



ANNUAL REPORT 2015



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EDITORIAL

In our sixth consecutive year of activity, we are pleased to have accomplished most of the objectives proposed by our Team. Even knowing that our work has not always been easy, 2015 was a year in which we have embrace exciting challenges.

The effective implementation of the three pillars of the **Academia dos Champs (ADC)**, as well as the democratization of the access to sport continues to be our biggest challenge, but they are, nevertheless, part of the defining structure of **ADC**:

I am referring to **Education, Health and Employability**.

To respond to these challenges, we continued to establish partnerships with platforms and projects in the above mentioned areas, such as “**CDI**” and “**Academia do Futuro**”, in the education sector, and “**Antonio Mata Dental Clinic**” and “**CUF**”, in the health sector. We have also initiated new partnerships with entities that promote the access to job opportunities which help us to meet the needs of our students with regards their future career path.

The consolidation of our existing centers as well as the inauguration of three new centers (**Quarteira, Faro and Cascais**) were also important challenges this year. Similarly to previous years, we continued our commitment to a high pace in the project growth.

The sustained continuation of the organic growth of the project along with the development and progress of our students, many of whom have gone from children to young adults, and have now different needs, have led to the development of the entire Team and its consequent need to find new solutions in new, but very challenging, fields.

This development gave us the strength and determination to organize the first biennial conference entitled “**Sport as a Tool for Social Integration**”, to which we have invited almost all social projects using sport as a tool to integrate children and young adults who may not have the same opportunities as others or from low socio-economic backgrounds.

In addition to these initiatives, we have gone ever further, bringing the coordinator of “**Fundacion TAP**” (a South American organization which promotes tennis for people with disabilities) to the Jamor National Sports Complex. Due to this workshop organized with the support of the **National Sports Institute** (IPDJ) and the **Portuguese Tennis Federation** (FPT, and due to the important work developed by the FTAP team members, a few Portuguese athletes are competing, and representing Portugal, in the Adapted Tennis World Tour.

On the second anniversary of the **ATP Aces for Charity** grant, **ADC** have received other awards which have confirmed greater public recognition to the project, namely the “Galardão Instituição”, given by the **Portuguese Tennis Federation** during its 90th anniversary, the “Mão ao Quadrado” award, endorsed by **BNP Paribas**, as well as the important support from **Fondation Lacoste** and **Intermoneys Valores**.

In 2016, we will report on the evolution of both our team efforts to materialize the project key goals and **ADC’s** activity. We are confident in the success and achievement of the foreseen milestones.

Lastly, on behalf of **ADC**, I would like to express my personal gratitude to our Partners, Associates and Friends and to all who believe in our work and make the continuity of the project possible.

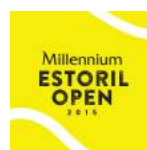
António Champalimaud

Founder

FOUNDING PARTNERS



PARTNERS



INSTITUTIONAL AND SOCIAL PARTNERS



AWARDS



INTRODUCTION

The year of 2015, will remain an important year in the history of **Academia dos Champs** as the year in which the project reached a new level of maturity – broadening the geographical spread throughout the all country, having now eight centers.

This geographic progress has increased the number of students on the project and improved ADC's relationship with social partners, municipalities and the private sector, making us, simultaneously, eligible to apply for international support, as was the case of the strengthening of the partnership with **Fondation Lacoste**.

If it is true that there is a huge investment in sport as an integration tool taking place internationally, it is also true that in **Portugal**, we are still taking the first steps to build its credibility and validation in the third sector. The operating model of **ADC** is similar to many other international projects, but the theme in relation to Public Institutions in **Portugal** still remains something experimental – and one of our permanent goals is to change that reality.

The numbers we want to help decrease are very clear. In 2014, **Portugal** had the largest increase (27.5%) in the risk rate of poverty and social exclusion among the EU countries (*Caritas Europa, 2015*) and, according to the National Health Plan 2012-2016, is the EU country with the highest percentage of citizens who affirmed to never do any physical activity (36%), much higher than the European average (14%) (*Special Barometer, 2010*).

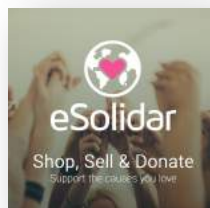
By integrating children through tennis, we seek not only to provide answers in the sports arena, but also in the health, education and employability fields. Issues such as school dropout (**Portugal** has the fourth largest school dropout rate in the EU), employability (unemployment rate above 14% in 2015, according to the OECD), personal motivation, lack of confidence, poor behavioral conduct and a sedentary lifestyle, are some of our focuses and will continue to be in the future.

2015 CHRONOLOGY

JANUARY



Instagram | **ADC** has expanded its footprint in social media, by creating an official page on **Instagram**. Another excellent way to follow our **Champs** and their regular activities **@academiadoschamps**.



eSolidar Partnership | The **ADC** solidarity products, apart from being available on our own website as well as within other partners stores, are also available on **eSolidar** online platform.



CIF Clinics | The emblematic Lisbon Club have once again given our students the opportunity to broaden their horizons through training with athletes of a different competitive level. The Oeiras Municipality secured their transportation.

FEBRUARY



IRS Campaign | For the second consecutive year we have activate the call for donations through the tax return for individuals and companies. A way of supporting the ADC project with no associated costs.



Technology Partnership | Due to a partnership between **ADC** and **CDI Portugal**, the Alcabideche students have had the opportunity to be part of a technology initiative/project, totally supervised by **CDI Portugal** staff members.



Flying with TAP Air Portugal | Between February and April the portuguese airline company have streamed an **ADC institutional video** in seven long-haul aircraft, reaching approximately thousands of passengers.

2015 CHRONOLOGY

MARCH



ADC students at the Davis Cup | Portugal have hosted its Davis Cup by BNP Paribas tie with Morocco in Jamor. Led by captain Nuno Marques, the national team have won with the positive influence and the support of **ADC** students.



Portuguese Tennis Federation Award | Miguel Plantier, our technical director, have received on behalf of **ADC** the “Instituição” Award from the **Portuguese Tennis Federation**, on its 90th anniversary gala dinner.



Official Partner of Estoril Open | During the Estoril Open official presentation, **ADC** has been confirmed as the social responsibility official partner of the most important ATP World Tour tournament hosted annually in **Portugal**.



ADC Ball Kids & Line Umpires | Every year **ADC** is well represented in the ball kids team of the Estoril Open. Nevertheless, in 2015 we have exceeded our students attendance with fifteen ball kids and two line umpires.



2015 CHRONOLOGY

APRIL



Easter Tournament | After the rehabilitation of the Outurela Center, a tournament was played for all our **Champs** to properly celebrate the landmark. It brought together in the same space our champs from all our **Lisbon Area** centers.



Mini-Champs debut | Our most recent students were tested and had their first experience in a tennis tournament. The results were very positive, foreseeing an even greater and brighter future for our **mini-champs**.



Conference | The **CESPU-ISCSN**, a local Institute of Sciences, has invited **ADC** to be part of the XI Scientific Conference on physical activity, health and sport, focused on the topic “Using Physical Activity as an Alternative Treatment”.



Tickets Online Contest | As a result of our partnership with **Van Digital** – digital marketing experts –, **ADC** have launched a online contest during the Millennium Estoril Open, which offered tickets to our Facebook followers.



Congress in Rio Maior | Hosted by **ES Desporto** and **Aliança Intercontinental de Gestão do Desporto** – an agency focused on sports management manners. This was an opportunity to expand new academic partnerships.



Champs on TV | An invitation from **CIF**, gave the opportunity to some of our students to act on a TV Show broadcasted on **SIC** television – called “**As Poderosas**”, which was filmed in a tennis environment.

2015 CHRONOLOGY



MAY



On court with Richard Gasquet | Frenchman's victory at the **ATP World Tour Estoril Open** was closely followed on court by some of our students who have reached the finals as ball kids, after being selected from more than 30 candidates.



Tennis Monsters | **ADC** mascots entertained the **Millennium Estoril Open** crowd by presenting our project in a livery and fun interaction with the tournament public. Special reference to the mascots visit to **RFM Radio** onsite studio.



Champs at the Estoril Open | **ADC** centers visited the event and participated in several tennis activities. **Maia** and **Alcabideche** students were particularly vocal in supporting portuguese players **João Sousa** and **Rui Machado**.



2nd Anniversary | In 2013 **ADC** have received the **ATP Aces for Charity Award** with a 10.000 euros grant. A very special acknowledgement and recognition of our daily work which we proudly recall every year.



Charity Auction | **ADC** debut on fundraising auctions could not have been better. **João Sousa** autographed t-shirt was auctioned on **eSolidar**, an online auction platform, and sold for a total amount of **570 euros**!

2015 CHRONOLOGY

JUNE



Conference “Sport as a Tool for Social Integration”

In collaboration with Pressley Ridge Portugal and Associação Salvador, **ADC** hosted an unprecedented initiative in which various stakeholders from the third sector shared their views, experience and objectives on the conference topic. The initiative was possible thanks to the support of our partners, namely The National Institute of Sport (IPDJ), The Portuguese Tennis Federation (FPT), **BNP Paribas**, **A Padaria Portuguesa** and **Fonte Viva**.



Diploma Award | **Alcabideche Champs** have successfully finished the training with **CDI**, a non-profit organization which uses technology for social inclusion. After presenting the projects on our Conference they received a diploma.



Summer Tournament | The Jamor National Training Centre, in Lisbon, brought all **ADC** students together for a 3 day tournament supported by the **National Institute of Sport** (IPDJ) and the **Portuguese Tennis Federation** (FPT).

SEPTEMBER



Solidarity Minute | **ADC** have participated in the solidarity initiative promoted by Montepio Geral Bank, promoting our mission and motto “**Learning to Win in Tennis and Life**”. Relive the images broadcasted by SIC TV on our **YouTube**.



Academia do Futuro | **ADC** have started this partnership in **Outurela** to provide free tutorial services on personal development and education matters, focusing on a more complete approach with regards to sport and education.

2015 CHRONOLOGY

OCTOBER



BNP Paribas Award | **ADC** was one of the co-winners of the *Mão ao Quadrado* Award, promoted by the **BNP Paribas** employees. This award was directed towards improving the conditions of the **Outurela Centre**.



Champs' Strings | **CIF's** Tennis Shop, in Restelo, became the official stringer provider of our **Champs** tennis rackets. This new partnership have increased the quality of our work on all the **ADC** centers.



Fondation Lacoste | A renewed support from the **Fondation Lacoste** to **ADC**, funding part of the tennis lessons costs. This partnership is paramount to achieve further consolidation of the whole project.

NOVEMBER



Graffiti and Tennis Clinics | Another **BNP Paribas** team building activity was conducted in **Outurela** Center, where sports activity was combined with urban art workshop hosted by **Utopia**, a well known local graffiti artist.



Tennis for Disabled Players | **Enzo Amadei** have conducted several events in Europe promoting TAP (Ténis Adaptado de Pé). Along with the National Institute of Sport and Portuguese Tennis Federation, **ADC** supported the event.



Associação D. Pedro V | A key **ADC** partner in the renovation of **Outurela** Centre, helping directly on fencing, coating and painting of the courts, opening new prospects on the project sustainability.

2015 CHRONOLOGY



DECEMBER



New Centers | Official opening of three new **ADC** centers allowed to increase the number of students/lessons: **Quarteira** and **Faro**, in Algarve, and Cascais High School (Metropolitan Area of Lisbon).



Merit Award | It rewards value academic achievement, sports performance and students' behavior/attendance at school and tennis lessons. **Toshiba**, **Lacoste**, **Babolat** and **BNP Paribas** have been regular supporters of the initiative.



Christmas Donation | Intermoney Valores – CIMD Group, a company that offers brokerage services, have awarded **ADC** a total of **€10.000** which paid for 800 hours of tennis lessons for a total of 45 students in three different centers.



Dental Care | As an extension of the help given by the Turma do Bem team, an international project for oral screening, **Dr. António Mata** helped one of our Champs receiving urgent medical treatment.



Christmas Tournament | Time to say goodbye to 2015 with the usual Christmas Tennis Tournament in which competition, social interaction and fair play were widely practiced among **ADC** students.

1. CONFERENCE | SPORT AS A TOOL FOR SOCIAL INTEGRATION

In collaboration with **Pressley Ridge Portugal** and **Associação Salvador**, **ADC** hosted its first conference, entitled “**Sport as a Tool for Social Integration**”. This initiative was organized in the National Sports Complex, in Jamor, and it was supported by the **National Institute of Sport (IPDJ)**, duly represented by its president **Augusto Baganha**, and by the **Portuguese Tennis Federation (FPT)**.

Both **Oeiras** and **Cascais** Municipalities were represented respectively by **Carlos Morgado** (vice-president) and **Frederico Almeida** (councilor), – both with which **ADC** holds on going protocols regarding its scope of activity with the students of these municipalities. The remaining guest speakers have shared important information, experiences and best practices on different sectors relevant to all the institutions participating in the conference – such as the third sector, academic sector and sports.

Participating Institutions

Associação Salvador | **Pressley Ridge Portugal** | **Academia do Johnson** | **AMRT Ubuntu Basket** | **Associação de Solidariedade Social da Assomada** | **Cascais Fight Center – Duba** | **Diogo Ganchinho** | **Academia do Futuro** | **Aldeias de Crianças SOS** | **CDI Portugal** | **Entrecul E5G – Programa Escolhas** | **Escola de Boxe da Outurela** | **Faculdade de Desporto da Universidade do Porto** | **K-Cidade** | **Fundação Aga Khan** | **Noel Delgado** | **Turma do Bem** | **Associação Jorge Pina** | **Escolinha de Rugby da Galiza** | **Rugby da Alta de Lisboa** | **Projecto Surfart**

In addition to the above mentioned institutional support, the Conference have received the support of other **ADC** partners, namely **BNP Paribas**, **A Padaria Portuguesa** and **Fonte Viva**.

ACADEMIA DOS CHAMPS CONFERENCE SPORT AS A TOOL FOR SOCIAL INTEGRATION



BNP PARIBAS

fonte viva
Em todos os momentos

Millennium Estoril Open 2015



GALLERY

INFRASTRUCTURE REHABILITATION OF THE OUTURELA CENTER



With the support of **Associação D. Pedro V**, Outurela Center infrastructures have been improved, ensuring greater security and better conditions in all annual activities conducted in this center for all **ADC** students.



TESTEMONIALS | PARTNERS



“Abreu Advogados is very proud in being associate founder of Academia dos Champs, as we believe and support ADC’s mission in creating a life project, through sport, for children and young adults from socially vulnerable communities.”

RENATA PAIXÃO, Abreu Advogados

“In tennis as in life, while the tennis ball goes back and forth, there is a multitude of things to learn. Educating and training through sport is a noble purpose and we believe Academia dos Champs deserves to be recognized for it. Only a team with so much human and professional skills could get good results.”

PARTNERS

DINA CAMACHO, Partners



“Technology is one of the most important areas when educating someone. In this regard and since 2014, Toshiba is proud to support Academia dos Champs on its goal: train champions for life, providing them with knowledge and new perspectives for their future.”

NUNO CARAPINHA, Toshiba

“Since 2011, Academia dos Champs has challenged children and young adults from Aldeias de Crianças SOS, in Bicesse. During this path, many children and young adults have benefit from the willingness and personal attention of coach Pedro Paulo, who motivates our group of children, three times a week, to overcome obstacles, to respect rules and sportingly enhance their capabilities. The activities and tournaments held throughout the year are a reflection of the commitment and dedication of Academia dos Champs’ team and they are certainly seen as the most important moments. Thank you!”



SANDRA MAXIMINO, Aldeias de Crianças SOS | Bicesse

TESTIMONIALS | PARTNERS



"The partnership between these two projects, Academia dos Champs and Academia do Futuro, have doubled our efforts in working with students with behavioral and learning issues. Coaches and Tutors from ADC and AdF provide hard and soft skills for students to become more secure and independent during their learning and personal growth process. The various success stories within these projects motivate us to continue this work together."

KAMILLA DA SILVA, Academia do Futuro

"The tremendous kindness and willingness that the Academia dos Champs professionals bring to this project is inspiring, and our passion for these matters motivates us even more to support the digital communication actions of ADC."



HUGO ALMEIDA, Van Digital



"Social responsibility is intrinsic to any person or organization. Academia dos Champs is an example in this area, developing a blameless work within socially vulnerable communities in Portugal. Academia dos Champs performs, through tennis, a paramount social intervention. The social integration of young people through sport has a vertical dimension.

The Portuguese Tennis Federation as a partner of Academia dos Champs, endorses its purposes and goals and are pleased to have a social solidarity project in the tennis world, which creates champions for life."

VASCO COSTA, Portuguese Tennis Federation

OUR CENTERS



Outurela



Loulé/Quarteira



Bicesse



Faro



Trajouce



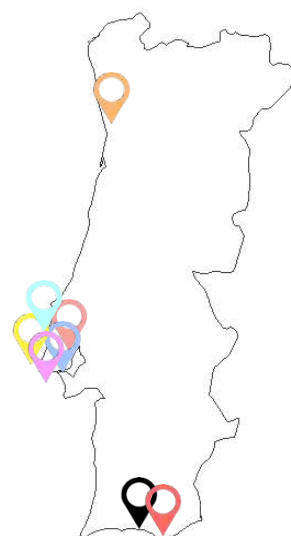
Alcabideche



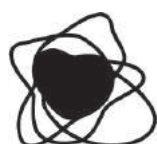
Maia



Cascais



SOCIAL PARTNERS



Oeiras
Marca o ritmo



maia
CÂMARA MUNICIPAL



CASCAIS



**ALDEIAS
DE CRIANÇAS SOS**
Amor e um lar para cada criança



K'CIDADE

PROGRAMA DE DESENVOLVIMENTO
COMUNITÁRIO URBANO



**INSTITUTO
D. Francisco
Gomes**
CASA DOS RAPAZES



THE ADC UNIVERSE

1. WHAT IS IT?

Academia dos Champs (ADC) was born in 2009 as a project focused on the **social integration** through tennis. Its main objective is to demonstrate that there are many benefits to recognize the practice of sports as a philosophy of life.

ADC is an independent, apolitical, not for profit IPSS (Private Institution of Social Solidarity).

2. MISSION

To socially integrate and monitor children in need, utilizing **sport** as a training tool.

3. RECIPIENTS

**150
CHILDREN
AND YOUNG
ADULTS**

**6 TO 18
YEARS OLD
OF AGE**

**SOCIALLY
VULNERABLE
CHILDREN**

**SIGNALED
YOUNG
ADULTS**

4. OUR GOAL

CREATE CHAMPIONS FOR LIFE

THE ADC UNIVERSE

5. OBJECTIVES

Through the **development of personal, social and professional skills**, ADC provides each student with means to take control of a life path which can be carried over to their adult life.



6. AREAS OF INTERVENTION

**SOCIAL INTERVENTION | EDUCATION |
SPORTS | YOUTH | HEALTH**

THE ADC UNIVERSE

7. WHO ARE THE STUDENTS OF ADC?

Children/young adults in need of **OPPORTUNITIES** to succeed

Youngsters lacking **MOTIVATION** to pursue a stable lifestyle.

RESIDENTS of neighborhoods where ADC has its centers.

INDIVIDUALS somehow signaled by our Social Partners

Young adults who tend to **ABANDON** and fail in **SCHOOL**

8. WHAT ARE THE ISSUES?

- **Inability** to make and keep commitments
- Tendency towards **social isolation**
- **Lack of respect** for authorities and for others
- Difficult access to **personal development tools**
- School failure | **Lack of motivation** | Social exclusion
- Difficulty accepting **criticism**
- **Resistance** to maintain routines and obey rules

THE ADC UNIVERSE

9. WHAT CAN WE DO?

ADC believes that **working on the lack of confidence** and self-esteem existing in the students helps to identify the solution to most of the above problems.

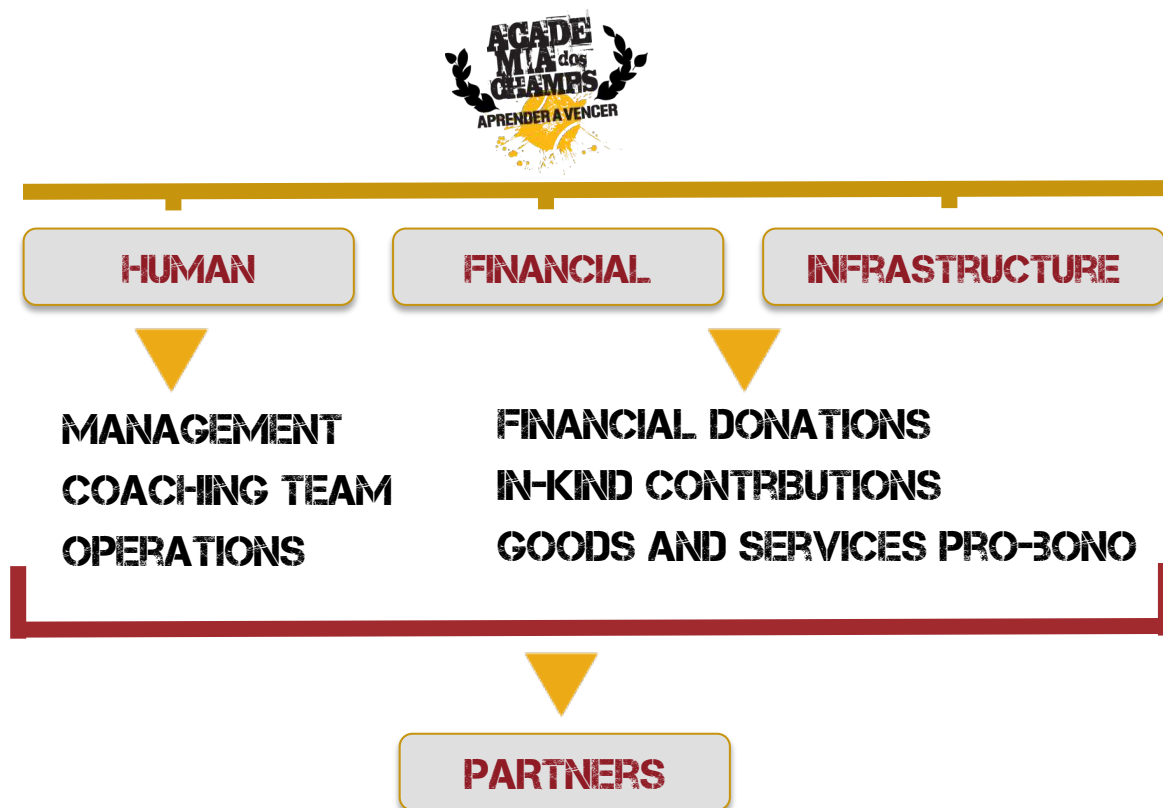
It is important to demonstrate to our recipients that **sport does not distinguish** social classes, backgrounds and life circumstances, but it rather rewards effort, good athleticism and excellence in performance. **Success is within everyone's reach.**



Sport conveys values of teamwork, healthy competition, respect and good conduct. Using it as a tool is an innovative way to instill guidelines in children and young adults, by addressing the social problems that can get aggravated with the economic and social situation in which we live today.

THE ADC UNIVERSE

10. NECESSARY RESOURCES



The **network of partners** helps to ensure the continuity of the project. Donations are however variable, thus it is important to ensure its **consistency** and **evolvment**.

Despite the essential aspect of the **financial support** we receive, it has also been very important to count on **the goods and services provided by some of our partners** – which allow us to address the lack of resources in several areas, such as the supply of materials that helps to give continuation to the training sessions and improve its conditions for the children.

THE ADC UNIVERSE

11. PERMANENT GOALS

**Execution
of new
challenges**

**Sustainability
of the Project**

**Consolidation
and growth
of existing centers**

**Maintain levels
of excellence in
tennis coaching**

**Create methods
for greater
student
commitment**

**Encourage and
stimulate new
communication
tools**

**STRENGTHENING THE IMPACT MEASUREMENTS IN THE HEALTH,
EDUCATION, TRAINING AND EMPLOYABILITY AREAS**



THE ADC UNIVERSE

12. HOW DOES ADC OPERATE?



13. MAIN ACTIVITIES

SPORT | TECHNICAL MONITORING

Weekly tennis lessons, tournaments and regular clinics

SOCIAL INTEGRATION AND SUPERVISION

Together with social partners/schools

14. MAIN ACTIVITIES

MONITORING OF SCHOOL PERFORMANCE

Together with social partners/schools

Academia dos Champs develops motivation methods such as the **Annual Merit Award**, in an effort to obtain better results for the children in terms of school success. The goal is to combine sporting success to academic success, demonstrating that commitment pays off.

We believe in partnerships in the education sector to further **ensure school attendance** and to instill study methods in our students – i.e. **Academia do Futuro** and **CDI**.



15. MAIN ACTIVITIES

TRAINING SESSIONS | VARIOUS INITIATIVES (OCUPATIONAL AND LEISURE)

The children have participated in training programs enablers of **fostering the development of their skills and creating opportunities on a professional level**. For another consecutive year, the “Champs” attended the ball kids training course for the **Estoril Open** event and our team was selected to “work” in the semifinals and final of the event.

The activities go beyond the centers – **ADC** is always seeking to **integrate the children into all actions** organized in conjunction with its partners, such as:

- Team building initiatives with **BNP Paribas**
(Graffiti workshop e clinics)
- CDI diploma ceremony after training session
- Tennis clinics with ADC partners
- Other activities



THE ADC UNIVERSE

B. IN WHAT SENSE ARE WE CONTRIBUTE TO THE IDENTIFIED SOCIAL NEEDS?

Given the current context and the worrying growth of children identified by the social welfare services, we find it critical to create ways to instill motivation and belief of a better future.

COMPLIANCE WITH RULES AND SETTING GOALS

Through the training, **discipline, persistence and dedication**, enhancing self-esteem and confidence.

SOCIAL INTEGRATION

We give special importance to “**SPORT FOR ALL**” since we **endorse a sporting discipline of difficult access** in schools and neighborhoods.

We integrate children in a **variety of activities** organized by **ADC** and its **partners**, providing then, access to other realities.

BE A TRUE CHAMP AND HELP OUR STUDENTS
IBAN PT50 0010 0000 5277 6930 0014 8

THE ADC UNIVERSE

SPORT AND EMOTIONAL DEVELOPMENT

We guarantee the development of the students either through our partnership with the **Portuguese Tennis Federation** (FPT) or through their integration in Tennis Clubs (such as **CIF – Escola de Ténis Manuel de Sousa**).

The tennis lessons provide a different approach to life lessons transmitted to the children, thus unlocking a few barriers. The **informality and the strong bond created between coaches and students**, reinforced by the individual characteristics of the sport, **allow the strengthening of technical skills and emotional nourishment of the children.**

EDUCATION | TRAINING AND CAREER OPPORTUNITIES

Our students have **privileged access to opportunities** within the tennis sector. They are equipped with skills that can be utilized in professional terms, both inside and outside of **ADC**. We also collaborate with outplacement opportunities with organizations related to the field and our partners.



THE ADC UNIVERSE

FIGHTING SCHOOL DROPOUT RATES

Through the connection of social workers with the schools, and the quarterly exchange of information of the same with **ADC**, we are able to monitor the progress of the sport practice along with the learning difficulties of the students.

It is important that as being responsible for much of the extra-curricular calendar of the children, we can reinforce the work that is done at school.



PROMOTION OF AN ACTIVE AND HEALTHY LIFESTYLE

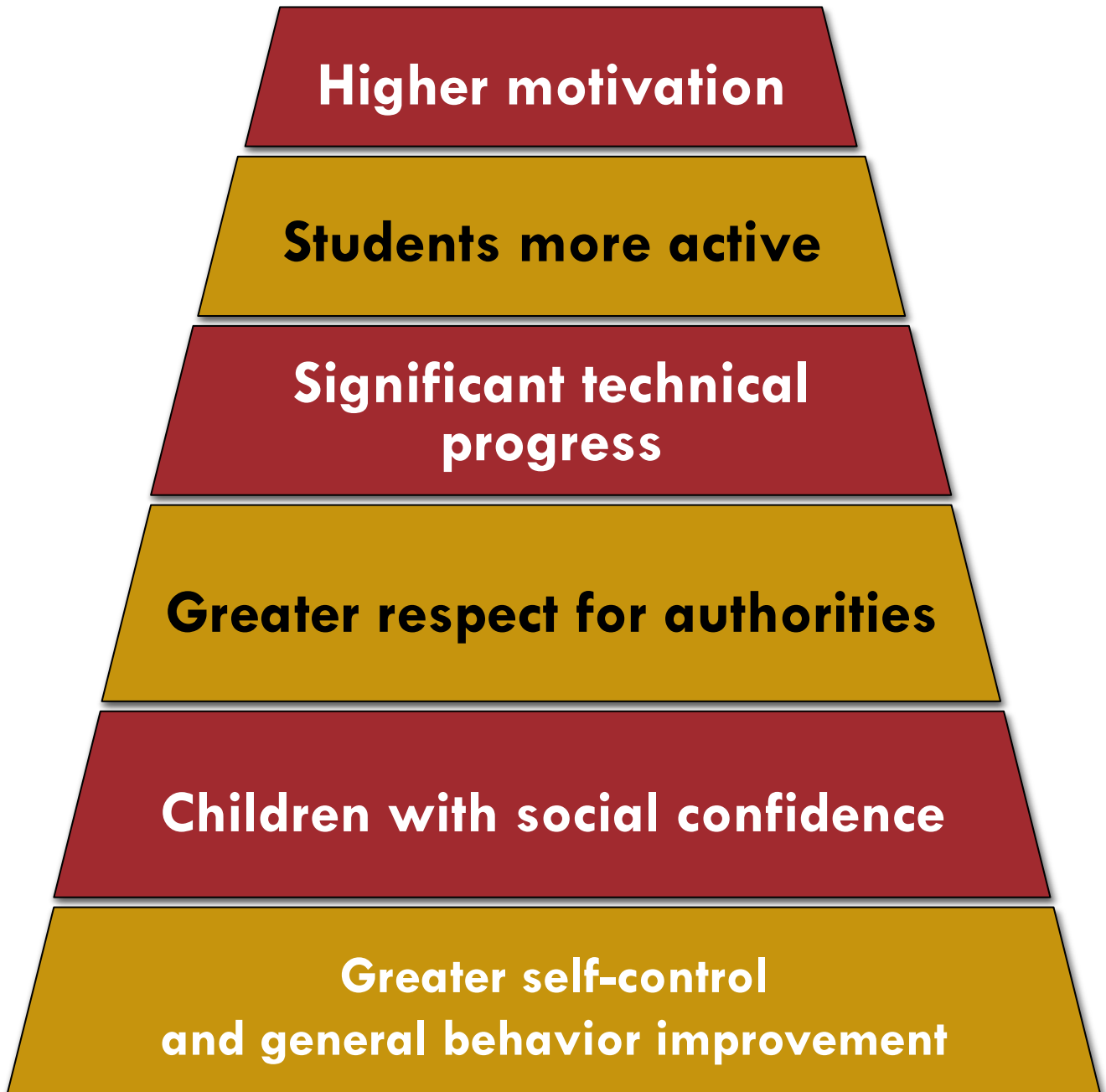
Promoting regular sporting activities is a **strong tool to fight sedentary behavior, childhood obesity** and the **practice of unhealthy habits**.

ADC aims to provide students with a minimum of **two tennis lessons per week** (more lessons whenever the school schedule permits), integrating the children into **small and homogeneous groups**, according to their **technical level** and **age**. This is the way to maximize their development and the quality of our lessons.



The **partnerships developed in the health sector** allow greater access to care for the children. Sports Insurance and routine exams required for membership in the **Portuguese Tennis Federation** improve our students safety and regular supervision.

14. WHAT RESULTS COME FROM AN INCREASE OF TENNIS LESSONS?





HEAD PRO

Miguel Plantier

Having dedicated his life to tennis, as a player and also as a coach, Miguel Plantier supervises all **ADC** centers.

Credentials: ITF (International Tennis Federation); USPTR (United States Professional Registry – Vander Meer); FPT (Portuguese Tennis Federation); ERPT (European Registry Professional Tennis).

TENNIS COACHES



Ângelo Orge



António Semedo



João Marques



Paulo Pedro



Pedro Peixoto



Raúl Lazlo

**ALL ADC TENNIS COACHES ARE ACCREDITED BY THE
PORTUGUESE TENNIS FEDERATION**

OUTURELA

Operating since | **2009**

Coach | **António Semedo**

Social Partner | **Entrecul E5G**

32 students
1.111 hours



LOCATION PROFILE

- * High unemployment rate which aggravates the social and economic situation of local families;
- * High degree of illiteracy – much of the population only attended primary-level school;
- * Residents of the neighborhood are mostly from other parts of Portugal, Cape Verde, Angola and Guinea-Bissau.

BICESSE | ALDEIAS DE CRIANÇAS SOS

Operating since | **2011**

Coach | **Paulo Pedro**

Social Partner | **Aldeia de Crianças SOS**



22 students
286 hours

LOCATION PROFILE

- * Center integrated in the area's Aldeias de Crianças SOS;
- * Aldeias de Crianças SOS work based on providing strength to underprivileged families by supporting the development of each child until it becomes self-sufficient and integrated into society;
- * The institution counts on a team of social workers who are responsible for monitoring the families created by the Children's Villages and are the link to **ADC**.

TRAJOUCE

Center supported by Robert Abdesselam Foundation

Operating since | **2012**

Tennis Coach | **Raúl Lazlo**

Social Partner | **Geração C**

35 students
228 hours



LOCATION PROFILE

- * Considered as an older suburban area, which despite being the subject of significant growth as a result of the construction of the PER Enterprise in 1997, today presents an irregular pattern of growth, carrying a decreasing pace over the past decade;
- * The area's population reflect a Portuguese native base with immigrants from African origins;
- * Demographically speaking, Trajouce reveals a more youthful base of the age pyramid than other parishes in the area.

MAIA

Operating since | **2013**

Coach | **Pedro Peixoto**

Social Partner | **Santa Casa Misericórdia Maia**

14 students
269 hours



LOCATION PROFILE

- * It was the first time that **ADC** introduced the project into a tennis club attended by other children. This has been a way of promoting contact among all children and broadening their horizons outside the district where they live;
- * The Municipal Tennis Complex at Maia is one of the best local tennis development centers, especially in the field of training younger age groups;
- * The rise of unemployment has brought additional difficulties for the local families, resulting in less investment in children's education, and highlighting the importance to have external support.

ALCABIDECHE

Operating since | **2014**

Coach | **Paulo Pedro**

Social Partner | **Escola Básica 2º e 3º Ciclo Alcabideche**



25 students
207 hours

LOCATION PROFILE

- * It was inaugurated with the support of Aga Khan Foundation, being the first experience inside the premises of a school;
- * The center of Alcabideche include areas in Adroana, Red Cross and Alcoitão;
- * The school's infrastructure includes indoor and outdoor facilities which helps our students to have lessons consistently regardless of weather conditions;
- * The relationship between school teachers and our coaches is facilitated, thus contributing to a frequent exchange of information and bringing an added value for the individualized monitoring of the children.

LOULÉ | QUARTEIRA

Operating since | **2014**

Coach | **Ângelo Orge**

Social Partner | **Dra. Laura Ayres School**

7 students
26 hours



LOCATION PROFILE

- * This center was opened with the support of António Aleixo Foundation;
- * The center has a high number of students from the local school which led to a direct interaction with the school coordinators and the implementation of the project within the school premises;
- * High unemployment rate which aggravates the social and economic situation of local families.

FARO

Operating since | **2015**

Coach | **João Marques**

Social Partner | **Instituto D. Francisco Gomes**

7 students
14 hours



LOCATION PROFILE

- * This center was launched due to a direct relationship with the Tennis Association in Faro;
- * João Marques views aligned with **ADC** mission, have strongly motivated the opening of this center in the southern area of the country;
- * The main obstacles found in this area are the seasonality factor of the Algarve region and consequent high unemployment.

CASCAIS

Operating since | **2015**

Coach | **Paulo Pedro**

Social Partner | **Cascais High School**

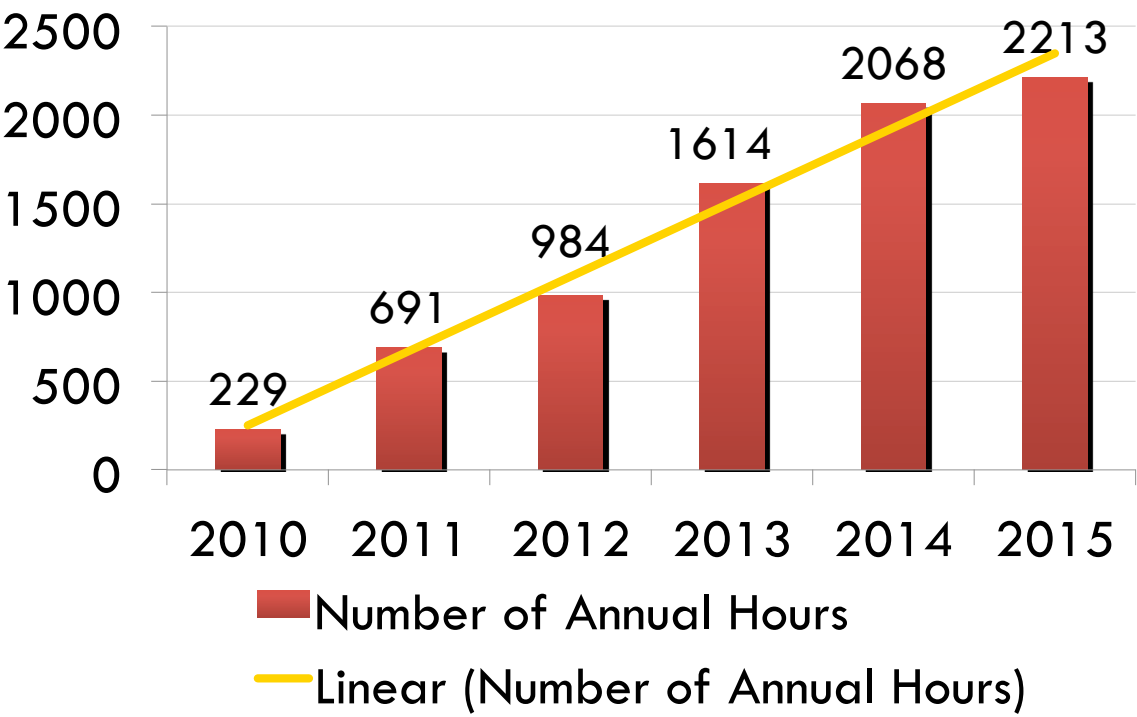
13 students
26 hours



LOCATION PROFILE

- * The Cascais center opening was the result of the combined efforts of both **ADC** and the local school;
- * The geographic proximity between this new center, Trajouce and Alcabideche, enabled the consolidation of the project by increasing the number of **ADC** students in the area;
- * Given the fact this center is located within the premises of the school, the communication and proximity between school teachers and the coach is greatly benefited.

Evolution of Tennis Lessons (Hours)



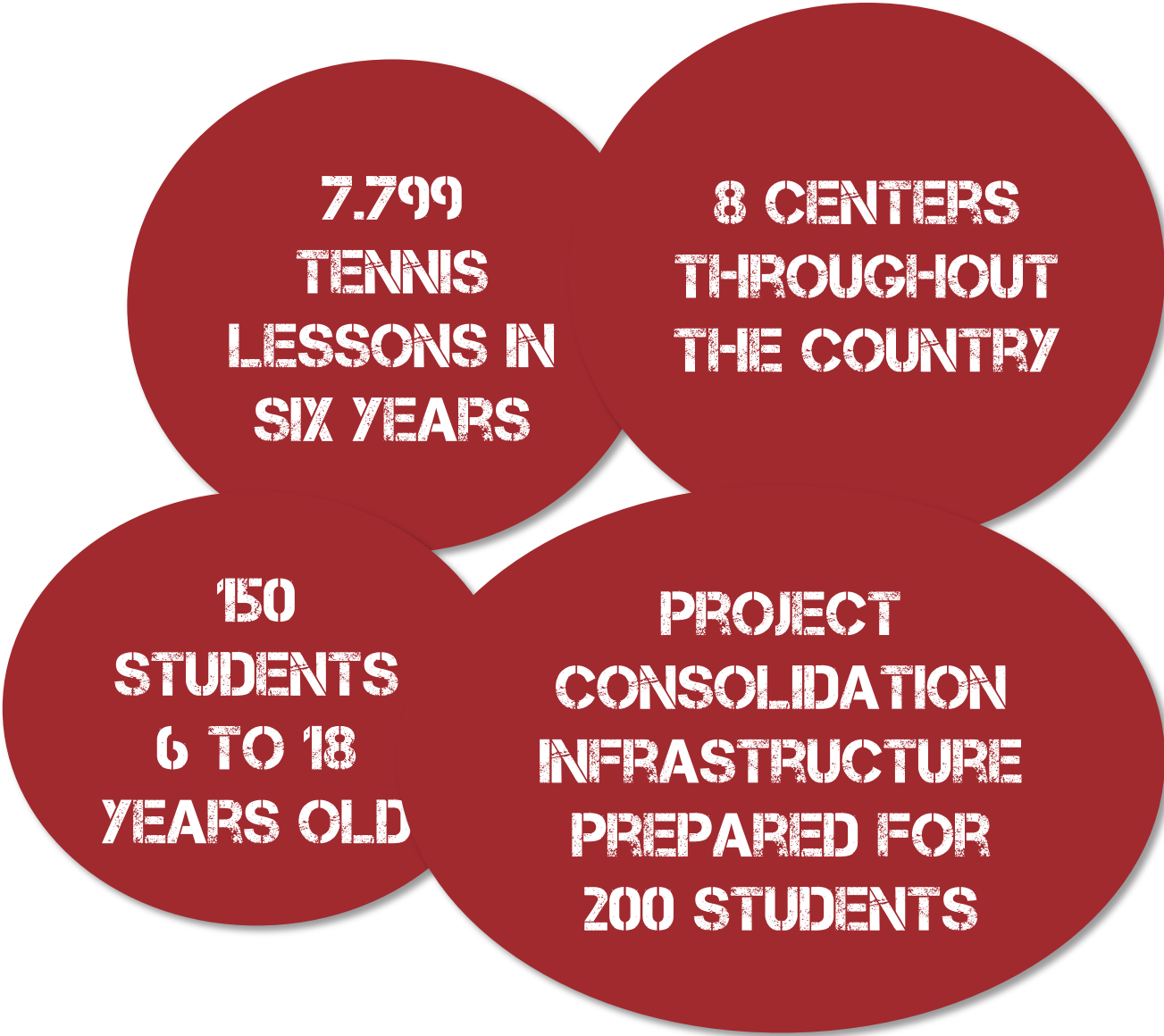
From the chart we are able to see the **progress of the number of tennis lessons between 2011 and 2015**, reflecting a steady and fairly strong growth from year to year.

During 2015, we have seen the project consolidation with its expansion to the entire territory of Portugal, all centers combined had over 2200 tennis lessons, which indicates a non significant percentage increase in the number of lessons given when compared with previous years.

ADC DATA

Compared to 2011, always bearing in mind the consolidation aspect, one can conclude that the number of tennis lessons at **ADC** have tripled.

This growth is not only due to the geographical expansion of the centers, but also to the consolidation of the existing ones, which today have a **greater number of children involved**.



EVALUATIONS

Technical assessments are made by our coaches, which take into account the students' level and performance in all aspects related to tennis practice, such as lessons and tournaments.

Emotional evaluations are done in **conjunction with local partners and schools**. Our technical team examines the attention span of the students, their motivation, group attitude, tolerance to adversity, commitment, among others.

TECHNICAL AND BEHAVIORAL REVIEWS

5 – EXCELLENT

4 – ABOVE AVERAGE

3 – AVERAGE

2 – BELOW AVERAGE

1 – VERY BELOW AVERAGE

As mentioned above, one of **Academia dos Champs'** objectives is to monitor the academic performance of their students. To date, this parameter is supported through the analysis of final grades within an academic year. In addition, we are heading towards a **closer evaluation model of the academic life** of each of these children in an effort to provide them with motivation throughout the year. We want to follow each of them closely.

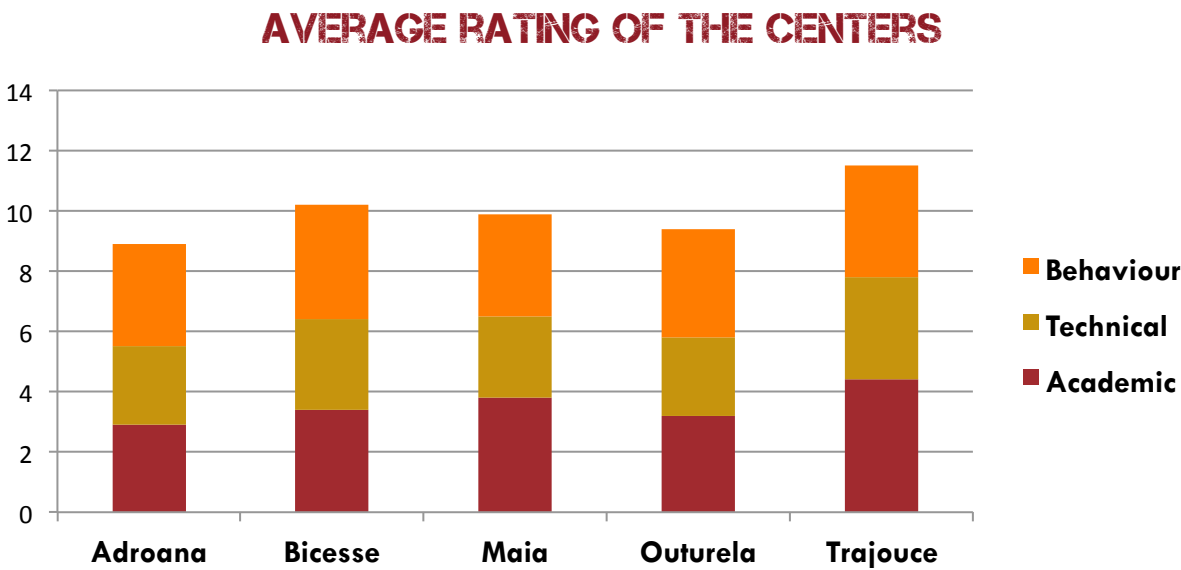
Each center has a different reality that must be taken into consideration distinctively.

EVALUATIONS

The student evaluations, conducted by each of the parties involved – social workers (**behavioral** assessment), coaches (**technical** assessment) and school teachers (**academic** assessment) – is performed based on the same scale (1-5) in order to facilitate the comparative analysis and the compilation of results.

We can conclude that in the **average score among the centers** did not have very significant difference.

In terms of **academic evaluation**, the centers of **Maia** and **Trajouce** stood out slightly, having an **average of 3,8 and 4,4**, respectively.



DO YOU FEEL MORE MOTIVATED AT SCHOOL WHEN YOU GET GOOD RESULTS PLAYING TENNIS?

'YES, I FEEL MORE CONFIDENT.'

ADC student's response to the annual survey.

EVALUATIONS

Regarding the technical evaluation, the highlights were **Bicesse** and **Trajouce**, having an average of 3 and 3,4, respectively. Such event may be related to **the lifetime of the project so far**.

Despite indicating a slightly lower number, we believe **Outurela** was no exception to this relationship between time of existence and technical development. However, **considering the large number of students**, the overall average turns out to be lower as we continuously welcome new students to the project.



In regards to the evaluation performed to **measure behavioral progress**, all centers presented very similar results. Highlighting the fact that none of them was able to reach the highest score 4, it is evident the **need to reinforce the work geared towards the disciplinary aspect of the children's lives**. It is essential to provide motivation for better behavior, so that we can also evolve further in the other two aspects.

IMPACT EVALUATION

It is important to receive feedback to help improving the conditions offered and the proximity between **ADC** and the community. The involvement of the children's families is one of the biggest challenges of this project, which leads us to approach and invite them to participate in what is taking place.

In light of that, a **satisfaction survey** to parents was created to serve as a tool to assess:

- The **dedication** that parents feel their children have;
- The **benefits** derived from the classes and why;
- The **desire** for continuation of the project by the parents;
- The **feedback** received in relation to the practice of the sport;
- The **evaluation** on the quality of the project and lessons;
- If they see **improvements** in terms of school performance.

RESULTS

Parents highlighted the **children's motivation to practice sports** (57%) and to pursue a **healthier routine** (76%) as the main benefits they have observed. There were 30% of parents who affirmed noticing a **behavioral improvement** - which typically is a less noticeable aspect of the practice of sports, but that nonetheless, has appeared as a positive consequence insofar as the project exists.

OBSERVADOR ●●

INSERÇÃO SOCIAL

Na Academia dos Champs, joga-se ténis por uma boa causa

22/5/2015, 21:32

Fundada em 2009, a Academia dos Champs (ADC) pretende ser um projeto de vida para crianças e jovens em situação de vulnerabilidade social. O desporto é apenas uma boa “desculpa”.



A [Academia dos Champs](#) (ADC) nasceu em 2009 como o objetivo de integrar crianças e jovens numa situação de vulnerabilidade social. Desde então, o projeto cresceu e conta já com **cinco núcleos em vários pontos do país**. O objetivo é expandir a Academia, mas também consolidá-la.

António Champalimaud foi o [mentor do projeto](#). Amante de desporto e antigo atleta federado, viu no ténis um meio para chegar aos locais onde a ajuda é necessária. Mas a escolha não foi apenas pessoal. O ténis, “um desporto normalmente elitista”, nem sempre é acessível. São poucas as escolas (ou bairros) onde existem condições para incentivar a sua prática.

ADC IN THE MEDIA

Campeões fogem da rua

Academia dos Champs trabalha com 150 crianças de bairros problemáticos • Desporto como filosofia de vida • Jovens vivem torneio como apanha-bolas, ao abrigo de projeto de inserção

por
EDITE DIAS

AINDA não se joga nos courts, mas no recinto que equipa o Estoril Open não falta movimento desde manhã cedo. Alguns das mais pequenas, atrás de brinde - que a crise empurrou quase exclusivamente para a tenda VIP - e outros vestidos a rigor atrás dos olhos. «Querá ser futebolista ou ténista como o João Sousa», conta Filipe, um dos apanha-bolas no torneio, enquadrado por um projeto de inserção social. A ideia é fazer campeões da vida, que fogem das ruas perigosas. «Agora o bairro está mais calmo. Temos o ténis, por exemplo, e assim não fazemos porcaria na rua», justifica Filipe. Ao lado, o irmão gêmeo Luís corre atentamente. «Trabalho na Ourémia, sou monitor de crianças e ensino-as a não fazer o que fizo», explica num tom de credulidade, apesar do ar de menino. Roda os brincozinhos visíveis. «Fazia bullying... Gozava muito. Agora já tenho mais cabeça. Jogo ténis todos os dias. Sou federado, mas só fiz um jogo e perdi». Luís, 19 anos, mala reservada, também gosta de ténis. «O desporto é uma maneira de sair de certos caminhos do bairro. O problema é a droga e o abuso», diz. «O abuso», repete Filipe, que já conseguiu um autógrafo de João Sousa. «Na credencial, porque ele não tinha papel. Mas tentei ser sem ninguém ver porque é proibido», explica. «Só podemos pedir no último dia», conta Luís, que fez um curso de pastelaria e não consegue arranjar emprego. «Querá que o João Sousa ganhasse, mas o meu jogador favorito é o Djokovic», afirma Filipe, mais solto e provocador. «No futebol gosto do Messi». Luís rebate: «Eu gosto do Cristiano Ronaldo e quero que ganhe o João



Gêmeos Luís e Filipe são apanha-bolas, inseridos no programa Academia dos Champs

Sousa. Ou o Kyrgios». Ainda bem que não apostou!

TIROS E DROGA

À porta do central, os outros meninos do projeto da Academia dos Champs, a IPSS que trabalha com 150 crianças em situação de vulnerabilidade social desde 2009. O desporto, e neste caso o ténis, como filosofia de vida é o ponto de partida de muitos deles. Ao lado, Gastão Elias debate-se com o francês Schepfer. Num cantinho, discreto, está Fábio. «Estava lá no bairro e um dia vi colegas meus a jogar vólei. Perguntei se podia experimentar. E ficou. Também jogo

futebol, na Ourémia. Sou extremo. O melhor jogador do Mundo é o Cristiano Ronaldo e na vólei é o Rafael Nadal», vaticina sem hesitar. «O Nani está cá? Não acredito! É o meu segundo jogador favorito. Já gostava dele antes de ele ir para o Sporting! Eu sou do Benfica, mas tenho um poster gigante do Nani no meu quarto e várias fotografias do Ronaldo», conta. Fábio vive com os avós, esteve em França para procurar emprego, mas não se adaptou e voltou. «A vida no bairro não é fácil... A droga, os tiros... O ténis é muito importante. Eu, sempre que tenho tempo livre, vou jogar ténis.»



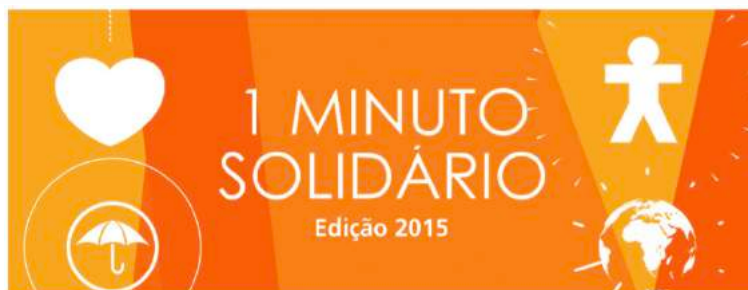
Fábio joga ténis sempre que tem tempo livre

ADC IN THE MEDIA



Minuto Solidário Montepio

Conheça a emissão de 16 de setembro de 2015, dedicada à Academia dos Champs, uma das entidades apoiadas pelo Projeto "Minuto Solidário" do Montepio.



CDI Portugal

16 julho, 2015 Notícias

Desde Janeiro 2015 que o CDI Portugal esteve com estes jovens que fazem parte do núcleo em Alcabideche da Academia dos Champs. Resolvemos em conjunto um problema em comum, sendo aqui a tecnologia uma poderosa ferramenta para atingir o fim a que nos propusemos: ter um campo de ténis em regime-livre, isto é, sem ser numa escola e sem um professor, como tinham até então. Para os jovens, o ténis é uma ocupação que cria uma saudável rotina, que desenvolve relações e que trabalha o seu sentido de responsabilidade, organização e disciplina. Pamela, Tomás, Bruna, Rafael, Márcia, Duarte, Bernardo e Vasco foram os responsáveis por criar este vídeo. Mostraram-no ao Presidente da Junta de Alcabideche que acedeu ao seu pedido de ter mais um campo de ténis para jogar quando quiserem. No dia 10 de Julho, enquadrado na conferência sobre o desporto enquanto ferramenta de inclusão social a cargo da Academia dos Champs, os jovens receberam os diplomas de participação no projeto CDI.

ADC IN THE MEDIA

Notícias do Ténis | FPT

Mais de 30 instituições juntaram-se para falar de integração social através do desporto, numa ação promovida pela Academia dos Champs, Associação Salvador e Pressley Ridge.

A ferramenta primordial

O desporto é uma ferramenta primordial para a integração social. Mais de 30 instituições reuniram-se no Jamor, a 10 de julho, para falar nas transformações de percursos de vida através da prática desportiva. A iniciativa, com o apoio da Federação Portuguesa de Ténis, foi promovida pela Academia dos Champs, a Associação Salvador e Pressley Ridge.

No auditório da Tribuna de Honra, a conferência, intitulada «O Desporto como Ferramenta de Integração Social», juntou várias entidades relacionadas com o desporto e o terceiro setor, com mesas redondas e momentos inspiradores, protagonizados por diferentes atletas e personalidades desta área.

«O habitual Torneio de Ténis da Academia dos Champs foi este ano apoiado pelo Instituto

do Desporto e Juventude e pela Federação Portuguesa de Ténis, por ter, pela primeira vez, uma dimensão nacional e envolver um maior número de alunos da Academia dos Champs. Com a disponibilização de alguns 'courts' no Jamor, consideramos que esta poderia ser uma excelente ocasião para aproveitarmos também as instalações, com vista ao reforçar do desporto enquanto ferramenta para o terceiro setor. São cada vez mais os projetos que surgem neste âmbito e isso comprovou-se pela adesão à conferência e pelo número de instituições que conseguimos envolver», afirmou António Champalimaud, mentor da Academia dos Champs.

Lançado o repto, foram mais de 30 o número de instituições presentes, que se propuseram debater as «Práticas na utilização



do desporto como ferramenta de integração social», os «Valores e benefícios do desporto para quem pratica» e a importância do desporto – «Inverter a pirâmide! Como tornar o desporto uma prioridade para o caminho na auto-realização?».

Nos momentos inspiradores,

que intercalaram os diferentes debates, foram apresentados testemunhos pessoais e experiências enriquecedoras que demonstraram como o desporto tem o poder de transformar percursos de vida. Reforçou-se ainda a importância da prática desportiva no dia-a-dia de todas as crianças e jovens,

A iniciativa teve o apoio da Federação Portuguesa de Ténis

mas especialmente para o acompanhamento de situações de vulnerabilidade social.

Desde a superação do Johnson, da Academia do Johnson, ao trabalho feito pela Vela Solidária no Algarve, até aos desafios vencidos por Noel Delgado, não se esgotou a modalidade nem a títulos conseguidos. O desporto juntou autarquias, universidades, instituições, atletas, alunos e diferentes perspetivas numa só sala, fazendo-se ouvir.

A iniciativa da Academia dos Champs teve a presença de João Paulo Santos, vice-presidente da Federação Portuguesa de Ténis, e a participação de entidades como Academia do Futuro, Aldeias de Crianças SOS, Associação Jorge Pina, Entrecul ESG – Programa Escolhas, Associação de Solidariedade Social (Assomado), CDI Portugal, câmaras municipais de Maia, Cascais e Oeiras, Fundação Aga Khan – K'cidade, Surfart, Turma do Bem, Escolinha de Rugby da Galiza, Faculdade de Desporto da Universidade do Porto – Faculdade de Psicologia, Rugby na Alta de Lisboa, Cascais Fight Center – Duba e Escola de Bove da Oufurela, além de individualidades, como o atleta olímpico Diogo Granchinho, Noel Delga-

O desporto juntou autarquias, universidades, instituições, atletas, alunos e diferentes perspetivas numa só sala



do (judo), Luís Brito (vela solidária) e Johnson (Academia do Johnson).

A Academia dos Champs é uma IPSS (Instituição Particular de Segurança Social) que foi criada em 2009, com o intuito de demonstrar que são muitos os

os benefícios de encerrar o desporto como filosofia de vida.

Em 2013, a Academia dos Champs foi distinguida com o prémio ATP Aces for Charity e, neste ano, com o Prémio Instituição, por ocasião das comemorações do aniversário dos 90 anos

fundação da Federação Portuguesa de Ténis.

A Academia dos Champs tem seis núcleos em todo o país e já conta com 150 crianças, a quem se pretende fazer chegar novas oportunidades e perspetivas de vida.

Há dois anos, a Academia dos Champs foi distinguida com o galardão ATP Aces for Charity, prémio recebido durante o Estoril Open



ADC IN THE MEDIA

JOVENS DO ENTRECUL-E5G PARTICIPARAM EM TORNEIO DE TÊNIS

14-07-2015



Nos dias 11 e 12 de julho, crianças e jovens do projeto estiveram nesta prova de Verão da Academia dos Champs, no Centro de Alto Rendimento do Jamor. Este torneio foi disputado por crianças e jovens da Outurela, Trajouce, Bicesse e Alcabideche, tendo os jovens do Projeto ganho o 1.º e 2.º lugar Feminino, 1.º e 2.º lugar de Masculinos nos escalões sub 18, sub 14 e o 2.º lugar de sub 12. Estão todos de Parabéns.

Programa Escolhas Jovens

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Camisola autografada do João Sousa - Millennium Estoril Open 2015

Ultima Licitação: 570,00 €

TERMINADO

O valor deste leilão reverte para Academia dos Champs

Leilão solidário de uma camisola do João Sousa que vai jogar em casa e quis apoiar a causa da Academia dos Champs (ADC) - Parceiro Solidário do Millennium Estoril Open.

O tênis é a ferramenta de integração social da ADC e a verba angariada através da camisola autografada do João Sousa será mais uma forma de fazer face aos custos associados aos treinos (a ADC conta já com 6 núcleos em todo o país). Os núcleos da ADC estão integrados em áreas de elevada vulnerabilidade social e todos os alunos têm acesso a aulas gratuitas.

O leilão terminou.

Ultimas licitações

	João Silva	€570	09.07.2015
	Clau	€560	09.07.2015

Fale connosco

eSolidar



O TÊNIS TEM MUITO PARA DAR.

Na Academia dos Champs acreditamos que mais que aprender a jogar ténis, as crianças e jovens em risco, podem ter acesso a ferramentas essenciais à sua vida, abrindo novos horizontes através de uma maior autoconfiança e conhecimento. Um Match Point que ensina a vencer na vida, uma escola de oportunidades em que aprendem a conquistar através do seu esforço e dedicação.

Contamos consigo para divulgar e apoiar esta causa.

Saiba mais em academiadoschamps.org
ou em facebook.com/academiadoschamps



DONATIONS

There are several ways to support the activity of **Academia dos Champs**, with all of them being important in helping us to achieve our permanent goals.

DONATIONS OF GOODS OR EQUIPMENT

Tennis rackets, tennis balls, sports gear – intended for use by the students during their activities.

CASH DONATIONS

Regular or occasional cash donations enable **ADC** to meet all the needs associated with its daily activity, such as tennis lessons.

IBAN PT50 0010 0000 5277 6930 0014 8

CONTRIBUTION THROUGH THE IRS STATEMENT

In **2014**, **ADC** raised 3.228 euros, which have resulted in 269 tennis lessons to 14 of our students.

SPONSOR ONE OF OUR CHAMPS


ADC works with approximately 150 students. Sponsor one Champ and be part of his/her life journey, providing inspiration along the way.

SOLIDARITY SHOP

ADC offers a way for contributing to the active lives of our children. The Solidarity products generate funds to support the activities and daily needs of our students.


SWEAT-SHIRT
15€ + Portes de envio
(1,40€)

ENCOMENDAR >




T-SHIRT
10€ + Portes de envio
(1,40€)

ENCOMENDAR >




SWEAT-SHIRT
15€ + Portes de envio
(1,40€)

ENCOMENDAR >



BONÉ
5€ + Portes de envio
(1,40€)

ENCOMENDAR >



BE A TRUE CHAMP AND WEAR OUR CAUSE

Orders may be requested throughout the year by e-mail
geral@academiadoschamps.org

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THANK YOU.