ATP ACES For Charity

ACADEMIA DOS CHAMPS

ANNUAL REPORT 2016

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MESSAGE FROM THE FOUNDER

Seven years after its establishment, **Academia dos Champs (ADC)** has exceeded the important mark of ten thousand tennis lessons. This year, we have also reached our highest count of 169 students including children and young adults from ages 6 to 18. Our goal now is to surpass the number of 200 students by the end of 2017.

As equally important as the growth of the project is the continuous effort to develop and improve powerful tools that can be used to guarantee high levels of consistency and control in order to ensure that the quality of the pedagogical activities remains unchanged. In 2016, we made a strong commitment to this area as we saw opportunity to sustain the organic growth of the project and fiercely focused on the need to find appropriate answers to meet the new challenges and responsibilities we face.

Over the years, we witnessed some of our Champs reaching adulthood which raised our attention to the fact that our challenges are becoming more complex and that the solutions we want to provide to these young adults are of a higher degree

For this reason, we continue to pursue new partnerships not only to fulfill our funding needs but also to help us finding new solutions that may result in substantial opportunities for our students.

This year, in terms of funding, we received support from **Angelini Pharmaceutical** that brought new life into our activities and allowed us to have a higher level of sustainability for the next three years. We also welcomed a new patron, **José Basílio Pinto Basto**, a member of the board of the Portuguese Tennis Federation (FPT), who generously became sponsor of the now called Pinto Basto Center at Outurela.

Another significant milestone was the opening of a new center at Ludoteca das Fontaínhas with the support of Helpo. This new challenge was the result of all the hard work carried out in the field since 2009.

In regards to the health field, we are grateful to have become a partner of **Silveira Pharmacies** who provides the supply of medicines to our students according to their specific needs. They also kindly provide the indispensable first aid kits for all ADC centers. The partnership with the **José de Mello Health Group** gained strength as we will soon conclude a protocol to formalize the support already provided by them regarding sports' medical examinations and health screenings for the students that become part of the FPT (Portuguese Tennis Federation).

As for the nutritional aspect which is another key subject of concern of **Academia dos Champs** alongside health and education, the **Chiquita Group** joined us by providing bananas for distribution to our students after training sessions. We take the opportunity to teach our students that fruits, in this case bananas, are a great source of essential vitamins and minerals.

It is important to mention the great contribution of the new Marketing and Communication team for the accomplishment of these new partnerships. The team was responsible for driving our network forward, helping to push an increased visibility among FPT and other tennis agents in Portugal. In light of that, **Academia dos Champs** participated for the first time in the Davis Cup and in the National Tennis Cup where our Champs played an important role as ball boys / ball girls, having their work recognized and praised. As a result of the amazing work of our reinforced team, we now have a very notable ambassador, **António Van Grichen**, who is a renowned and internationally recognized tennis coach and who also helped us to open the doors of the Ace Team Club for four of our students to be accepted in their competition-oriented training sessions.

In 2016, we were also very proud to be able to "close the cycle" for the first time through the integration of one of our students into the ADC monitors' team under the "Tempo Jovem Oeiras" program and two other students into community activities at Outurela neighborhood, undertaking functions of similar responsibility.

Finally, I would like to thank our partners, our team, our teachers and all of those who continue to believe that **"Learning to Win"** is within everyone's reach.

António Champalimaud
Founder | Chairman of the Board

SUPPORT

FOUNDING PARTNERS

ABREU ADVOGADOS | global step soluções informáticas | NewSourcing | PRTNERS

PARTNERS

FONDATION LACOSTE CELEBRATING 10 YEARS | ANGELINI | im gestão de ativos | BNP PARIBAS

ipdj INSTITUTO PORTUGUÊS DO DESPORTO E JUVENTUDE, I.P. | FEDERAÇÃO PORTUGUESA DE TÉNIS | ASSOCIAÇÃO DE TÉNIS DO ALGARVE | Millennium ESTORIL OPEN 2016 | Babolat

cuf | LACOSTE | DOM PEDRO V ASSOCIAÇÃO | Fondation RA Robert Abdesselam | FarmáciaSilveira

TOSHIBA Leading Innovation >>> | Microsoft | Chiquita | FUNDAÇÃO AGA KHAN | fonte viva Em todos os momentos

PANRICO donuts | gráfica simões gaspar www.simoesgaspar.pt | sumol+compal É da nossa natureza | Capri-Sonne | GRAFISLAB

PUBLIC PARTNERS

Oeiras Marca o ritmo | CASCAIS | maia CÂMARA MUNICIPAL | Faro | loulé concelho

SOCIAL PARTNERS

Entrecul E6G | **Espaço Mais Perto** | Aldeias de Crianças SOS | **Fundação António Aleixo**
Santa Casa Misericórdia Maia Centro Comunitário Vermoim Sobreiro | Instituto D. Francisco Gomes
Escola Dra. Laura Ayres | **Escola Básica 2º e 3º Ciclo Alcabideche**

OTHER PARTNERS

Ace Team | **Academia do Futuro** | Bola Amarela | **Carcavelos Ténis** | eSolidar | **Nutriventures**
Lusoponte | **Sacolinha** | Tennis Shop – CIF | **Ténis Portugal** | Lisboa Racket Centre | **Sector 3**
Setup Eventos

INTRODUCTION

2015 highlighted a new level of maturity for **Academia dos Champs** through its geographical spread across Portugal's mainland counting on eight training centers and in 2016, we accomplished our goal of consolidating the project.

The number of students increased as expected alongside a strict allocation of financial resources. At the same time, we ensured the optimization of the number of lessons and were able to improve the quality of our teaching methods. It was with great joy that we celebrated having surpassed the mark of 10.000 tennis lessons since the opening of **Academia dos Champs** in 2009!

We fulfilled one of our social missions by providing more than 2.000 tennis lessons, allowing each student an average of two hours of practice per week. We continue to strongly promote the practice of sports among young people in order to keep them from being part of the 64 percent of the population that in 2014 didn't practiced any physical activity according to the Euro barometer survey.

Concerning food and health education, the promotion of good health habits is a constant challenge as we cater to disadvantaged social environments where the quality of food provided is completely disregarded. We have been fortunate to be able to provide a piece of fruit to each student after every tennis lesson they take.

Regarding employability, besides promoting training courses related to tennis, we were able to achieve a major milestone in 2016 by employing one of our students. We followed and helped his progress, development and maturation and then welcomed him again at **Academia dos Champs** – this time in a new role as an assistant monitor to one of the coaches. He is now able to share and also teach everything he has learned throughout his years at ADC to younger students.

We face these ongoing challenges with our students, some of them successful and others not so much, but it reinforces to all of our team on a daily basis that this is the right path to social inclusion.

CHRONOLOGY

CHRONOLOGY

JANUARY

BABOLAT DONATION

At the start of the season, **Babolat**, which is an international partner of the **ADC**, was very generous to offer some new equipment that allowed us to upgrade the training conditions of the centers such as tennis balls – red, orange and green, according to the Play & Stay program of the ITF, mini tennis, junior and senior rackets and also mini tennis nets.

YOU CAN HELP, IT WON'T COST YOU In anticipation of the different IRS filing deadlines, we recorded a video with some of our students giving a brief explanation on how to help **Academia dos Champs** through IRS allocation with no costs for taxpayers.

OUTURELA FOR ALL

New Year, new projects. Nothing could be better than starting 2016 with the opening of the Outurela Center to the public. Now, anyone can play tennis and rent its courts by paying a small and symbolic fee that turns into funds allocated to the **Academia dos Champs**.

ACADEMIA DOS CHAMPS
Núcleo Pinto Basto/Outurela
Tabela de Preços 2016

AULAS

TÉNIS	Valor Mensal Aluno (1 x Semana)	Valor Mensal Aluno (2 x Semana)	Valor Mensal Aluno (3 x Semana)
	€ 32,50	€ 57,50	€ 77,50
Aula Particular | € 30,00 | Pack 10 = € 250,00			

NOTAS:
- Aulas de ténis, devidamente agendadas, mas não realizadas por razões de meteorologia adversa, serão remarcadas mediante disponibilidade de court/aluno/professor;
- Nos níveis "Mini-ténis" e "Iniciação", as aulas terão um máximo de oito alunos, sendo que nos restantes níveis "Aperfeiçoamento" e "Avançado" as aulas terão um máximo de quatro alunos;
- Cada aula de ténis terá a duração de 50 minutos;
- O pagamento da mensalidade deve ser efectuado até ao dia 8 de cada mês, em numerário, cheque (à ordem da Academia dos Champs) ou transferência bancária (PT50 0010 0000 6277 6930 0014 8) – sendo posteriormente emitido um recibo de donativo pela Academia dos Champs.

ALUGUERES

	60 minutos	90 minutos	Pack 10 horas *
Court de Ténis	€ 4,50	€ 6,00	€ 40,50

*Mediante disponibilidade de court ténis: marcação com 24h de antecedência.

SERVIÇOS & EQUIPAMENTO	Valor
Taxa de Luz (por hora)	€ 5,00
Aluguer de Raquetes | unidade	€ 1,00
Aluguer de Bolas | 3-4 unidades	€ 1,00
Encordoação de Raquetes (ténis) | Mão-de-obra + corda	€ 15,00

CHRONOLOGY

FEBRUARY

FPT SITE AND NEWSLETTER The Portuguese Tennis Federation, an institutional partner of the **Academia dos Champs**, now displays our logo on their website's homepage. We are also frequently highlighted in its monthly newsletter "Tennis News" which delivers useful information on how to support our project of social inclusion. This initiative has been carried out from the very beginning by the organization that supervises tennis activities in Portugal.

FLIYING HIGH WITH TAP **Academia dos Champs** 'flew again' on TAP – the Portuguese airline. A short video sharing a little bit of our work and a message from our studentsbecame visible for thousands of passengers through seven long-haul aircrafts that operate routes from Portugal to North America, South America and Africa.

CHRONOLOGY

MARCH

CHAMPS AT DAVIS Guimarães hosted the match Portugal vs. Austria, a first round match of Group 1 of Euro-Africa Zone. Due to the partnership with the Portuguese Tennis Federation and to the willingness of the Santa Casa da Misericórdia da Maia, nine students of the Maia Center had the opportunity of going to Guimarães, not only to watch the qualifier doubles match but also to participate in an unforgettable Tennis Clinic involving the national team players.

João Sousa, Gastão Elias, Frederico Silva, Pedro Sousa and the team captain Nuno Marques also supported the **Academia dos Champs** by wearing our solidary wristband. This gesture was also followed by world's nº 14 Dominic Thiem.

At the end of the round, we were allowed to keep all the balls used during the tournament to distribute among all our of centers.

WE ARE TENNIS CUP BNP PARIBAS

We organized the first edition of the "We Are Tennis Cup", a tournament exclusive for employees of the BNP Paribas group, at the Estádio Nacional Tennis Complex. Besides all hands-on coordination of the tournament, **Academia dos Champs** also had some of its students participating in other areas of the event.

CHRONOLOGY

MARCH

WE HAVE ESTORIL OPEN

Still in March, we had many students attending training courses to become ball kids and tennis line judges for the Millennium Estoril Open. At the end of the month, we had the opportunity to reinforce our status as the sole charity partner of the ATP World Tour during a presentation in Cascais with the presence of João Sousa and Gastão Elias.

SIGNED SHIRT AUCTION

During the aftermath of the Davis Cup qualifier between Portugal and Austria, the national team signed and donated an official shirt of the Portuguese team to the **Academia dos Champs** for another solidarity auction. The goal was to raise money for tennis lessons at the Maia Center, whose students had the chance to meet João Sousa, Gastão Elias, Frederico Silva and Pedro Sousa during their visit to Guimarães.

CHRONOLOGY

APRIL

DELIVERY OF THE AUCTIONED SHIRT

The delivery of the shirt signed by the national team and auctioned by the **Academia dos Champs** took place during the Millennium Estoril Open. There was no one better than our Champ Julinho to deliver the item auctioned for 475 euros to José Luis Kendall, Portugal's number one tennis player at the sub-12 level. All the money raised was allocated to the Maia Center.

ESTORIL OPEN TICKETS

Similar to previous years and due to a solid partnership, we raffled two double invitations for the Millennium Estoril Open on Facebook. This raffle was an entertainment feature signed by **Van Digital** which had a large number of participants.

EPIS CONFERENCE

Following an invitation by the Business Association for Social Inclusion, the **Academia dos Champs** attended the EPIS Conference – Schools of the Future held at Calouste Gulbenkian Foundation on the subject "6-10 years: changing the future!". It was a conference where teachers and educators discussed ways to fight school dropout rates.

HIGHLIGHT

MILLENNIUM ESTORIL OPEN 2016

The event held during the month of April brought us the opportunity to showcase and share the work of our project due to our status as official Charity Partner of the **Millenium Estoril Open.**

A great benefit of being part of this event held at the Estoril Tennis Club was once again to have seven of the **Academia dos Champs'** students as ball boys / ball girls. Some of them were even selected for the final matches. Concerning line judges, even though some of our Champs attended the appropriate training course, we had our teacher Paulo Pedro representing **Academia dos Champs** and selected for the final matches. This showed a high level of recognition and quality of our technical team. We also had ten of our Champs in the local round of the Smash Tour of the Portuguese Tennis Federation.

In 2016, there was a significant milestone achieved regarding skills' training provided to the **Academia dos Champs'** students. During the **Millennium Estoril Open**, two of our Champs, Eduíno Gonçalves and Leonel Cardoso, joined our teacher Pedro Magalhães' team as monitors of the Fun Centre, a children's play area. This was a task of great responsibility and they lived up to it. We are very proud of our Champs!

Another contribution to the event were the mascots "Dama" and "Mono", always "in the shadow" during all the autograph sessions with Kyle Edmund, Benoit Paire or Leonardo Mayer.

We shared a space at the merchandising area (Smash Area) with the **Portuguese Tennis Federation**, where we had for sale our solidary wristbands, t-shirts and other products of the **Academia dos Champs**. Most importantly, we were able to raise awareness among the public including several celebrities (sports personalities and others) who attended the event as shown on the following pictures.

MILLENNIUM ESTORIL OPEN

1 – **Leonel Cardoso** (Academia dos Champs); 2 – **Carlos Carreiras** (Cascais City Mayor); 3 – **Eduíno Gonçalves** (Academia dos Champs); 4 – **Academia dos Champs** brand on Center Court; 5 – **João Sousa** (professional tennis player); 6 – Mini Champs playing SmashTour event; 7 – **Ana Colaço** (RFM) with **Julinho** (Academia dos Champs); 8 – **Benoit Paire** (professional tennis player); 9 – **Kyle Edmund** (professional tennis player); 10 – **Nicolas Almagro** (professional tennis player); 11 – **Carlos Sanches** (ATP Supervisor); 12 – **Maria João Koehler** (professional tennis player); 13 – **Gastão Elias** (professional tennis player); 14 – **Telma Monteiro** (professional judo athlete), **José Manuel Constantino** (Portuguese Olympic Committee President) and **Sílvia Saiote** (professional athlete); 15 – **Nélson Oliveira** (professional cyclist).

CHRONOLOGY

MAY

AMBASSADOR VAN GRICHEN He was once described as the "Mourinho of Tennis" and his career speaks for itself. He coached some of the world's best tennis players such as Victoria Azarenka, Vera Zvonareva, Ana Ivanovic, Eugenie Bouchard, the Cypriot Marcos Baghdatis, and most recently, the young Japanese player Naomi Osaka. Being one of the most successful representatives of the Portuguese tennis across borders, we welcomed António Van Grichen as an **ADC** Ambassador as he is an example of success, determination and commitment to our students. One of his goals is to create awareness of our project on an international level.

ATP ACES For Charity

THIRD ANNIVERSARY

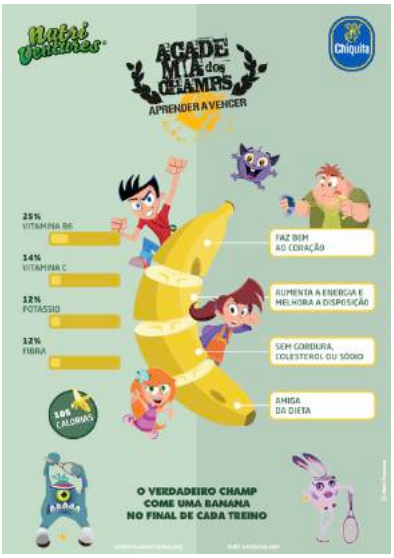
In 2013, we proudly achieved an important international recognition by receiving the **ATP Aces for Charity** donation. We allocated the 10.000 euros donation to tennis lessons across our centers. Every year, we remind ourselves and celebrate this important achievement as we look forward to becoming eligible once again.

CHRONOLOGY

JUNE

ANIMATED BANANAS

Since nutritional education and habits are of great concern to us, it was with great satisfaction that we made a partnership with **Chiquita** for the distribution of bananas to our centers. In addition to that, we produced an educational poster for all centers explaining the benefits of eating bananas, counting with the support of **Nutriventures**, a recognized children's entertainment brand that promotes healthy eating.



TEEN ALIVE AID

Having the support of the Oeiras City Council, **ADC** organized the charitable event "Teen Alive Aid" at Parque dos Poetas, a local public park . Some of our students participated in the event carrying responsibilities such as handling logistical tasks and controlling the access to the different activities. For this event, we had plenty of great music and solidarity with 28 bands from children of the St. Julians School in Carcavelos performing in front of an audience of family and friends. The main goal was to raise funds not only for the **ADC** but also for the Centro de Solidariedade Social de Nossa Senhora das Dores de Ortiga, a center of social support for the elder.

HIGHLIGHT

TEEN ALIVE AID

CHRONOLOGY

JULY

OUTURELA CENTER'S NEW SPONSOR

His family name links to the history of sports in Portugal, particularly tennis, and he is the vice president of the Portuguese Tennis Federation. We welcomed at the **Academia dos Champs** as new member and sponsor of our project, Mr. José Basílio Pinto Basto. The center of Outurela is now the Pinto Basto Center.

SUMMER TOURNAMENT WITH FORMER NR.1 NATIONAL PLAYER For three consecutive days, the Jamor Training Centre received the **Academia dos Champs**' students for our annual summer tournament. This event takes place at the end of the school year and it is designed to celebrate and recognize our students' year-round efforts. The event has the institutional support of the Portuguese Tennis Federation and of the Portuguese Sports and Youth Institute. The 2016 champions had the privilege of receiving their well-deserved trophies from the hands of former number one national player, Rui Machado.

CHRONOLOGY

JULY

FONTAÍNHAS LUDOTECA

In 2016, **ADC** accepted the challenge to set up a training center at this venue which is a project of Helpo, a non-governmental and nonprofit organization for social development, and offers various after-school activities for the children of the local community. The first step towards this challenge was to organize clinics that took place throughout the month of July.

FRENCH EMBASSY Invited by Lacoste Portugal, **Academia dos Champs** celebrated France's National Day at the French Embassy in Lisbon. During the event, we had the opportunity to share our project to hundreds of guests. A major success was the setting up of a ping-pong table in the embassy's garden in place of a traditional tennis court.

CHRONOLOGY

AUGUST

OEIRAS YOUTH TIME Closing the cycle! Receive a student, provide him tennis lessons, support his personal development and have the great joy to welcome him again at the **ADC** in a different role. This is an example of what happened to our former student Fábio Cruz and some others, who were first children welcomed as students of our project and past years of staying actively involved proved to have accomplished major self-development and growth on all aspects. A dream come true for us! For three months under the Oeiras City Council Youth Time Program, Fabio had a paid job as an assistant monitor working with our tennis teacher António Semedo. Another example is the case of the twin brothers, Luís and Filipe Pereira, who also became monitors at the Outurela/Pinto Basto Center

FarmáciaSilveira

SILVEIRA PHARMACIES Alongside tennis lessons, education and employability, healthcare is another subject we greatly pay attention to. Our partnership with **Silveira Pharmacies** provides us with medicines to cover our students' needs. They are also responsible for the maintenance of first aid kits in our training centers.

CHRONOLOGY

SEPTEMBER

NATIONAL CHAMPIONSHIP WITH THE CHAMPS Following the experience acquired for several years at the Estoril Open, the twin brothers Luís and Filipe, together with Fábio, were part of the ball kids team at the National Tennis Championship and received the highest compliments from the organization of the event. *"They did a great job! As ball boys, they helped our young people, being always in a good mood and with a great spirit of cooperation. We must also emphasize their modesty, commitment, kindness and politeness."*

HISTORIC RACKET AUCTION

Gastão Elias, Portugal's number two player, reached the top 100 of the ATP World Tour in 2016 and generously donate the racket he used to set this world elite milestone in his career to further benefit the students of ADC. We promoted a solidary auction and during the bidding period, carried out various activities such as the match at the Centralito do Jamor between Elias and our Champ Fábio Cruz. Mr. José Basílio Pinto Basto placed the highest bid for 600 euros!

FREDERICO MARQUES CLINIC During the Beloura Junior Open, nine of our Champs had an important learning opportunity, spending two hours with Frederico Marques, the coach of Portugal's Nº1 tennis player João Sousa.

HIGHLIGHT

FONDATION LACOSTE
CELEBRATING 10 YEARS

FONDATION LACOSTE

In the end of September, **Academia dos Champs** received another major vote of confidence from one of its international partners by having the renewal of the **Fondation Lacoste's** support until the end of 2017.

After fulfilling all the requirements of a strict application process, **Academia dos Champs** had the opportunity to prove the sustained development of its social inclusion project with the opening of new centers and the ongoing increase of students. At the same time, we presented the challenges and objectives to meet by the end of 2017.

*"As stunning as René Lacoste's skills inside and outside courts were, what we are celebrating through **Fondation Lacoste** is his sportsmanship, competitive spirit and admirable principles. My grandfather believed that when armed with 'confidence, tenacity, perseverance and rigor, every person has the chance to succeed in life'"*, pointed out by **Béryl Lacoste Hamilton** on the renewal of the support given to **Academia dos Champs**.

*"The **Fondation Lacoste** was created with the purpose of conveying these principles to young people, helping them to build better lives for themselves through the practice of sports. In 2016, we celebrated our 10th anniversary and during this ten year period, we made tennis and golf possible for 60.000 young people all over the world"*, continued to say the granddaughter of the former Roland Garros, Wimbledon and US Open champion.

*"One of the amazing success stories we have is our long term relationship with **Academia dos Champs** which started in 2011. The **Fondation Lacoste** supports the work of **Academia dos Champs** because it represents my grandparent's nature and it is an example of our belief of being able to develop the character, the honesty and the tenacity of young people like those whose lives have been touched by **Academia dos Champs**. Bravo! We hope that our joint mission will continue with its success story"*.

CHRONOLOGY

OCTOBER

CHAMPS AND SAÚDE CUF

In 2016, we also established a new partnership in the area of healthcare - this time with the **José de Mello Health Group**. As a requirement to join the Portuguese Tennis Federation as athletes, eight of our students were received at the CUF Cascais Hospital where they could take all the medical examinations in order to obtain the appropriate license.

ACE TEAM COMPETITION

Another club of the Great Lisbon area opened its doors to the students of **Academia dos Champs**. At the Ace Team club, located in Alfragide, some of our athletes can train twice a week within its pre-competition classes, founded in 1992 by Pedro Bívar

FÊTE LE MUR VISIT

We received the visit of a group of students from our "sister project" Fête de Mur, founded by the former player Yannick Noah. They came from the Beauvais Center (in the north region of Paris) and had the opportunity to visit the Alvalade Football Stadium, invited by the Sporting Foundation.

CHRONOLOGY

NOVEMBER

HABEMUS LIGHT Continuing our efforts to improve the infrastructure of the Pinto Basto Center, we started the project of implementing lighting on the tennis courts. This is a substantial undertaking, which after completion, will help to extend both the number of training hours for our students and the field's rental hours for the public.

OUTURELA IS CLOSER

The center is the main geographical reference of **Academia dos Champs**. Getting to the Outurela courts is easier now due to the new direction signs set up. Our request to the Local Unions of Carnaxide and Queijas was promptly answered and we are grateful for their kind assistance that help the progress of our project.

CHAMPS WITH TUTORS | THE ACADEMY OF THE FUTURE

We share our name with this partner as well as the main goal of helping students to achieve success in various stages of life, whether regarding school matters or behavioral aspects. This great partnership has gained strength on the basis that through personal development and individualized support, achieving success at school can be a natural consequence.

CHRONOLOGY

DECEMBER

YOUTH SPARK LIFE

Seven students of **Academia dos Champs** were invited by Microsoft Portugal to participate in the Youth Spark Life event. The event took place in Lisbon and it was a gathering of different social projects with the main purpose of creating awareness, communication and cooperation between young people and technology.

MORE CHAMPS AT MAIA Towards the end of the year, we welcomed 14 new students to the Maia Center, from the Centro de Animação de Infância of Vermoim (a children's animation division) through the involvement of the Community Center of Vermoim Sobreiro, which works as our local social partner.

EARLY CHRISTMAS

On the 12th Charity Day of the CIMD Group and for the second consecutive year, **Academia dos Champs** was one of the organizations that received a 10.000 euros donation from Intermoney/Gestão de Activos. This generous help enabled us to provide more than 800 hours of tennis to approximately 45 students.

HIGHLIGHT

2015-2016 ANNUAL MERIT AWARD

Having the purpose of boosting our students' motivation towards better performance, we distinguished and rewarded the male and female students who showed higher dedication towards achieving technical and academic success and improving behavior and attendance.

The assessment of the students complies with rigorous standards and relies on information provided by the **Academia dos Champs'** coaches, social workers and schools.

Evaluation Annual Merit Award

WINNERS ANNUAL MERIT AWARD 2015-2016

AMARILDO — 5th Grade | Faro/Algarve Center

SILVINA — 8th Grade | Pinto Basto/Outurela Center

Presented by:

TOSHIBA Leading Innovation >>> Microsoft Babolat LACOSTE

CHRONOLOGY

DECEMBER

CHRISTMAS TOURNAMENT Students of all ages of the Pinto Basto Center came together for another Christmas Tournament in Outurela. In 2016, this tournament was open to the public and had the support of the Local Unions of Carnaxide and Queijas, through its President Jorge Vilhena, who personally attended the award ceremony.

CHRISTMAS CAMPAIGN Just before the end of 2016, we decided to challenge various tennis clubs in Lisbon, Oporto and Algarve to join our cause. We wanted to raise awareness of our project and were able to become the central point for those who wanted to donate used sports goods. The result was very positive and for that, we have to thank all the clubs that supported us, like Carcavelos Ténis, CIF – through Tennis Shop and Lisboa Racket Club, Escola de Ténis Pedro Smash in Areia Branca, and Centro de Ténis da Quinta das Raposeiras in Faro, among others. "Bola Amarela" and "Ténis Portugal" websites also helped our cause through the display of two banners on their homepages.

HIGHLIGHT

CHRISTMAS CAMPAIGN

In addition to having several tennis clubs joining the **Academia dos Champs'** cause during Christmas season, wealso received donations from different companies like Lusoponte, KCS IT, Antas da Cunha Associados and Wider Property in addition to countless acts of generosity from individuals, some of them being well known within the tennis social circles like Mariana Alves and David Pires.

Jesus Bescos | Tennis Shop

Mariana Alves | WTA

Diogo Narciso | Carcavelos Ténis

David Pires | ATP

Lisboa Racket Centre

Sebastião | Ginásio Clube Português

TESTIMONIALS

TESTIMONIALS | PARTNERS

"It is an enormous challenge to encourage these children from disadvantaged neighborhoods to practice sports while helping them to develop important skills necessary for successful integration into the workforce such as motivation, self-esteem, discipline, focus, strategy and spirit of cooperation! ***Intermoney*** *and* ***IMGA*** *are proud to support* ***Academia dos Champs*** *and to help these young people find a new direction in their lives".*

Emanuel Silva (General Director)
INTERMONEY | IM GESTÃO DE ACTIVOS

"At ***Academia dos Champs****, tennis practice promotes social inclusion. This sport is a powerful tool to human development and we appreciate the tireless work done by* ***Academia dos Champs****, throughout these years of surprising circumstantial changes.*

The ***Portuguese Tennis Federation*** *is honored to be a social partner of* ***Academia dos Champs*** *in its noble mission. We are often lost in the daily rush and we hardly remember the amount of work there is in relation to social matters. It is difficult to discern how important the practice of sports is towards moving mountains, setting directions, creating dreams, building lives.*

With its multiple initiatives all over Portugal, ***Academia dos Champs*** *shows us that we can make this happen even in a society that is becoming more dehumanized due to different circumstances. We must not forget that we all have social responsibilities.* ***Academia dos Champs*** *is an inspiring organization with many exemplar ideals and principles.*

In addition, this project dignifies tennis.

Thank you!"

Vasco Costa (President)
PORTUGUESE TENNIS FEDERATION

TESTIMONIALS | PARTNERS

"We are very pleased to be part of this project since it started and to be able to see its contribution to the success and inclusion of this young people.

This is an unique project that deserves all the hard work and dedication from all people involved and that repays this with winning smiles."

Ricardo Pinheiro (Systems Technician)
GLOBALSTEP

*"**Academia dos Champs** is doing a noble work showing that tennis is a sport for everyone and emphasizing 'learning to win' in life. It is very rewarding for us to be a partner of this project that provides positive ways of living through sports and that reaches out to many children through tennis."*

Joana Freitas (Director)
CARCAVELOS TÉNIS

*"**Abreu Advogados** is very proud to have been following the work of **Academia dos Champs** from the beginning. We are sure that there are other valuable projects but our enthusiasm for **Academia dos Champs'** project never fades away as it transmits important values, achieves results, has a very dedicated staff, and provides an important service to community through the practice of sports.*

Congratulations on your success. We hope that your project continues to grow reaching more children who need those essential values for a healthy and valuable life."

Manuel Andrade Neves (Partner)
ABREU ADVOGADOS

TESTIMONIALS | PARTNERS

*"We are very proud of being part of this project of social inclusion from the beginning. **Academia dos Champs**, with its noble mission and tireless work, inspires our Champs to do more and better and to be better and greater. The opportunities they provide to all the children and young people involved have a positive and significant impact on their lives.*

More than learning how to win inside the tennis courts, our Champs learn how to win in life. They are learning in the best way and following good examples in an organization with excellent professionals and great people - very generous people with a great sense of social responsibility.

Thank you very much!"

Mafalda Saraiva (Coordinator)
ENTRECUL E6G

*"Right from the start, **Academia dos Champs** has been a breath of fresh air to children and young people of the Centro Comunitário do Sobreiro (a community center). Sports have always been a tool to encourage, discipline and transmit values to children so they may be able to turn into trustworthy adults, capable of spreading those same values.*

*At **Academia dos Champs**, those values are transmitted not only by the professionals involved in the activities, but also by its whole team who also transmit those values to us through their kindness and affection, motivating us to continue our partnership.*

This is a valuable project which must go on for many years."

Mário Figueiredo (Coordinator)
CENTRO COMUNITÁRIO VERMOIM SOBREIRO
SANTA CASA MISERICÓRDIA MAIA

TESTIMONIALS | INTERVIEW

AMARILDO D'EÇA

Winner of the 2015-2016 Annual Merit Award

How long have you been an ADC student and how old were you when you started?

I have been a student for one year and three months and I was 12 when I started.

How did you find out about Academia dos Champs?

I found out through the D. Francisco Gomes Institute.

How many tennis lessons do you take per week and what do you enjoy most about the lessons?

I take two 60 minutes lessons per week and my favorite thing is playing the game.

How do you feel about ADC and what do you learn there besides tennis?

Academia dos Champs allows me to practice a sport I like very much and to attend tournaments. I am learning important values such as respect for the opponents and respect for the rules.

If you could make a career in tennis, what would you like to be?

I would like to be a coach, if possible at **Academia dos Champs**, to teach young people. At **Academia dos Champs**, the teachers are very competent, it has a good atmosphere, they value our commitment, and I could share with other children what I have learned here.

How important for you is the Annual Merit Award?

I am very happy and joyful because I did my best all year round and it feels very good being rewarded.

TESTEMUNHOS | ENTREVISTA

SILVINA MENDES

Winner of the 2015-2016 Annual Merit Award

How long have you been an ADC student and how old were you when you started?

I have been a student for three years and I was 13 when I started.

How did you find out about Academia dos Champs?

After my second training session, Mister Edu, one of the first teachers of **Academia dos Champs**, explained to me what the project was all about.

How many tennis lessons do you take per week and what do you enjoy most about the lessons?

I take lessons twice a week and what I like the most is playing the game with my colleagues.

How do you feel about Academia dos Champs?

It is very important to me because I do not have to pay to be here, so I am very grateful for the opportunity. Practicing sports helps me to be more occupied but most of all, I just love practicing sports. If I had a friend who liked to play tennis, I would tell him to come to **Academia dos Champs** because opportunities like this are not easy to find.

If you could make a career in tennis, what would you like to be?

If I really wanted to make a career in sports, I would like to be a tennis profissional. I look up to João Sousa and Serena Williams. I would also like to work at **Academia dos Champs** to help other people although I am not a very good teacher.

How important for you is the Annual Merit Award?

It is always very important being rewarded for our commitment. In my case, winning a tablet is going to help me in French classes.

ADC UNIVERSE

ADC IN 30 SECONDS

- OUTURELA
- BICESSE
- TRAJOUCE
- MAIA
- LOULÉ/QUARTEIRA
- FARO
- ALCABIDECHE
- CASCAIS

- 169 STUDENTS
- 2.211 TENNIS LESSONS IN 2016
- FEDERATED STUDENTS
- PARTNERSHIP WITH TENNIS CLUBS
- ANNUAL TRAINING COURSES FOR BALL KIDS AND LINE JUDGES
- 8 CERTIFIED TENNIS COACHES PORTUGUESE TENNIS FEDERATION

ADC UNIVERSE

1. ABOUT US

Academia dos Champs was founded in 2009 as an IPSS (Private Institution of Social Solidarity), being an independent, apolitical and non-profit project of social inclusion. Through tennis, we demonstrate the countless benefits of facing sports, and its inherent principles and values, as a philophosy of life.

2. MISSION

To promote social inclusion using sports as an empowerment tool and as a mean to monitor children and young people in need. More than training tennis champions, we work to form **CHAMPIONS FOR LIFE!**

3. WHO CAN PARTICIPATE

- From 6 to 18 years old
- Socially vulnerable children
- Signalized young adults

4. METHODOLOGY

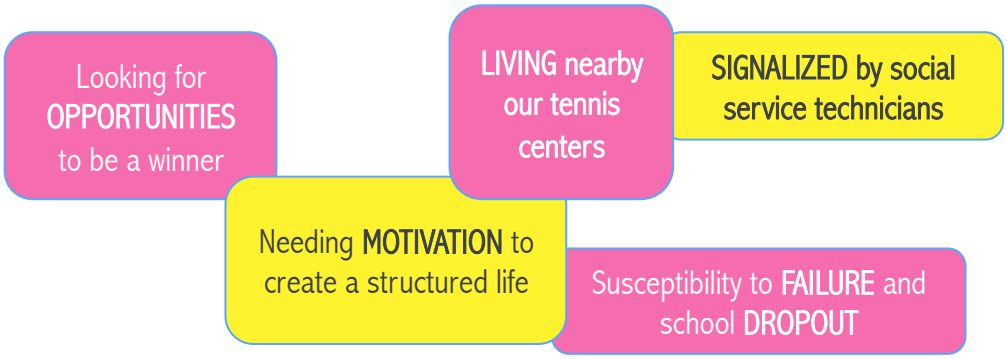
Through tennis teaching and by reflecting its inherent principles and values, the **Academia dos Champs** gives its students the **necessary tools for personal and social development**. Thereby, each children and youngster is equipped with the means to follow a path that will lead them to a fulfilling adult life.

5. AREAS OF INTERVENTION

INCLUSION | EDUCATION | SPORTS | HEALTH | TRAINING | EMPLOYABILITY

ADC UNIVERSE

6. STUDENTS PROFILE



7. IDENTIFIED PROBLEMS

- **DISREGARD** for authority and for others
- Lack of sense of **BELONGING TO A GROUP**
- **LACK OF TOOLS** for personal development
- Difficulties concerning accepting **CRITICISM**
- **UNSATISFACTORY ANSWER towards sports activities**
- Difficulty in complying with **RULES** and **ROUTINES**
- Inability to **COMPROMISE**
- **SCHOOL FAILURE** | Demotivation | Social Exclusion
- Exposure to **DEVIANT BEHAVIOR** patterns
- Problems **LEAVING HOME** and long duration **DEPENDENCE ON FAMILY**

8. WHAT CAN WE DO?

At the **Academia dos Champs**, we believe that when we work with our students towards confidence and self-esteem, we find the solution for most of the identified problems, strengthening personal and social skills to gain autonomy.

We show them that sport transcends social classes, backgrounds or life circumstances. It rewards effort, dedicated athletes and the outstanding performance of each individual, thus promoting good health habits, personal and vocational development and family relationships, in most vulnerable persons.

ADC UNIVERSE

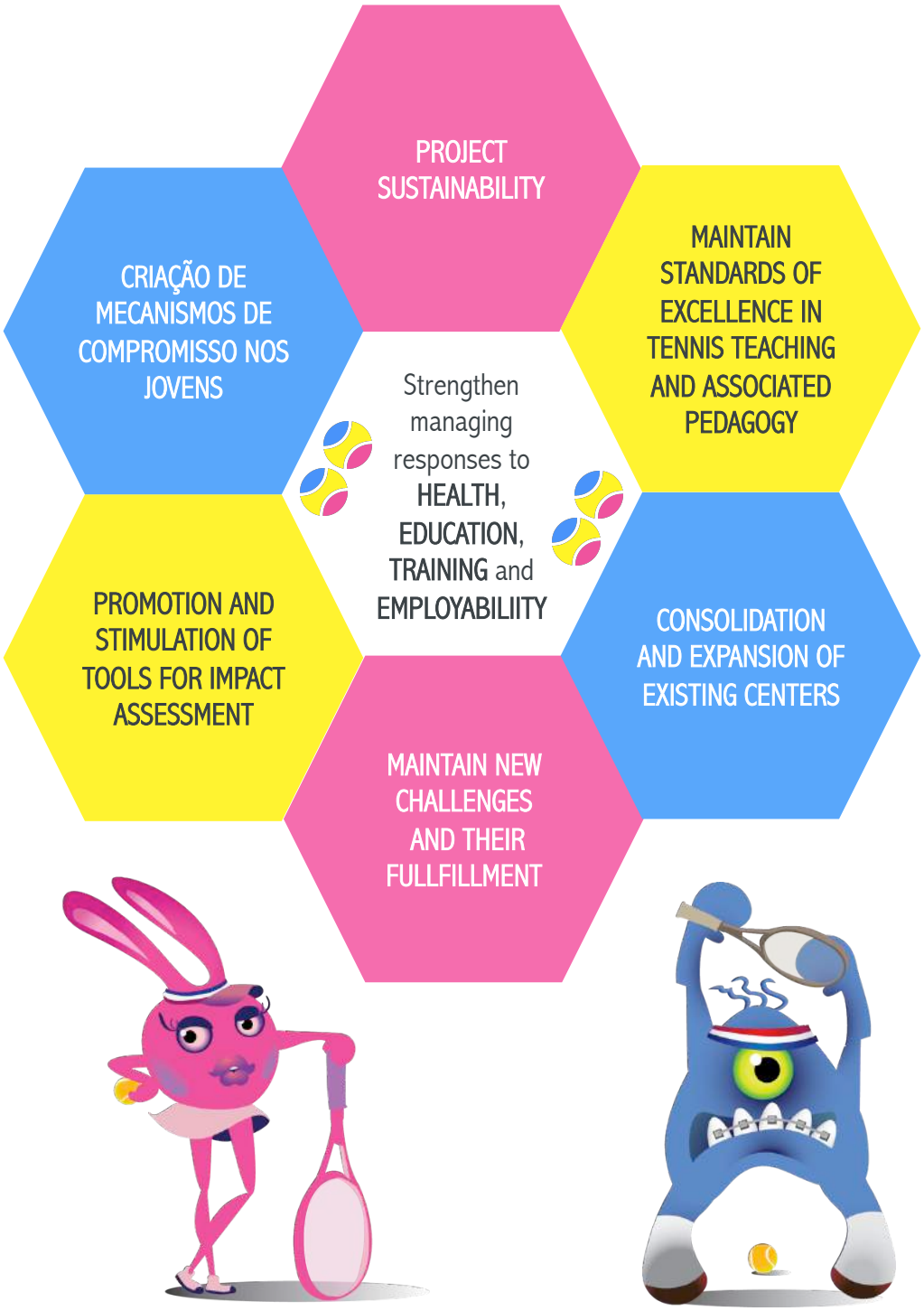
9. VALUES AND PRINCIPLES TRANSMITTED

Sport transmits values such as teamwork, healthy competition, respect, codes of conduct and other principles. In this case, using tennis practice as a tool is an innovating way to help young people develop guiding principles and helps them overcome everyday problems, intensified by their social and economic conditions.

- **RESILIENCE** | Sport and its challenges builds young people's ability to test their own limits, and helps them strengthening their resilience.
- **DISCIPLINE** | Dedication and training promote good conduct within young people.
- **RESPECT** | Teamwork and healthy competition promote respect for others.
- **EQUALITY** | Sport transcends social classes, backgrounds or life circumstances. It rewards effort and dedication.
- **INCLUSION** | Sport minimizes differences and promotes tolerance.
- **SELF-ESTEEM** | Sport practice and search for self-improvement promote confidence and self-esteem.
- **PERSISTENCE** | Sport practice helps young people setting goals and broadening horizons.
- **RIGOR** | Complying with rules and setting targets helps young people build a sense of rigor and dedication.
- **FELLOWSHIP** | Teamwork and sharing experiences can build friendly and trustworthy relationships..
- **JOY** | Sport can be an alternative path for a structured life and can help young people moving away from at-risk environments.

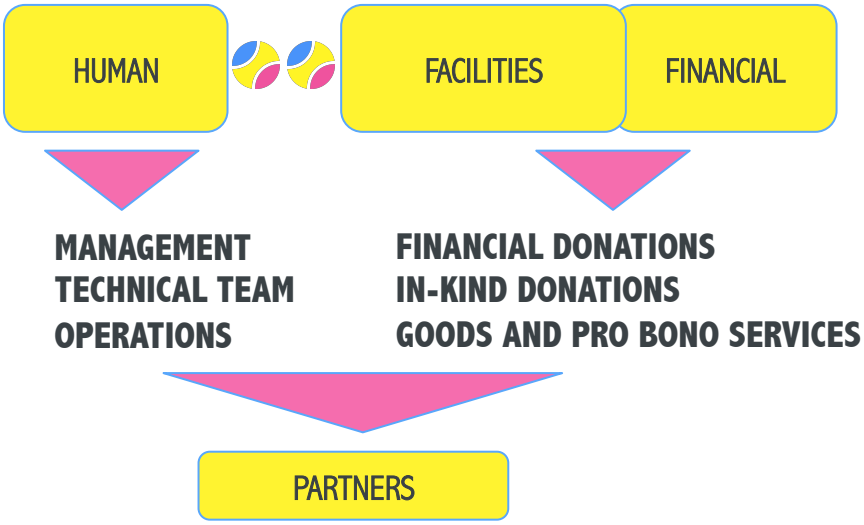
ADC UNIVERSE

10. STANDING PLANS



ADC UNIVERSE

11. RESOURCES NEEDED



The network of partners, as it is transversal to the **Academia dos Champs** project, supports its continuation. However, as the donations vary, it requires a continuous effort by the entire Team to continue the existing partnerships and at the same time look for new ones.

The financial support is essential, but it is also very important receiving regular donations of goods and services provided by some of our partners, which helps us to fill our need of own resources in different areas, as well as our need of materials and equipment to improve and maintain training conditions.

12. OUR APPROACH

SOCIAL PARTNERS AND PUBLIC ENTITIES

Crucial for the connection between the project and the students, as they do the first assessment and the identification of young people to be included.

FOUNDING PARTNERS AND OTHER PATRONS

Support by means of financial donations, goods and services; also the valuable network, expertise and experience sharing.

ADC UNIVERSE

13. HOW DO WE SOLVE THE IDENTIFIED PROBLEMS

SCHOOL DROPOUT COMBAT AND MONITORING

Essential for the **success of this project**, is to have a close and permanent connection with social services technicians and with schools. The interchange of information is quarterly, so it makes possible combining the assessment made in regards to sports practice with school performance.

The fact of having a significant part scheduling the extracurricular activities brings us more responsibility but at the same time, allows us to **reinforce the work** carried out by the school.

From the different motivational tools provided to our students, we would like to emphasize the **ANNUAL MERIT AWARD**, specially designed for those who are most successful in school. Taking into account sporting, academic and behavioral performance, the most dedicated students **receive the award as an acknowledgment of their commitment and resilience.**

At the same time we develop partnerships throughout the year (for example with the **Academia do Futuro**), also for the promotion of **better school performance**, namely providing individual tutors to students who were previously identified by social services technicians and who have more difficulties towards study habits and behavior.

SCHOOL YEAR	BOYS	CENTER	GIRLS	CENTER
2012-2013	Fábio	Outurela	Jéssica	Bicesse
2013-2014	Rafael	Trajouce	Matilde	Trajouce
2014-2015	Lourenço	Outurela	Rafaela	Bicesse
2015-2016	Amarildo	Faro	Silvina	Outurela

Continua...

ADC UNIVERSE

SOCIAL INCLUSION

Choosing a not very accessible field of sport, which is absent from curricular plans and with scarce penetration in the neighborhoods covered by the **Academia dos Champs** program, makes it possible to implement the principle **"SPORTS FOR ALL"**, in this particular case showing that every youngster can play tennis.

Regarding daily work, the inclusion of the students is made through different activities, organized by the **Academia dos Champs** or an associated partner, such as:

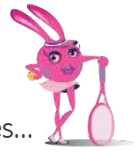
- Joining tennis lessons from outside the project (Ace Team and CIF)
- Tournaments and tennis clinics
- **Management tasks** at charity events (WAT Cup BNP Paribas and Teen Alive Aid)
- Ball kids at the **Millennium Estoril Open** and **National Absolute Championship**

PERSONAL, SOCIAL AND EMOTIONAL DEVELOPMENT

Simultaneously to accompanying the sporting development of our students, during training we also provide tools than can help them **developing their personal and social faculties**, so they can grow up to be better adults. Through their commitment towards tennis lessons, at least twice a week, and having to achieve constant goals, they can learn the values of **discipline**, **persistence**, **dedication** and **resilience**, which in turn will improve their **self-esteem**, **self-worth** and **confidence**.

As the environment of tennis lessons is different from their usual teaching facilities, it is possible to **break down some barriers**. Due to its informality and to the strong bond between teachers and students, reinforced by the individual characteristics of this sport, training sessions can provide young people not only practical knowledge but also a **more efficient emotional development**.

Continues...



ADC UNIVERSE

EDUCATION, TRAINING AND CAREER PROSPECTS

Besides having their school performance assessed, the **Academia dos Champs's** students, through the institutional support provided to our project by the Portuguese Tennis Federation (PTF), have preferential access to training courses related to tennis. Therefore they acquire skills and tools that can be crucial for a successful professional life, inside or outside the **Academia dos Champs**.

- **PTF** Tennis Coach Course
- **PTF** Tennis Umpire Course
- **Millennium Estoril Open** Ball Kids and Line Judge training course

When our students engage professionally in a project that helped them in the past, the **capacitation cycle is closed**, and we try to reproduce this in other organizations connected to tennis, as tennis clubs, as they are our partners.

The best example of this achievement occurred in 2016 when our student **Fábio Cruz**, under the **"Tempo Jovem"** program of the **Oeiras City Council**, had a paid internship for three months as an assistant to the coach **António Semedo** at the Pinto Basto Center in Outurela.

HEALTH AND PROMOTION OF AN ACTIVE AND HEALTHY LIFE

Regular sports practice **fights sedentary lifestyle**, **childhood obesity** and helps young people **avoiding deviant behaviors** as **drug abuse** or **delinquency**.

Therefore, we try to provide **at least two tennis lessons each week** (or more, depending on the school calendar). The groups are small and homogeneous and take into consideration each youngster skill level and age, thus enhancing his progress and the quality of the lessons.

Continues...

ADC UNIVERSE

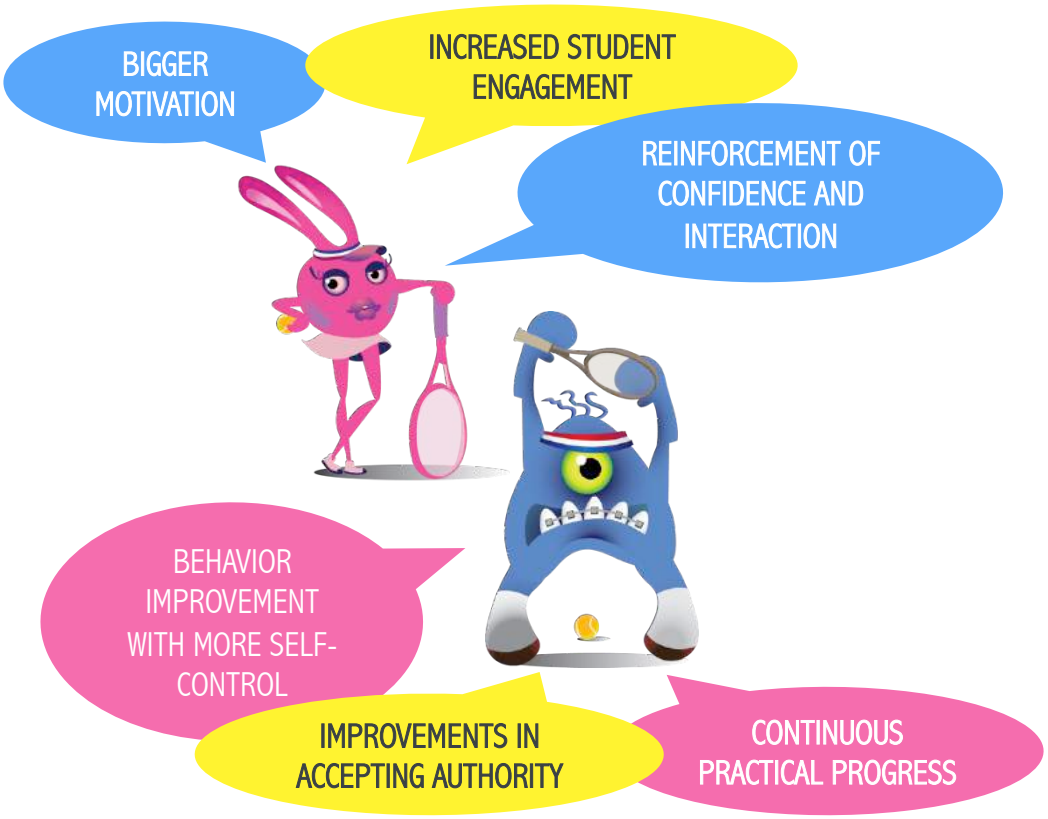
HEALTH AND PROMOTION OF AN ACTIVE AND HEALTHY LIFE

Together with sports practice, and through an agreement signed with the **Portuguese Tennis Federation**, the students of the **Academia dos Champs**, upon joining the Federation, are entitled to sports health insurance.

Before that, and to enable the affiliation, our partnership in the area of health care with the **José de Mello Group**, allows our students sports medical examinations at all CUF Hospitals.

All the **Academia dos Champs** centers are equipped with first aid kits, because of the agreement signed with **Silveira Pharmacies**. Their support extends to the provision of all types of medicines to all students, according to their needs.

CONCRETE RESULTS OF WORK DONE



FIELD TEAM

COORDINATION AND APPROACH

Our technical director, **Miguel Plantier**, undertakes the supervision of the **Academia dos Champs's** technical area. Together with our project's director of operations, **Francisco Alvim**, he accompanies the activity of all the centers as reflected in the quarterly reports. The coordination of the centers is made on the field, with regular meetings with the coach teams and all the social partners of the **Academia dos Champs**. The centers of the northern and southern areas of Portugal are visited at least once a month.

COACHES

All the coaches of the **Academia dos Champs** are certified by the **Portuguese Tennis Federation**, which guarantees the teaching quality, according to the rules of the **"Play and Stay"** program of the **International Tennis Federation**.

Besides their technical skills, the coaches have strong educational skills, which allow them to meet the different challenges presented during their daily contact with the students of the **Academia dos Champs**.

Miguel Plantier

António Semedo

Raúl Lazlo

PLAY+STAY™
SERVE·RALLY·SCORE

Paulo Pedro

Pedro Peixoto

João Marques

Ângelo Orge

Diogo Moura

CENTERS

PINTO BASTO/OUTURELA

Operating since | 2009

Coach | António Semedo

Social Partner | Entrecul E6G

48 students
814 hours

LOCATION PROFILE

- High unemployment rate;
- High illiteracy rate; most people have only attended primary school;
- The majority of the inhabitants came from Cabo Verde, Angola, Guiné-Bissau and different regions of Portugal.

CENTERS

BICESSE

Operating since | 2011

Coach | Paulo Pedro

Social Partner | Aldeias de Crianças SOS

22 students
282 hours

LOCATION PROFILE

- This center is part of the Aldeias de Crianças SOS project;
- The social partner helps vulnerable families through family strengthening programs, and supports children development until they achieve self-sufficiency and full social integration;
- The social services technicians who accompany the Aldeia de Crianças SOS families serve as a bridge between them and the **Academia dos Champs**.

CENTERS

TRAJOUCE

Operating since | 2012

Coach | Raúl Lazlo, António Semedo, Diogo Moura

Social Partner | Espaço Mais Perto

22 students
302 hours

LOCATION PROFILE

- In terms of urban implantation, the area is ageing, although it had a significant but disordered growth in 1997 with the PER project;
- The earlier inhabitants were for the most part Portuguese but later other families mostly of African origin moved into the neighborhood;
- Demographically speaking there is rejuvenation when compared with the other parishes of the municipality.

CENTERS

MAIA

Operating since | 2013

Coach | Pedro Peixoto

Social Partner | Santa Casa da Misericórdia da Maia

25 students
244 hours

LOCATION PROFILE

- This is the first center integrated in a tennis club, thus enhancing the contact between young people from different environments and allowing students to expand their horizons;
- The Maia Tennis Complex is one of the country's best centers for the development of this sport and for training younger age groups;
- As the unemployment rate is high, (14,1%) the families face additional difficulties, which cause a disinvestment in education and in sports practice.

CENTERS

ALCABIDECHE

Operating since | 2014

Coach | Paulo Pedro

Social Partner | Escola Básica 2º-3º Ciclo Alcabideche

25 students
257 hours

LOCATION PROFILE

- The first center included in a school environment, was inaugurated with the support of the Aga Khan Foundation and it covers the Adroana, Cruz Vermelha and Alcoitão areas;
- Depending on weather conditions, it is possible to have outdoor lessons (with artificial lighting) or indoor lessons (sports pavillion);
- The direct relationship between schoolteachers and tennis teachers allows a regular and efficient contact, which is essential for the accomplishment of the project's goals.

CENTERS

LOULÉ

Operating since | 2014
Coach | Ângelo Orge
Social Partner | Escola Dra. Laura Ayres

7 students
59 hours

LOCATION PROFILE

- This center was established with the support of the António Aleixo Foundation and with the involvement of the Loulé City Council;
- Due to the large number of students attending school and to the support provided to this project by the school, we enhanced the direct contact with the pedagogical coordinators to allow the inclusion of the center in the school facilities;
- The unemployment rate in this area is high (15.1%), due to its seasonality.

CENTERS

FARO

Operating since | 2015

Coach | João Marques

Social Partner | Instituto D. Francisco Gomes

7 students
95 hours

LOCATION PROFILE

- This center was established with the direct support of the Algarve Tennis Association;
- The motivation and commitment of the coach João Marques to the **Academia dos Champs** mission, was a determining factor for the establishment and expansion of the project in the southern area of Portugal;
- The seasonality of this area, as it occurs in all Algarve regions, causes high rates of unemployment and subsequent disinvestment in education and in sports practice.

CENTERS

CASCAIS

Operating since | 2015
Coach | Paulo Pedro
Social Partner | Liceu de Cascais

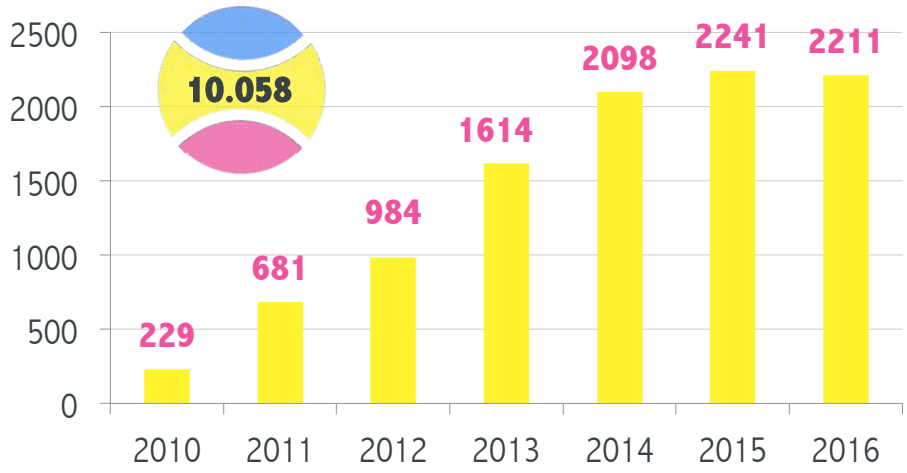
13 students
158 hours

LOCATION PROFILE

- The establishment of the latest of the eight centers was possible due to the joint efforts of the local school and our project of social inclusion;
- Due to its closeness to Trajouce and Alcabideche, it was possible to strenghten the work already done in this region by increasing the number of students involved;
- As the center is integrated in the Cascais High School, it is possible to exchange relevant information more quickly and efficiently, which means greater proximity between school teachers and tennis coaches.

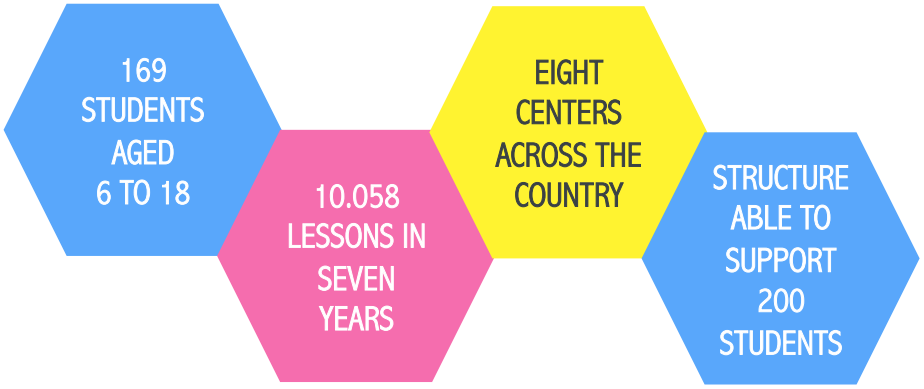
CENTERS

PROGRESS | TENNIS LESSONS EXPRESSED IN NR. HOURS



This chart shows the progress of the number of tennis lessons provided at **Academia dos Champs** between 2010 and 2016 – its growth allowed us to surpass the 10.000 mark!

Having the project already covering all of the Portugal's Continental territory in 2016, there was a slight decrease in the total number of lessons since the 2016-2017 school year started without the regular activity of the Loulé and Cascais High School centers; this will be compensated by means of two new centers to be opened by **Academia dos Champs**.



ASSESSMENTS

PARAMETERS AND METHODS

The assessment of the students is made by social services technicians (behavioral), coaches (practical) and school teachers (academid), all using the same 1-5 scale, in order to simplify comparative analyses and aggregation of different results processes.

Regarding practice, the coaches of **Academia dos Champs** make the assessment, taking into account the student's level and his performance, both in classes and in tournaments.

- ⭐⭐⭐⭐⭐ EXCELLENT
- ⭐⭐⭐⭐ ABOVE TARGET
- ⭐⭐⭐ ON TARGET
- ⭐⭐ BELOW TARGET
- ⭐ SIGNIFICANTLY BELOW TARGET

The social-emotional assessment is always made together with the social partners of each center and with the schools; the evaluation made by coaches of the **Academia dos Champs** has its focus on student's concentration skills, motivation, group behavior, response to adversity, resilience and commitment.

Accompanying the school performance of the students is other of the **Academia dos Champs's** priorities, so their final grades are crucial for the global assessment. The monitoring is made each school term, using specific methods and according to each student's age, in order to keep them motivated all over the year.

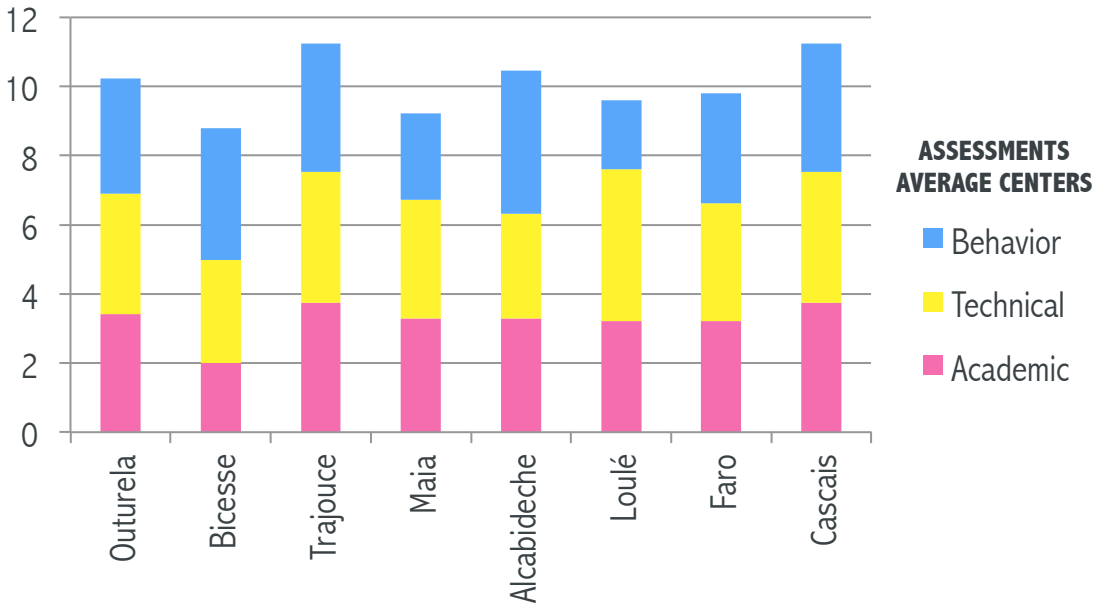
It is very important to emphasize that each center has its own reality; this has to be taken into account for an adequate monitoring.

ASSESSMENTS

RESULTS

The results of recent years show us that the average grade is consistent and that there are no significant differences among the centers.

Regarding school and practical developments of our **Academia dos Champs's** students, the center with higher average grades is **Trajouce** (3,74 and 3,79), followed by **Outurela** (3,41 e 3,49).



Concerning behavior, the assessment comprises school attendance, discipline, conduct and commitment towards daily work at the **Academia dos Champs** and the average grades improved significantly, with special emphasis to the **Alcabideche** center that reached a 4,15 mark.

The average grades at **Bicesse** and **Trajouce** were 3,82 and 3,72, so we have reasons to believe that our students commitment and dedication towards the project is growing over the years.

ASSESSMENTS

IMPACT ASSESSMENT

One of the biggest challenges that the **Academia dos Champs** faces is impact assessment and it requires the involvement not only of our students but also of their community, and especially of their families. It is essential to have accurate information in order to assess and improve the impact of our work in our students' lives.

One of the tools used for this assessment is impact surveys, with grades ranging from **Very Weak (1)** to **Excellent (5)**, and its purpose is to involve and to get to know better every person who plays an essential role complementing the **Academia dos Champs's** work.

WHAT WE WANT TO KNOW

- Students' **level of commitment** according to their parents
- **Benefits** provided by tennis lessons and in what circumstances
- Parents' **willingness towards the continuation** of the project
- **Feedback** regarding tennis practice
- How do they assess the **project's quality** and the pedagogical role of the teacher
- Improvement of students' **school results**

SUMMARY

Based on the information gathered, the main benefits provided by the **Academia dos Champs** to students are **motivation towards sports practice** (57%) and **healthy lifestyle habits** (76%). Approximately 30 per cent of the parents or guardians think that their **behavior improved**, and the more time these neighborhoods have the program, more noticeable is the improvement.

ADC IN THE MEDIA

ADC IN THE MEDIA

Renascença | NO AR | ÚLTIMAS | VÍDEOS V+ | OUVIR | MANHÃ | DESTAQUES | BOLA BRANCA

A+ / A-

+ Opções

ACADEMIA DOS CHAMPS

Temos tenista?

22-03-2016

O Renato Duarte passou uma manhã a aprender a jogar ténis. Será que se conseguiu tornar num verdadeiro "champ"? Conheça este projeto incrível!

RR Olá Manhã | March 2016

OJOGO

FUTEBOL | INTERNACIONAL | MODALIDADES | OPINIÃO

GANHE PRÉMIOS SEMANAIS
FAÇA JÁ O SEU REGISTO EM LIGAJ.OJOGO.PT

SACO DESPORTIVO Samsonite

Modalidades

DESTAQUES | ANDEBOL | BASQUETEBOL | FUTSAL | HÓQU

TAÇA DAVIS

Jogadores portugueses doam camisola para leilão

Publicado há 29 mins

O Jogo Online | March 2016

ADC IN THE MEDIA

Record Online | March 2016

Ténis Portugal | March 2016

ADC IN THE MEDIA

Portuguese Tennis Federation | April 2016

Sector 3 Directory | April 2016

ADC IN THE MEDIA

Uma raqueta pela causa

Gastão Elias autografou e doou a raqueta com que venceu em Turim e se tornou 'top'-100
Leilão reverte para a Academia dos Champs Camisola da Seleção arrematada por 475 euros

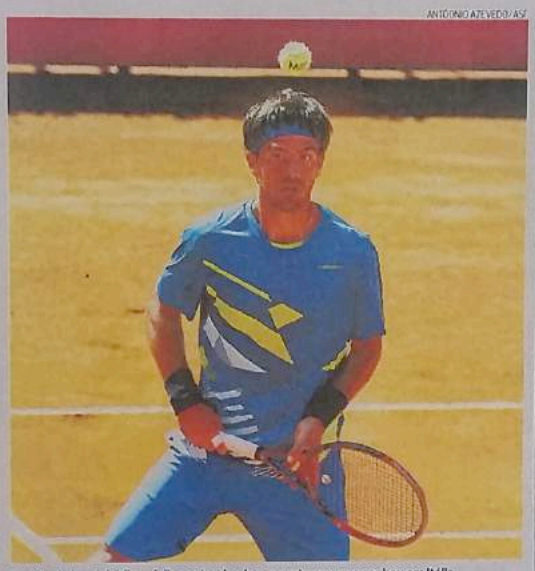
por EDITE DIAS

A mudança para o Estoril do torneio de ténis mais cotado em Portugal, trouxe um espaço mais apertado, com os *stands* encostados, mais discretos. Discreto é também Júlio, o menino que ajuda a vender as pulseiras coloridas onde pode ler-se '*Aprender a vencer*'. Ontem, coube-lhe ainda a tarefa de entregar a José Luís Kendall, o número 1 português em sub-12, a camisola autografada pela Seleção da Taça Davis. O leilão rendeu 475 euros para os '*Champs*' que, entretanto, já ganharam uma outra prenda, acabadinha de chegar de Itália.

«Ofereci a raqueta com que venci o Challenger de Turim, porque o Pedro Carvalho me explicou o projeto e me pediu se eu podia oferecer uma raqueta pela causa. Escolhi esta porque foi a que tinha mais sentido na minha carreira até ao momento e achei que era a que merecia ser oferecida», explicou Gastão Elias, que devido ao triunfo na prova italiana, entrou pela primeira vez no '*top*'-100 (94.º). «Já oferecemos, por exemplo, camisolas autografadas. Tentamos ajudar o mais que podemos. Esta foi a raqueta com que acabei o jogo, estava com as cordas, o *grip* e tudo. Como acabou foi como chegou aqui», revelou o tenista da Lourinhã, 25 anos. «Acredito que tenho uma boa imagem no ténis português e que as crianças olham para mim, para o João [*Sousa*], e para os outros atletas, nesse sentido. Como eu olhava para o Nuno Marques, o Cunha e Silva... Simplesmente fazemos o nosso melhor, essa é a nossa responsabilidade e a mensagem que devemos passar. E portarmo-nos bem dentro de campo», rematou sorrindo, à frente do espaço da Academia dos Champs, um projeto social na área do ténis criado em 2009.

«Pedi ao Gastão, foi mais uma ideia das que tentamos concretizar para alimentar o nosso projeto que vive maioritariamente de donativos. Esta é a 5.ª raqueta da história do ténis português a entrar no '*top*'-100 do *ranking* mundial, o que vai ainda valorizar mais o gesto do Gastão que, desde a primeira hora, se disponibilizou para nos ajudar», revelou, grato, Pedro Carvalho, referindo-se ao restrito lote de portugueses que entraram nessa elite: Nuno Marques (86.º), Frederico Gil (62.º), João Sousa (33.º), Rui Machado (59.º) e, agora, Gastão Elias (94.º).

ANTÓNIO AZEVEDO/ASF



Tenista da Lourinhã ficou feliz por ter doado a raqueta com que ganhou em Itália

Sucesso fora e dentro do 'court'

→ *Projeto reúne crianças a partir dos seis anos oriundas de bairros sociais*

As fotografias a preto e branco que enchem as paredes parecem um sinal de que muitas vezes a vida é mesmo feita nestes tons, mas a Academia dos Champs tenta contrariar isso mesmo. «Um dos lemas é formar campeões para a vida, que peguem nos valores dos ténis e os apliquem no dia-a-dia. Neste momento há 150 alunos, entre os 6 e os 18 anos. Para instalar um núcleo – há oito espalhados da Maia ao Algarve – falámos com a autarquia, que identifica um parceiro social. Depois identificamos um polidesportivo onde podemos dar as aulas de ténis. Este projeto é para crianças de bairros sociais, que não podem ou nem lhes passa pela cabeça frequentar aulas de ténis», conta Pedro Carvalho. «São estes exemplos que tentamos mostrar nestes nove dias do torneio e não só com jogadores. Temos feito um esforço para mostrar aos alunos outros exemplos de sucesso no ténis, sem ser a jogar. Já tivemos a visita do Carlos Sanches, supervisor do ATP, da Mariana Alves, árbitra... Dos responsáveis dos apanha-bolas, juízes de linha, dos melhores do Mundo.»

SÉRGIO MIGUEL SANTOS/ASF

→ **CHAMPS.** Foi Júlio quem entregou ao n.º 1 nacional sub-12, José Kendall, a camisola autografada pela Seleção da Davis

A Bola | April 2016

ADC IN THE MEDIA

Sporting Clube de Portugal | August 2016

Observador | August 2016

Bola Amarela | August 2016

ADC IN THE MEDIA

Jornal de Notícias | Diário de Notícias | TSF | Dinheiro Vivo | O Jogo | Motor 24 | Evasões | Volta ao Mundo | Delas | NM | Cla

OUVIR EMISSÃO

TSF RÁDIO NOTÍCIAS

NOTICIÁRIOS POLÍTICA SOCIEDADE ECONOMIA DESPORTO INTERNACIONAL CULTURA VÍDEOS

Resultados e Classificações Jogos em Direto

DESPORTO

O ténis não é só para ricos

30 DE ABRIL DE 2016 - 21:35

Academia procura, nos bairros problemáticos, integrar jovens na sociedade e no desporto.

Foto: Valter Madureira/TSF

Valter Madureira

Júlio e Fábio são alunos da Academia e até têm jeito para a modalidade, contam à TSF.

PARTILHAR

TSF | April 2016

ADC IN THE MEDIA

#02
November 2016

FONDATION LACOSTE

Governance

In September 2016, the Executive Committee voted in favor of the renewal of grants for the following associations: Israel Tennis Centers, Acadomia Dos Champs, "Les Birdies de Mogador" and "Centre de promotion" in Djerba.

In 2017, we will endeavor to find partnership projects in Asia.

Acknowledgments :
The Fondation LACOSTE, approved and administered by the Fondation de France, is chaired by Béryl Lacoste Hamilton, René Lacoste's grand-daughter. The Executive Committee is composed of nine members, including company representatives and qualified personalities meeting twice a year, in March and September. We warmly thank our two outgoing administrators, Ms. Claudie Haigneré and Mr Bernard Pascassio, for their involvement in the past years within the Foundation. We will welcome in March two new administrators who will be presented to you in the next issue!

THE FOUNDATION SUPPORTS 13 PROGRAMS WORLDWIDE

100% of the projects supported by the Foundation integrate golf and tennis in their activities

Newsletter Fondation Lacoste | November 2016

NEWSFARMA

ESC CONGRESS ROME 2016 27 – 31 August
Contagem decrescente para o ESC 2016

Inscrições abertas para a Junior Doctors International Meeting

Academia dos Champs e Farmácia Silveira apostam na saúde dos alunos

Londres acolhe comunidade respiratória internacional

NewsFarma | August 2016

ADC IN THE MEDIA

OUTURELA APOSTA NA FORMAÇÃO CÍVICA ATRAVÉS DO TÉNIS

JR JORNAL DA REGIÃO OEIRAS

Director: Paulo Parracho • 13 a 19 de Julho de 2016
Série IV • Edição N.º 88 • Ano XXI • DISTRIBUIÇÃO GRATUITA

Distribuído com o Expresso

Ciente de que ganhar ou perder é desporto, mas também formação cívica, a Academia dos Champs disponibiliza aulas gratuitas de ténis a crianças e jovens em contexto social desfavorável, com vista a formar craques nesta modalidade, mas, sobretudo, forjar cidadãos. No núcleo daquela associação na Outurela-Portela, são quase 50 os jogadores treinados para vencer dentro e fora do campo, ultrapassando vulnerabilidades pessoais e sociais que, à partida, os condenariam a ficar "fora de jogo" na sociedade. Um esforço feito em convergência com outras associações de apoio social do bairro e que ganhou a confiança da comunidade local.

Jornal da Região | July 2016

RFM Rocha no Ar | April 2016

ADC IN THE MEDIA

RTP – Agora Nós | April 2016

Sporting TV | September 2016

ADC IN THE MEDIA

A Bola TV | October 2016

RTP 2 | October 2016

Vital Health | August 2016

DONATIONS

DONATIONS

GOODS OR EQUIPMENT

Rackets, tennis balls, clothes and shoes – to be used by our students during tennis lessons and other activities. The donations can be delivered at any of the **Academia dos Champs** centers or at one of the clubs that support us: **Carcavelos Ténis** or **CIF** (Tennis Shop).

To make your donation contact us at **geral@academiadoschamps.org** or by private message at **fb.com/academiadoschamps.**

FINANCIAL SUPPORT

Regular or occasional cash donations allow **Academia dos Champs** to meet the needs arising from its activity, as the payment of more than 2.200 tennis lessons provided each year.

IBAN PT50 0010 0000 5277 6930 0014 8

IRS ALLOCATION

On table 11 of Model 3, write our taxpayer identification number 509 250 319 and you will be helping the **Academia dos Champs** project without spending a cent. In 2014, we were able to raise 3.228 euros; this allowed 14 of our students to take 269 tennis lessons. If you have questions please contact **geral@academiadoschamps.org**

SPONSOR A CHAMP

Did you know that with only 200 euros you can secure one year of tennis lessons for a student of **Academia dos Champs**? If you cannot do it alone, gather your friends and make a difference in a Champs' life. Send your donation to **geral@academiadoschamps.org**

SOLIDARITY SHOP

CLOTHES

Also aiming the largest number of contributions to the project, **Academia dos Champs** created a series of solidarity products for sale; the money raised will be fully allocated to student's activities.

From the past collection, we are still selling t-shirts and sweatshirts, but not all sizes. Our new collection of solidarity caps, with the latest **Academia dos Champs's** logo, is now available.

WRISTBANDS

The motto **"Learning to Win"** is imprinted on the **Academia dos Champs'** silicone wristbands (available in four colors: grey, white, blue and pink) sold for only 2 euros each.

VOUCHERS

Besides sponsoring an **Academia dos Champs's** student with a voucher for 200 euros, it is also possible to buy a pack of 5 tennis lessons at one of the centers. It is a perfect way to combine practicing the sport and to show your solidarity in a way that will make a big difference in the lives of our students.

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THANK YOU ALL!