience of a lifetime".

"Even though I had to wake up at 5:00 a.m and be ready for the bus, I not for one day wanted to miss the summer camp. My parents told me not to go, that I would be tired, but I never felt any tiredness. I looked forward to this every day. Thank you Coach for teaching me to be a better football player." Srilekha





were the teams named for the teams in the World Cup, but we used this as a teaching moment to teach the girls about football rules, expose them to the game on a world stage and learn about the countries – where they were on a map, what colours they wore, marquee players. The winning

Competition - The Great Goals Tournament

For the first time we included a Girls U-11 Category at the 6th Annual Great Goals Tournament. The girls U-11 category saw 8 teams participate - 3 of them were from out of Chennai, including our team from Ranipet. The girls category was a highlight of the tournament.

Creating a football culture – the year was replete with events and teaching moments where we could engage, inspire and empower our girls through

This year saw the introduction of a High Performance Program for Girls U-11. The girls trained together twice a week and participated in tournaments, friendly matches and leagues to gain confidence and



Competitive Platform

We have two objectives in creating high performance and development squads.

• To provide playing opportunities that enable a player to maximize and showcase their potential by organizing and participating in tournaments and leagues



• Enable players of advanced skills to showcase their potential through state and national level platforms such as the I-League This past year our High Performance and Development Teams played a total of 90 matches. We have had various successes and most importantly valuable lessons.

We were part of the steering committee to create the Chennai Junior Football League (CJFL) with Sportorama and provided secretariat support to the League. This is part of our efforts to create a facilitative competitive eco-system, where presently none exists.

Our U-13 and U-15 teams participated in the Chennai Junior Football League and placed 3rd in their categories. Our U-14 and U-12 teams participated in the Puzhal Football League and both placed 3rd in the League.

Our U-13 and U-15 teams went to Coimbatore to play friendly matches. The U-15s participated in a tournament in Coimbatore where they were losing semi-finalists.

Our U-11 Development Squad participated in the FC Madras Baby League where they topped the group stage.

This year we partnered with Madras Football Club, a team that plays in the Chennai 4th Division. We fielded a team of our U-17 and alumni players. The team topped the 4th Division – a wonderful testimony to our long-term player development strategy and vision.

"Over the years, Great Goals have been doing fantastic work for the development of football in Tamil Nadu and India. I have had the pleasure of seeing the Golden Baby Leagues being used by the Great Goals team over the past few years as tool of development in their programs, be it player development, community development or encouraging girls to pick up football and I appreciate this more because they have been doing this consistently. I hope Priya, Sandhya and team keep up the good work and their program keeps growing."

Deepak Naik, Former Head of Safeguarding, Futsal and Beach Soccer



Saturday Match Days

This year, we initiated a program - Saturday - to creative a competitive playing platform for all our players, not just those in the High Performance and Development Squads is our Saturday Match days. Every Saturday, players in our grassroots program are formed into teams and play matches. It is a great way for players to demonstrate the skills they have learned while learning the rules of the game. Saturday Match Days are for players from U-7 too U-17.

Great Goals Baby League

The AIFF Golden Baby League program was reinstated for 22-23 and we ran two Great Goals Golden Baby League - a U-11 Just for Girls league in Ranipet and a U-7 and U-9 league in Chennai.

The league saw 164 players in 3 age bands. The Chennai league was declared a 2* league and the Ranipet League was awarded a 1* and eligible for the FIFA award

The Ranipet League was our first ever official Just for Girls Baby League. With 54 girls, the league ran over 12 weeks. We are so proud that this was one of the few Girls Only Leagues in India and it qualified for the FIFA award. The league was kicked off along the same time as the FIFA World Cup 2022 - so we ran the Just for Girls Baby League on a World Cup theme. Not only were the teams named for the teams in the World Cup, but we used this as a teaching moment to teach the girls about football rules, expose them to the game on a world stage and learn about the countries - where they were on a map, what colours they wore, marquee players. The winning team even got a replica world cup trophy!









The 6th Annual Great Goals Tournament

Reinstated after 2019, the 6th edition of the Annual Great Goals Tournament saw 360 players under the age of 14 in 36 teams from all over the city and from out of town, play some intense football at St Patrick's School in Adyar, Chennai. This continues to be the biggest grassroots tournament in Chennai, and a showcase for Under-15 football.

The 6th Annual Tournament was part of 10th Anniversary celebrations of Great Goals – celebrating 10 years of commitment to grassroots football. The tournament upholds the values of professionalism, fairness, safety and sportsmanship. We celebrate the players in multiple ways including:

- Clear communication to teams, coaches before and during the tournament and on-field to players
- Thorough player verification to ensure the tournament is fair and agegroup appropriate
- A beautiful and professional field set up, with 4 7v-7 fields and 4 5-v-5 fields all marked by colourful corner flags
- Refereeing by registered referees
- Even though it's a packed tournament schedule, we ensure we run to time
- Reminding players and coaches of their commitment to fair play by playing the FIFA anthem
- Results posted on boards around the field and on social media
- Live streaming of knockout matches

For the first time the Great Goals Tournament featured a girls category featuring 8 teams of girls U-12. Three teams were from out of Chennai,











a first trip for many of the girls that helped them grow in confidence on and off the field.

The Great Goals Carnival – a Football Fundraiser

As part of the Great Goals 10th Anniversary celebrations, we organized a fund-raising carnival. A football-themed fund-raiser, the carnival saw over 1,000 young children and youth participate in various activities. A highlight of the Carnival was the participation of over 70 football players from our partner club HUC. The kids participated in a yoga workshop and a dance workshop. And the grand prize in the raffle – a bicycle from TI cycles – was won by a girl from HUC.

The carnival was something we did for the first time, and it was a success. Being the first of its kind, for us it was a way to explore new partnerships and new fund-raising avenues.

Tournament and Carnival Partners

We thank our partners, Zenoti, Vidiem / Maya Appliances Pvt. Ltd. and Dodla Dairy Pvt. Ltd. for making the 6th Annual Great Goals Tournament so memorable for all the children, parents and coaches. AGS Cinema was again our Multiplex Partners (for the 5th time). Kavuery Hospitals has been our medical partner since the 1st Great Goals Tournament in 2015. And this year we were pleased to welcome Bookwater as our Hydration Partner.



Partnership with Schools

This year saw a post-pandemic renewal of our partnership with Eureka Schools, a project of AID India. We supported two schools in Kooovathur and Vembakkam, villages in Tamil Nadu. Through the year, we provided football coaching to 181 students. We also supported the schools with equipment. The year culminated with a league for the players, in which the skills learnt through the year were on display.

We partnered with the Chennai Corporation to provide football coaching to 3 schools, covering 61 students including 21 girls. The program aims to build a football culture in the government schools by bringing quality and consistent football coaching. This initiative is part of the CITIIS initiative of the Chennai Corporation. The program has received massive coverage in the local media.



Partnership with Rural, **Under-Resourced Schools** Eureka Schools, A Project of AID India

No of players impacted -120 (equal numbers of boys and girls)

During the pandemic we kicked off online fitness training (and even an online sports day) for 117 students in villages in Tamil Nadu. In 2022-23 we have started on-campus football training for 124 students in 2 schools in rural Tamil Nadu. The football coaching culminated with their first ever grassroots league.

For more information on the impact of this project you can reach out to Ms. Parvathy, Director, Eureka Schools at pn.parvathy@gmail.com



Partnership with

The Greater Chennai Corporation

(GCC)

No of players impacted -

60 (40 boys and 20 girls)

Great Goals signed an MOU

with the GCC for a pilot project

in 3 GCC schools. We kicked off

football training with a summer

20 girls.

camp for 60 students, 40 boys and



Partnerships with Community Clubs HUC Football Club

Since 2018, Great Goals has partnered with the HUC Football Club a community club in Chennai working with disadvantaged families. This year, we have impacted 130 players in this club. We supported them with equipment, kits for 60 players, ran summer camps for 70 players and provided mentoring support to their coaches. We have selected several of their advanced players into our Development and High-Performance programs.

Pearl FC

We were introduced to Pearl FC in the lead up to the 6th Annual Great Goals Tournament. When we realized that they had barriers to participation – kit, shoes, transport, food for the players over the tournament days - we sponsored the participation of 20 young players from their club. In addition, we also shared cases of healthy snacks from our snack sponsors for distribution in their community.

New Partnerships The Kindness Foundation

Great Goals has partnered with the Kindness Foundation in their annual Kindness Week by supporting them with Kindness Vouchers. This year, we partnered by supporting them with sports activities during the Kindness Carnival. During Kindness Week, we brought together children from varied socio-economic backgrounds to play football together. It was a celebration of the true spirit of community by creating inclusiveness and dissolving the barriers that exist between regular players and children from the less advantaged communities. Our work was featured in Outlook India's 75th Independence Day Issue on Freedoms featured the work of Great Goals in removing barriers to sports.

here:





The Times of India digital paper covered our work with girls in Ranipet



Thank You to our Sponsors!

ORGANIZATIONAL DONORS

Loveji and Homai Foundation

SPONSORS

Apollo Hospital A V Thomas Company Chaitanya Foundation Dodla Dairy Farm Maya Appliances Pvt Ltd MM Forgings Limited TI Cycles Zenoti India Pvt

Priorities for the Next Year

We remain committed to ensuring that every player who wants to play, can play. We have had huge success in the past year with the expansion of multiple programs. We will continue our focus our plans to focus on widening the donor pool, meaningful donor engagement and seeking new partnerships. Here are our areas of focus for the next year:

SCHOLARSHIPS:

Our plan is to increase our scholarship count to a higher margin, as well as increased support for players in our High Performance and Development Squads. We want to enable more children to play.

JUST FOR GIRLS:

We plan to partner with more schools to offer a Just for Girls program and more centers to run our Just For Girls classes.

SCHOOLS IN NEED:

We plan to partner with more schools so that we can enable a higher number of students to receive high quality, professionally-run football training.

COMPETITIVE PLATFORMS:

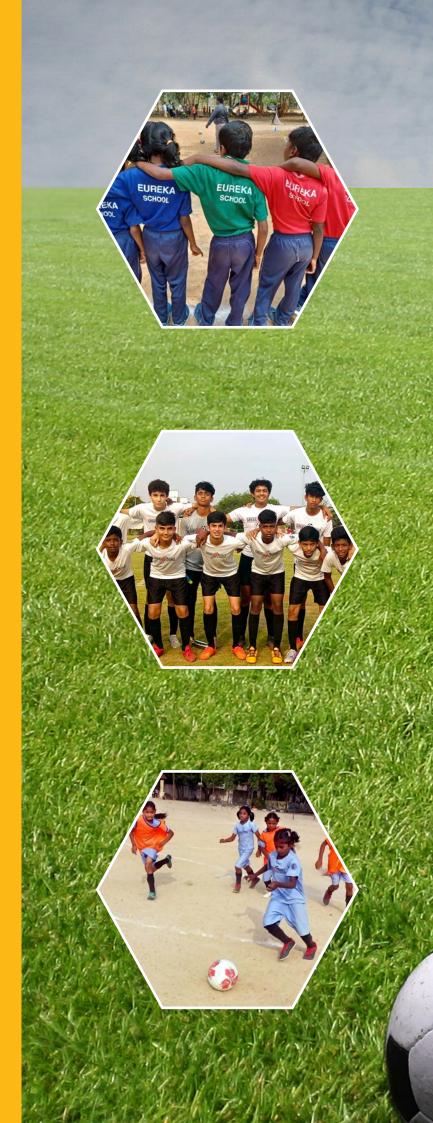
We hope to continue identifying, training and nurturing football talent and providing them with platforms for competition in addition to the AIFF Youth League.

SCHOLARSHIPS	
Per Term	Rs. 8,300/-
Per Year	Rs. 24,000/-
Elite Player per year	Rs. 50,000/-
PROGRAMME IN SCHOOLS	
Per month for 30 children	Rs. 20,000/-
Per year for 30 children	Rs. 1,80,000/-
SUPPORT FOR JUST FOR GIRLS CENTRES	
Per term	Rs.20,000/-
Per year	Rs. 1,80,000/-
SCHOLARSHIPS FOR GIRL PLAYERS IN SPORTS	
Per term including participation in tournaments and leagues	Rs. 10,000/-



INDIVIDUALS

Anand Arvind Harish Nataraj Kavitha Vijay Natesan Mahasena Pritha Gopalen Raj Rao Sandhya Rajan Shona Santhanam Shweta George Mappillai Suchitra And Girish Shankar Shyaana Reddy Vinay Antony Payyapilly



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