



**ACADEMIA  
DOS  
CHAMPS**








APRENDER A VENCER



**ANNUAL REPORT 2019**



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# MESSAGE | INTRODUCTION

11 years after founding **Academia dos Champs (ADC)**, I think I have enough elements to be able to draw some conclusions about the third sector in Portugal, and also about some important aspects to take into account in the management of an IPSS (Private Institution of Social Solidarity). In the introduction to this annual report, I have decided to focus on the **importance of professionalizing the IPSS** and on the way how I think their relations with potential patrons should be structured.

What I observe in **the specific case of Portugal**, with regard to the existence of a corporate and governmental culture geared towards social economy, is that we **are still a long way behind**, especially in comparison to the Anglo-Saxon countries.

It is inevitable that there will be differences between a Portuguese IPSS, inserted in a country with **very limited financial resources** and, for example, an American non-profit organization, inserted in a context where a **strong entrepreneurial culture of giving back to society** is rooted; it is a fact that it's a culture strongly motivated in part by the existence of high tax benefits, but not exclusively for that reason. In Portugal's case, these benefits are almost materially irrelevant.



In **countries such as the USA**, where companies generate high profits, due to the size of the markets where they operate, the majority of the institutions have long since adopted a **management model where a relevant importance is given to social economy**. It is very common for these companies to have in their staff full-time professionals exclusively dedicated to monitoring the causes they support, or to finding new causes to support.

This does not mean that **in Portugal** this does not happen, but obviously on a much smaller scale, due to the smaller size of the economy. Regardless of these factors, **there is certainly a long way to go**.

## MESSAGE | INTRODUCTION

The truth is that it is a huge challenge to get funding to ensure the sustainability of projects like ADC. It is a common problem for most national IPSS. Many of them rely on a funding structure that is highly concentrated in a small group of patrons, who are not much involved in the daily operation of the organization they support or in its activities. But as we embrace the difficult mission of reaching out to those in need, other huge challenges arise where we least expect it. And they are not only related to their funding.



Securing a group of silent partners who finance the costs of the activity is undoubtedly a great help, but it will not be enough to ensure success in fulfilling its mission. When the patrons are individuals or institutions, leaders and opinion makers in the sector in which they operate, **their intervention in the daily life of the IPSS becomes even more important**. Not only can their network help to give more visibility to the project, thus making the work of the fundraising team easier, but also **their experience, partners and employees can help to leverage the professionalization of the IPSS itself**.

The **more professional** the IPSS management model is, supported by a structure and rules similar to those of a normal company, **the easier it will be to gather support from private and public entities**.

In the same way, it is necessary and desirable that more and more leaders implement in their companies **an assumed culture of social responsibility**. Not only regarding the marketing strategy, but that a **percentage of their budget** is allocated to social economy, either with financial support or with professional integration.

In addition to this issue, in my opinion, it is also part of the mission of an IPSS to **instigate a social culture in private or public institutions**, with which it seeks to gather support. How can this be done? By seeking, for example, to better understand its reality and communication policies, adjusting the reporting model of the IPSS' activities to the **needs of each potential patron**.



## MESSAGE | INTRODUCTION

After these considerations, let us focus on the main point of this message:

We must not think that the resources of a non-profit organisation should be managed differently from those of a normal company, where managers are rewarded for their profits. The big difference between the two is that you should not evaluate the performance of an IPSS using metrics similar to those used in a normal company. Whereas in a normal company, financial results are a measure of its performance, **in a IPSS what matters is the success with which it has fulfilled its mission and whether it has made a positive and lasting impact on its beneficiaries.**

At **ADC**, we focus on issues such as strategy, planning and discipline on a daily basis. Discipline of the team, discipline of governance, discipline of allocation and efficient resources management and discipline in decision making. **We consider internal reporting to be very important, as it will contribute to a better external reporting.**

When we meet with a potential patron, we should be able to gather evidence, both quantitative and qualitative, that we are succeeding in implementing our mission. We must convey confidence and show that there is a process, a leadership. **Leadership only exists when people follow a cause or someone, even when they have the freedom not to do so.** This is only possible when the leader is strongly motivated, contagious and motivating those who speak with him, be it a collaborator or a patron.

The **combination of tangible results and emotion** will make those on the other side believe, not only in our mission, but also **in our ability to implement it.** It easily identifies that there is a disciplined team, an organized line of thought and planned actions. **Even if not for profit, organizations like ADC must be structured like any other large organization,** and it is their responsibility to be transparent and to produce quality and timely information; information and reporting that convinces and motivates existing or potential partners or patrons.

This is the main function of the annual reports that we produce. Over the next few pages, you can see what our year of 2019 has been like.

Thank you to all of those who believe in us and continue to support our cause!

**António Champalimaud**

Founder | Chairman of the Board



**ACADEMIA**  
**DOS** **CHAMPS**

APRENDER A VENCER



# ADC IN 30 SECONDS

 **OUTURELA**

 **LISBOA**

 **TRAJOUCE**

 **MAIA**

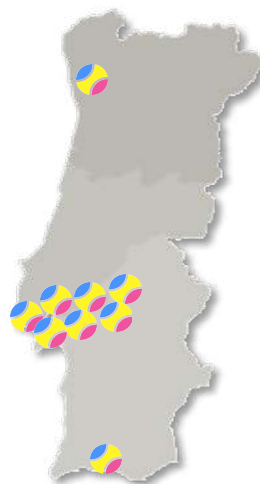
 **CARCAVELOS**

 **LOULÉ**

 **FARO**

 **ALCABIDECHE**

 **FONTAÍNHAS**



**169**  **123**  **(292)**



**16.464 TENNIS  
LESSONS SINCE 2009**



**CAREER OPPORTUNITIES  
INTERNAL RECRUITMENT**



**ANNUAL TRAINING COURSES  
FOR BALL KIDS**



**CERTIFIED TENNIS COACHES**



**PARTNERSHIPS  
WITH TENNIS CLUBS**





**ADC UNIVERSE**

# ADC UNIVERSE

## 1. ABOUT US

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

## 2. OUR MISSION

To promote social inclusion, using sports as an empowerment tool and as a mean to monitor children and youngsters identified as being in a socially vulnerable situation. More than training tennis champions, we seek to form **CHAMPIONS FOR LIFE!**

## 3. WHO IS IT FOR

Children and  
youngsters  
from 5 to 18  
years old

Socially  
vulnerable  
individuals

Youngsters  
and children  
identified as  
being at risk

## 4. METHODOLOGY

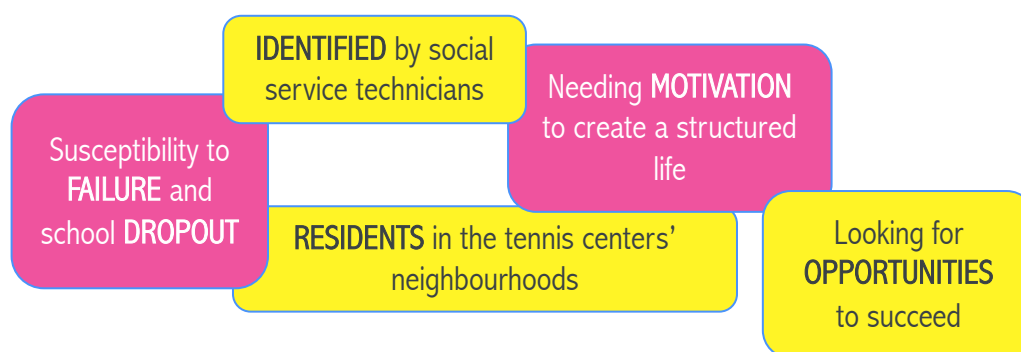
Through tennis teaching and by reflecting the principles and values of sports, **Academia dos Champs** provides its students with **tools for personal, social and professional development**. Thereby, each child and youngster is equipped with the means to take control of a life path that will lead him or her to a fulfilling adult life.

## 5. AREAS OF INTERVENTION

**SPORTS** | **HEALTH** | **EDUCATION** | **TRAINING** | **INCLUSION** | **EMPLOYABILITY**

# ADC UNIVERSE

## 6. STUDENTS PROFILE



## 7. IDENTIFIED PROBLEMS

-  **DISRESPECT** for authority and for others
-  Lack of sense of **BELONGING TO A GROUP**
-  **LACK OF TOOLS** for personal development
-  Hard time accepting **CRITICISM**
-  **INSUFFICIENT OPPORTUNITIES** to practice sports among the populations
-  Resistance to complying with **ROUTINES** and **RULES**
-  Inability to **COMPROMISE**
-  **SCHOOL FAILURE** | Lack of motivation | Social exclusion
-  Exposure to **DEVIATING BEHAVIOUR** patterns
-  **EMANCIPATION** difficulty and long-term **FAMILY DEPENDENCE**

## 8. WHAT CAN WE DO?











At **Academia dos Champs** we believe that by working on the confidence and self-esteem of the students, we find the solution to many of the identified problems, reinforcing personal and social skills so that they can gain autonomy.

We show them that sport transcends social classes, backgrounds or life circumstances of each individual. It rewards effort, dedicated athletes and the outstanding performance of each individual – thus promoting healthy habits and the personal, family and occupational development of individuals in vulnerable situations.

## ADC UNIVERSE

### 9. VALUES AND PRINCIPLES CONVEYED

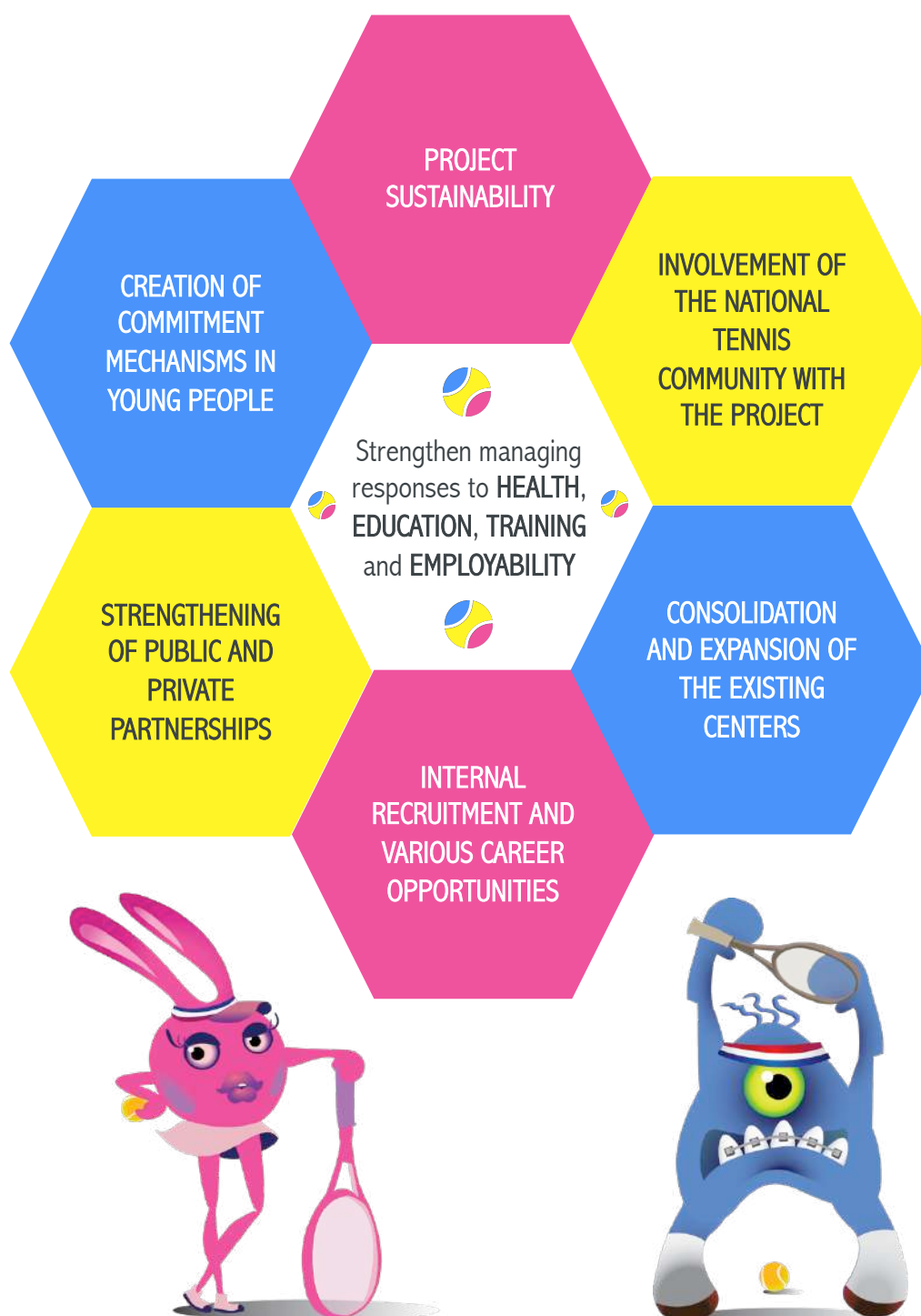
Sports conveys values such as teamwork, healthy competition, respect, codes of conduct and many other principles. In this case, using tennis practice as a tool is an innovative way of instilling guidelines into young people, helping them to fight everyday problems, which are intensified by the economic and social conditions in which they usually live.

-  **RESILIENCE** | Sport, with its inherent challenges, enhances the ability of young people to test their own limits, contributing to strengthen 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 allows us to blur differences and promote tolerance among young people.
-  **SELF-ESTEEM** | The practice of sport and the search for self-improvement promote confidence and self-esteem.
-  **PERSISTENCE** | Sport helps youngsters to set goals and broaden their horizons.
-  **RIGOUR** | Complying with rules and setting goals help to instil in young people a sense of rigour and dedication.
-  **CAMARADERIE** | Teamwork and sharing experiences help to create relationships of friendship and trust.
-  **JOY** | Sports practice, by contributing to a healthier lifestyle, also allows us to face daily challenges with greater confidence and optimism.



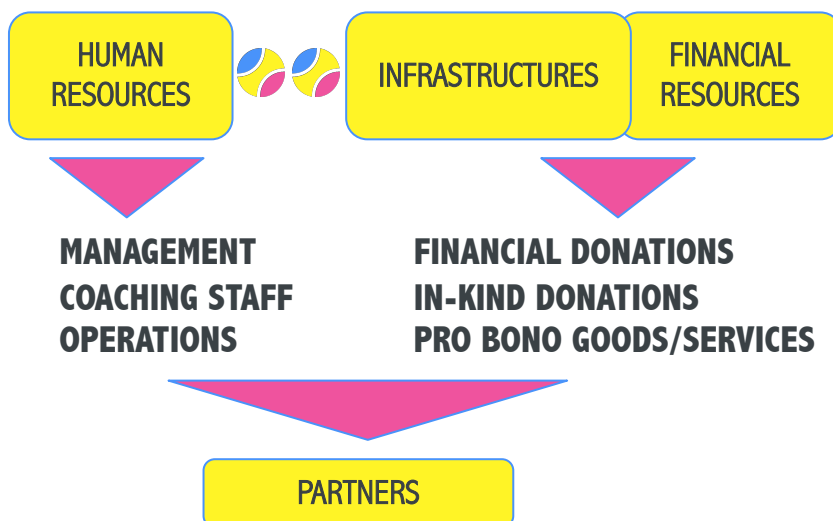
## ADC UNIVERSE

### 10. PERMANENT GOALS



## ADC UNIVERSE

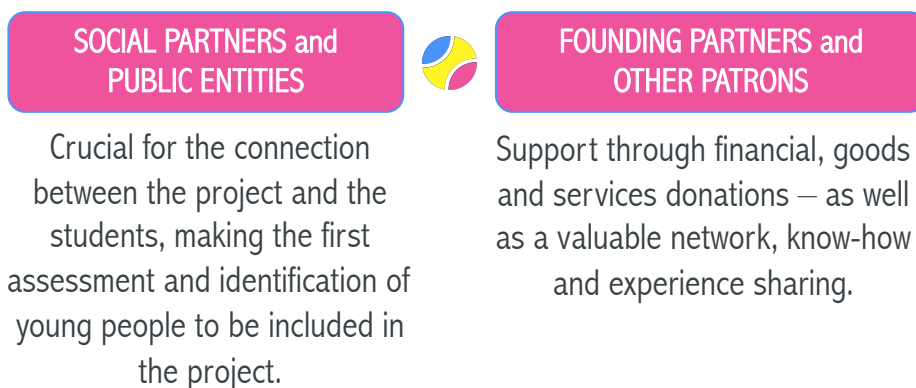
### 11. RESOURCES NEEDED



The network of partners, being transversal to the **Academia dos Champs** project, ensures its continuity. Donations are, however, variable, and a constant effort is required from the whole team in order to ensure continuity of the existing partnerships and also to look for new partnerships.

The financial support is essential, but it is equally important to have a regular donation of goods and services provided by some of our partners - thus making up for the shortage of own resources in numerous areas, as well as materials and equipment that enable us to improve and maintain the students' training conditions.

### 12. OUR APPROACH



# ADC UNIVERSE

## 13. HOW DO WE SOLVE THE IDENTIFIED PROBLEMS

### FIGHTING SCHOOL DROPOUT AND MONITORING

A close and permanent connection with Child Welfare technicians and schools is pivotal to the **success of this project**. The interchange of information is done in the end of every school term, thus allowing the combination of the assessment that is made with regards to the practice of sports with the students’ school performance.

The fact that we assume a significant role in the scheduling of their extracurricular activities gives us an increased responsibility, but at the same time, allows us to reinforce the work carried out by the schools.

From the various motivational tools provided to our students, we would like to highlight the presentation of the **ANNUAL MERIT AWARD** - specially designed for each student to achieve the best overall results. Combining sporting, academic and behavioural performance, in a joint evaluation among coaches, social partners and schools, we reward the most dedicated students of the school year, thus recognising their **commitment** and **ability to excel**.



SCHOOL YEAR	BOYS	CENTER	GIRLS	CENTER
2018-2019	Bruno	Alcabideche	Fabiana	Alcabideche
2017-2018	João	Bicesse	Bruna	Alcabideche
2016-2017	Wilson	Outurela	Angélica	Bicesse
2015-2016	Amarildo	Faro	Silvina	Outurela
2014-2015	Lourenço	Outurela	Rafaela	Bicesse
2013-2014	Rafael	Trajouce	Matilde	Trajouce
2012-2013	Fábio	Outurela	Jéssica	Bicesse

To be continued...



## ADC UNIVERSE

### **SOCIAL INCLUSION**

Choosing a sport that is not accessible to all, that is absent from curricular plans and with scarce penetration in the neighbourhoods where **Academia dos Champs** operates is our contribution to the democratization of access to sports as an individual right that all citizens are entitled to. By putting into practice the motto “**SPORTS FOR ALL**” — in this particular case, it shows that tennis can be played by all youngsters.


On a daily basis, the inclusion of the students is accomplished through several activities, organized by **Academia dos Champs** or by our associate partners, such as:

-  **Integration** in our partners’ social events (BNP Paribas and Carcavelos Ténis)
-  Tennis tournaments and clinics
-  **Management tasks** at charity events (WAT Cup BNP Paribas and Teen Alive Aid)
-  Ball Kids at the **Millennium Estoril Open**

### **PERSONAL, SOCIAL AND EMOTIONAL DEVEL**

Along with monitoring the sports development of our students, during training we also provide tools to help them **develop personal and social faculties**, which will help them to become better adults. Their commitment towards tennis lessons (ideally twice a week), and the constant goals that are presented to them, allow us to instil values of **discipline, persistence, dedication** and **resilience** — which in turn enhance **self-esteem, self-worth** and **confidence**.

Tennis lessons provide a different environment from that in which lessons are usually given to youngsters, **helping to break down some barriers**. Due to the informality and the strong bond created between tennis coaches and students, reinforced by the individual nature of this sport, training sessions allow youngsters not only to have the technical knowledge, but also a greater and more efficient emotional development.


To be continued... 



## ADC UNIVERSE

### **EDUCATION, TRAINING AND CAREER OPPORTUNITIES**

In addition to monitoring their academic performance, the students of **Academia dos Champs**, through the institutional support provided to our project by the Portuguese Tennis Federation (FPT), have privileged access to tennis training courses. This way, they can acquire skills and tools that can be decisive for them to have a successful professional life – both inside and outside the scope of **Academia dos Champs**.

-  Attendance at **FPT Tennis Coach Courses**
-  Attendance at **FPT Tennis Umpire Courses**
-  Ball Kids and Line Judges Training Courses at the **Millennium Estoril Open**


If we can engage our students professionally in a project from which themselves have benefited in the past, it closes a **cycle of youth empowerment** – which we naturally seek to replicate in other tennis-related organisations (e.g. clubs), with which we create strategic partnerships.

The best examples that we have been able to put into practice so far are personified in the students **Luis Pereira** and **Filipe Pereira** who, under the **Tempo Jovem** programme of the **Oeiras City Council** (in a first phase) and later paid by **Academia dos Champs**, carry out their functions as instructors in the Pinto Basto center, in Outurela.

### **HEALTH AND PROMOTION OF AN ACTIVE AND HEALTHY LIFE**

Regular sports practice **fights sedentarism** and **child obesity** and helps **prevent deviant behaviours** such as **drug abuse** or **delinquency** among youngsters.

Therefore, we try to provide each student with at least **two tennis lessons per week** (or more, depending on their school calendar), integrating the youngsters in small and homogeneous groups, always taking into consideration their technical level and age, thus maximizing their progress and the quality of the lessons.

To be continued... 

## ADC UNIVERSE

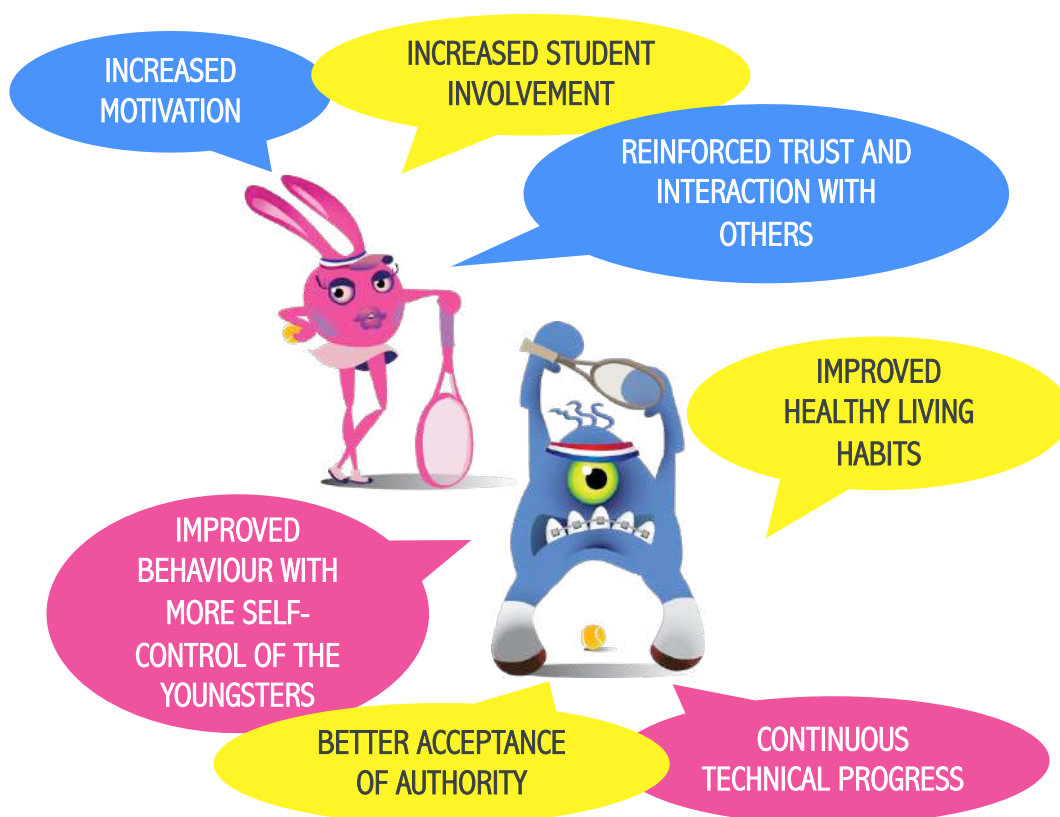
### **HEALTH AND PROMOTION OF AN ACTIVE AND HEALTHY LIFE**

Access to regular sports practice is one of the most valuable assets that **Academia dos Champs** makes available free of charges to its students, always reinforced by the concern to ensure comprehensive partnerships in the field of health.

It is in this context that the partnership with **José de Mello Group** arises, in the first place, allowing the students of **Academia dos Champs** to benefit from a complete medical examination, which at a later stage may complement their affiliation with the Portuguese Tennis Federation. In 2019, the family of partners was strengthened, with **Essilor** ensuring eye health screening in all centers of our project.

All the **Academia dos Champs** centers are properly equipped with first aid kits, as a result of the protocol signed with **Silveira Pharmacies** – which extend their support to the project with the provision of over-the-counter or prescription medicines to all students who need them.

## SPECIFIC RESULTS OF THE WORK CARRIED OUT



# THE TEAM

## COORDINATION AND APPROACH

With a multidisciplinary team, the various tasks of the project are divided into the technical, operations and pedagogical areas – respectively run by Jorge Dias, Francisco Alvim and Débora Fernandes; the universe of partnerships and fundraising, which is under the management and leadership of Inês Abreu; and the general coordination of **Academia dos Champs**, which is under the responsibility of Pedro Carvalho (also responsible for the communication area). The management of all the centers and monitoring of student progress are accounted for in quarterly reports, with the coordination of the centers being made in the field – with training centers in the North and South of Portugal receiving visits at least once a month - and with regular meetings with the coaching staff and all the social partners of **Academia dos Champs**.

## COACHES

All the **Academia dos Champs**' coaches are duly certified, thus offering a guarantee of quality in the teaching of tennis – according to the standards of the “**Play and Stay**” programme of the **International Tennis Federation**. Besides their technical skills, the coaches have also strong educational skills, which allow them to meet the different challenges that arise in everyday life with the students of **Academia dos Champs**. At the same time, they play a decisive role in passing on the human values that are one of the main cornerstones of the whole project.





*“To teach tennis is to offer a lesson on how to live a happy and productive life. All parents, and coaches, should avoid the mistake of thinking that tennis is just a game. It is in fact a gift that is given to children and students, which they will use for the rest of their lives.”*

**NICK BOLLETTIERI**  
Tennis Coach

# CENTERS

## PINTO BASTO/OUTURELA

Opening	2009		
Coaches	António Semedo, Filipe Pereira, Luis Pereira and Sebastião Guimarães		
Social Partners	OnOeiras, Ludoteca Fundação Marquês de Pombal, Família Global, UF Carnaxide-Queijas and CM Oeiras		
Tennis Lessons	631	Nr. Courts	3 *
Students	64	 22	 43

\* with artificial light





### LOCATION PROFILE

High rate of unemployment and illiteracy among the population, with a large part of the community having attended only primary school; the majority of the inhabitants came from Cape Verde, Angola, Guinea-Bissau, and various regions of Portugal.



# CENTERS

## TRAJOUCE/SÃO DOMINGOS RANA

Opening	2012		
Coaches	Filipa Simões, Mário Rui Marques, Raul Laszlo and Rodrigo Ferreira		
Social Partners	Espaço Mais Perto/CM Cascais Escola Básica 1 Trajouce		
Tennis Lessons	372	Nr. Courts	2 *
Students	59	 26	 33

\* with artificial light



### LOCATION PROFILE

Area affected by urban decline, with a population mostly of Portuguese origin, to which are added other aggregates, mostly of African origin; demographically, it shows a greater rejuvenation at the bottom of the age pyramid when compared with the other parishes in the municipality

# CENTERS

## MAIA

Opening	2013		
Coach	Pedro Peixoto		
Social Partners	Santa Casa da Misericórdia da Maia, Centro de Animação de Infância de Vermoim and CM Maia		
Tennis Lessons	254	Nr. Courts	2 *
Students	36	 21	 15

*\* one inside the Municipal Tennis Complex*



### LOCATION PROFILE

First center integrated in a tennis club, in the Municipal Tennis Complex of Maia, one of the country's best centers for the development of the sport and for training younger age groups; local community with a high unemployment rate, causing increased difficulties in access to sports practice.

# CENTERS

## ALCABIDECHE

Opening	2014		
Coaches	Bruno Sá, Diogo Sá and Raul Laszlo		
Social Partners	Escola Básica 2º-3º Ciclo Alcabideche, Complexo Desportivo de Alcabideche and CM Cascais		
Tennis Lessons	143	Nr. Courts	2 *
Students	17	 9	 8

*\* with artificial light*





### LOCATION PROFILE

Founded with the support of the Aga Khan Foundation, it's the first center integrated in a school environment, covering the Adroana, Cruz Vermelha and Alcoitão áreas; a privileged relationship with the school board allows a regular and eficiente communication, which is useful for the accomplishment of the projects' goals.

# CENTERS

## FARO

Opening	2015		
Coach	João Marques		
Social Partners	Casa de Santa Isabel, Instituto D. Francisco Gomes, Associação de Ténis do Algarve and CM Faro		
Tennis Lessons	96	Nr. Courts	2 *
Students	21	 6	 15

*\* with artificial light*





### LOCATION PROFILE

Center established with the direct support of the Municipality of Faro, through its social action department, also involved in the liaison with the social partners; the motivation and the alignment of the coach with the mission of the project was the driving force that led to the expansion of the project in the Southern region of Portugal, reinforcing the sports offer for the community.



# CENTERS

## FONTAÍNHAS/CASCAIS

Opening	2017		
Coaches	Diego Toste and João Fragoso		
Social Partners	Helpo – Ludoteca das Fontainhas, Clube de Ténis CAD and CM Cascais		
Tennis Lessons	73	Nr. Courts	3 *
Students	8	 6	 2

*\* two with artificial lights*





### LOCATION PROFILE

Center founded with the direct support of patrons associated to Helpo - Ludoteca das Fontainhas, an association that carries out continued support, assistance and humanitarian aid programmes; in partnership with Clube Ténis CAD, the students have the opportunity to play tennis on the courts of the school Colégio Amor de Deus.

# CENTERS

## QUINTA DA ALAGOA/CARCAVELOS

Opening	2017		
Coaches	Diego Toste, João Cruz and João Fragoso		
Social Partners	Centro Comunitário Paróquia Carcavelos, Casa de São Francisco Assis, Casa da Criança Tires and CM Cascais		
Tennis Lessons	114	Nr. Courts	2 *
Students	10	 2	 8

*\* with artificial light*





### LOCATION PROFILE

Center founded with the cession of the space' use provided by the Municipality of Cascais, under a protocol with DNA Cascais; with very particular surroundings and conditions of excellence, Quinta da Alagoa is also committed to raising donations through the rental of tennis courts to the general public.

# CENTERS

## LISBOA

Opening	2017		
Coaches	Alexandre Sanches, Diogo Moura and Diogo Sá		
Social Partners	Centro Social da Musgueira, Colégio São João de Brito and CM Lisboa		
Tennis Lessons	285	Nr. Courts	2 *
Students	56	 23	 33

*\* with artificial light*





### LOCATION PROFILE

An institution recognized for more than 50 years, the Musgueira Social Center, through its media library, provides access to multiple activities for more than 200 youngsters; in a logic of full social inclusion, the classes are given on the courts of the school Colégio São João de Brito and at the Musgueira Social Center itself.

# CENTERS

## LOULÉ

Opening	2014		
Coach	João Brito		
Social Partners	Agrupamento Escolas Dr <sup>a</sup> . Laura Ayres, EB1/Jardim de Infância da Abelheira and CM Loulé		
Tennis Lessons	43	Nr. Courts	1 *
Students	8	 2	 6

*\* with artificial light*

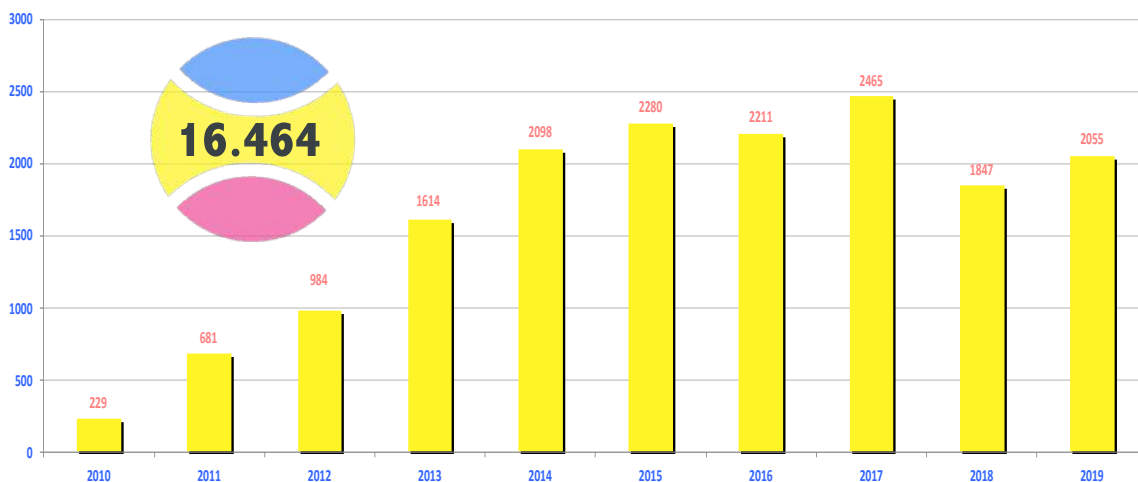


### LOCATION PROFILE

Center established with the support of the António Aleixo Foundation and with the initial involvement of the Municipality of Loulé; given the high number of students in the school and the support it has given to the project, direct communication with the pedagogical coordinators has been strengthened, allowing integration in the school facilities.

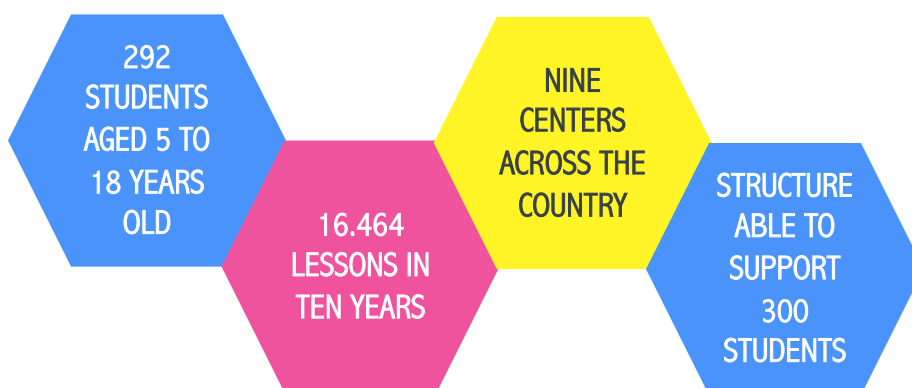
## CENTERS

### PROGRESS | LESSONS EXPRESSED IN NUMBER OF HOURS



This chart shows the progress of the number of tennis lessons given at **Academia dos Champs** between 2010 and 2019 – with the consequent growth of the project, we reached the relevant mark of 16,000 free tennis lessons for all students!

In the calendar year 2019, we dealt with the suspension of activity at the Bicesse center, due to the inability of the social partner to provide the necessary follow-up to the **Academia dos Champs** project, despite having 12 students enrolled – but at the same time it was possible to increase the number of classes in the different centers, bringing the total number of classes closer to the average recorded since 2014.





# EVALUATION

The evaluation of the students is made jointly by **Academia dos Champs** and the other partners of the project (social service technicians and teaching staff), based on an identical scale — from 1 to 5 — thus simplifying the comparative analysis and aggregation of the different results.

In the technical field, the evaluations are carried out by the **Academia dos Champs' coaching staff**, taking into account the student's level and performance in the various aspects of the game, whether in a class or tournament environment.



The assessment of emotional skills is always made together with the social partners of each center and the schools. Within the analysis of the **Academia dos Champs' coaches**, attention is paid to the students' ability to concentrate, their motivation, group attitude, tolerance to adversity, resilience and commitment.

The monitoring of the students' school performance is another of the priorities of **Academia dos Champs**, with the final grades being crucial to the overall analysis. Monitoring is carried out at each term of the school year, using specific models of action, according to the students' ages, so that their motivation is constant throughout the school year.

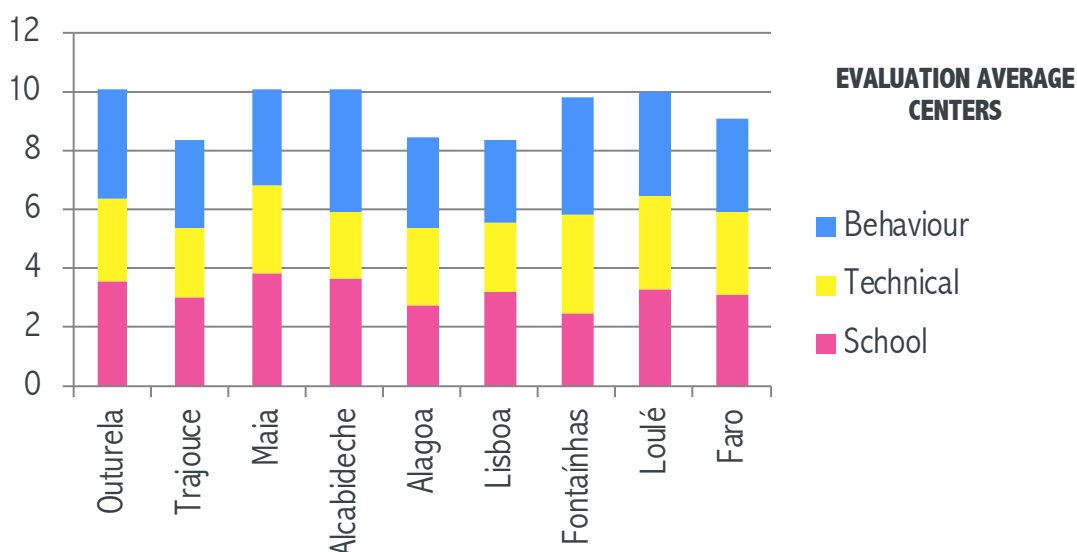
It is particularly important to emphasize that each center has its own reality, which must be taken into account and monitored separately.

## EVALUATION

### RESULTS

The pattern of results registered in the 2018-2019 school year has made it possible to notice a consistency in the averages achieved, without significant differences among the various centers of **Academia dos Champs**.

Regarding academic performance, the best average was recorded in the Maia center (3.81), while at the technical level, the most outstanding average value (3.31) was recorded in the Fontainhas center, in Cascais.



Regarding behaviour, whose evaluation comprises assiduity, discipline, attitude and commitment towards daily work of **Academia dos Champs**, all average grades are positive - with a natural emphasis to the 4.09 mark recorded in Alcabideche.

**Outurela** and **Maia** both averaged 3.37, followed by **Alcabideche** with 3.34, leading us to believe that the commitment and dedication of the students to the project is growing steadily over the years.









## EVALUATION

### IMPACT ASSESSMENT

It is perhaps one of the greatest challenges that **Academia dos Champs** faces, for which it is necessary to involve not only our students, but also the community in which they live, especially their families. Only the collection of accurate data makes it possible to evaluate the impact that the work done has in our students' lives.

One of the tools used for this assessment is to conduct impact surveys - with a scale of grades ranging from **Very Weak (1)** to **Excellent (5)** —, with the aim of involving and getting to know better the people who play a fundamental role in complementing the **Academia dos Champs'** work.

### WHAT WE WANT TO KNOW

-  Students' **level of commitment** according to their parents
-  **Benefits** provided by the tennis lessons and in which circumstances
-  Parents' willingness towards the **continuation of the project**
-  Family's **feedback** about the sport itself
-  How people assess the **project's quality** and the coach's pedagogical role
-  Improvement of students' **school results**

### SUMMARY

The most recent school years have highlighted a constant **motivation towards sports practice** and a **healthy lifestyle** (with values ranging between 55 and 65 percent), among the main benefits that students get from **Academia dos Champs**. Approximately two-thirds of the parents or guardians who gave their feedback also consider that there was an **improvement** in the students' **behaviour** — a consequence which becomes more significant the longer the project is carried out in the communities in which it operates.





**CHRONOLOGY 2019**

# CHRONOLOGY 2019

## JANUARY

**OBRIGADO! THANK YOU! MERCI! GRACIAS!** It was with a lot of gratitude that we welcomed a new year and celebrated with our students the 'International Thank You Day'. Fábio, Fabiana, Bruna, José Luís and Silvina gathered at Outurela for a lively photo session, in which they left a simple message for all the partners, patrons and friends of **Academia dos Champs** – thanking everyone for the real difference they make in our students' lives.



**NEW BABOLAT GEAR** Continuing to make good use of an always generous donation from Babolat, it was possible to start the new year with the renewal of some of the tennis gear in Loulé, Trajouce and Lisbon centers. Mini tennis rackets, balls of various colours adapted to the Play & Stay programme, as well as training gear were a nice gift for the students of **Academia dos Champs**.





## CHRONOLOGY 2019

### FEBRUARY



**MORE FEMALE STUDENTS IN FARO** Founded in 2015, in an initiative and challenge launched by teacher João Marques, the Faro center received a new social partner at the beginning of 2019, and consequently a group of new female students. With the constant support of Faro City Council, we welcomed the girls from Casa de Santa Isabel, who also began to have two tennis lessons a week in the courts of the Algarve Tennis Association.



### ANOTHER CHAMP IN THE TOP 100

Always available to help **Academia dos Champs**, either with charity campaigns to raise equipment or promoting the project in social networks, we ended February celebrating Pedro Sousa's (in the photo with Julinho) break into the Top 100 of the ATP Tour World Ranking — a feat only achieved by six Portuguese tennis players.

## CHRONOLOGY 2019

### FEBRUARY



**HAND IN HAND WITH UN PORTUGAL** In 2019 we started a strong partnership with the United Nations Regional Information Center (UNRIC), through which we made a commitment to promote the UN's '17 Sustainable Development Goals' among the students of **Academia dos Champs**. Of the various global initiatives, we also highlight the celebration of the 'International Day of Sport for Development and Peace', in which we had the generous participation of tennis players Pedro Sousa and Gastão Elias, who also promoted the initiative in their social networks.



## CHRONOLOGY 2019

### MARCH



**NEW LIGHTS IN ALAGOA** We received at Quinta da Alagoa, located in Carcavelos, another important support and proof of confidence in the work of **Academia dos Champs**. Schröder, the world's leading independent supplier of various outdoor lighting solutions, has offered our social inclusion project a set of 16 state-of-the-art Indu Flood floodlights, thus further improving the center's training conditions – but also the comfort and service provided to the wide dozens of users of the space that, through the rental of the tennis courts, also give their support to our Champs.



**WE ARE TENNIS CUP** For the fourth year running, BNP Paribas Portugal has entrusted us with the organisation of the Portuguese stage of the "We Are Tennis Cup"— which in 2019 gathered 111 participants (plus escorts and relatives) at the Jamor Tennis Complex. Of the several organisational tasks, **Academia dos Champs'** team counted with the participation of some of its students and took on the technical side of the event, being also responsible for the decoration of the tennis courts, the reception to all players and the lunch served in the green spaces adjacent to the Centralito. It was another successful edition, in which nothing was missing to crown the champions who later played the international final of the "We Are Tennis Cup" in Paris.

**WE ARE TENNIS Cup**





## CHRONOLOGY 2019

### APRIL

**WHEN ALL THE CHAMPIONS COME TOGETHER, EVERYBODY WINS!** In a constant adaptation to the timings of Portuguese taxation, we started the IRS allocation campaign in favour of **Academia dos Champs** in the fourth month of the year, this time with the creative signature of By.com. For this purpose, we have once again counted with the help of two great champions, each in his area of influence. João Sousa, the best Portuguese tennis player of all time, has agreed to lend his image to the cause of **Academia dos Champs**, and for this he “embraced” our Champ André, and together they featured all over the country, in more than two hundred Prio gas stations, which also generously associated itself to our project. “Champion” of audiences, whether on radio or television, Vasco Palmeirim also wore the **Academia dos Champs**’ jersey for the second consecutive year and promoted to the Portuguese taxpayers the donation of 0.5 percent of the IRS to help form champions for life!



Preencha a declaração de IRS - Campo 1101 - Quadro 11 - Modelo 3  
**NIF. 509 250 319**



Preencha a declaração de IRS - Modelo 3 - Quadro 11 - Campo 1101  
**NIF. 509 250 319**

**CHARITABLE MORNING IN SINTRA** At the invitation of Vila Galé Hotels we participated in a charitable morning in Sintra with more than a hundred employees of the hotel group. In high-level company, including Associação Salvador, the Portuguese Adaptive Surfing Association, Associação Jorge Pina and Nuvem Vitória, we presented our social inclusion project. We also received a generous donation from a partner who ensures the accommodation of our team in their regular trips to the Maia and Algarve centers.

# HIGHLIGHT

## SILVINA WILLIAMS

**TORNEIO ASES IMPROVÁVEIS**  
UM TRIBUTO A QUEM TEM MENOS MARGEM DE ERRO

COM O APOIO:



**28 ABRIL**  
**COURT CASCAIS**  
APÓS O FINAL DO ÚLTIMO  
ENCONTRO DO DIA

### CONVIDADOS ESPECIAIS

PEDRO SOUSA / TIAGO BETTENCOURT / JOÃO MONTEZ  
DIOGO INFANTE / JOÃO ZILHÃO

EVENTO SOLIDÁRIO A FAVOR DA:

 **ACADEMIA  
DOS  
CHAMPS**  
APRENDER A VENCER



## CHRONOLOGY 2019

### MAY

**'ASES IMPROVÁVEIS' TROPHY** At the Millennium Estoril Open we held the first edition of the 'Ases Improváveis Trophy', a tribute to all those who "have less chances to win". The idea arose from the creativity of the agency By.com, with the aim of sending an unequivocal message about the reality of the **Academia dos Champs**' students, in the biggest tennis stage in Portugal. In an "adapted" court, half of which was undergoing a change in its official dimensions, five students from **Academia dos Champs** - Wilson, Silvina, Jordane, Pamela and John - lived an unprecedented experience. Together with them were Pedro Sousa (tennis player), Tiago Bettencourt (musician), Diogo Infante (actor and stage director), João Montez (presenter) and João Zilhão (tournament director), duly "coordinated" by the umpires Carlos Ramos, Mariana Alves and José Pereira.



This was a unique experience, only made possible thanks to the generosity of the various partners of **Academia dos Champs**, starting with By.com, which conceived and developed this action together with Nervo; YouAreLive, which was responsible for capturing and editing images; photographic reporters Maria Mesquitela and Carlos Rodrigues; and 3Love, promoter of the Millennium Estoril Open.

# HIGHLIGHT



## MILLENNIUM ESTORIL OPEN 2019

The fifth edition of the **Millennium Estoril Open**, the only Portuguese ATP Tour tournament, has once again been one of the greatest showcases for the promotion of **Academia dos Champs** among the Portuguese tennis community – while offering unforgettable experiences to some of the students of our social inclusion project.

And since there is no point in changing a winning team, we once again had the most colourful stand of the Fun Center, livened up by the already famous Wheel of Beneficent Prizes – which had the attraction of offering the possibility to win a racket autographed by **João Sousa**. The design and production of the stand once again relied on the generosity of **Animagest Consultoria e Gestão** and the prizes were kindly offered by **Lenovo**, **Piadinhas**, **Isdin Portugal**, **Wilson**, **Protennis** and **Bidi Badu**.



Also at the **Academia dos Champs'** stand, we had the privilege of counting on the active cooperation of students Bruno Sá and Fabiana Afonso, who, with their life testimony, presented their academy in the best possible way to the thousands of visitors of the event.

Inside the court, besides the first edition of the 'Ases Improváveis Trophy', there were also many other highlights. The **Academia dos Champs'** wristbands flew across the stands of the Millennium stadium, where our Champs Denzel, Lourenço, Diogo and Fábio entered hand in hand with the great champions of international tennis. In Lenovo's stand, partner of **Academia dos Champs**, Pamela Martins had another opportunity for professional development.



# MILLENNIUM ESTORIL OPEN



1 – Students from Alcabideche Center; 2 – **Stefanos Tsitsipas** (professional tennis player and winner of the Millennium Estoril Open 2019); 3 – **Tiago Bettencourt** (musician); 4 – **Lourenço Mendes** (ADC student) and **Reily Opelka** (professional tennis player); 5 – **Diogo Infante** (actor and director); 6 – Sport Dans La Ville Group (ADC partner); 7 – ADC Stand at Fun Center; 8 – **Bruno Fernandes** (professional football player); 9 – **Kapinha** and **Mafalda Teixeira** (actors) with **Julinho** (ADC student); 10 – **João Montez** (TV presenter) with students from Trajouce Center; 11 – **Carolina Patrocínio** (TV presenter); 12 – Students from Outurela Center; 13 – **Alice Alves** (TV presenter); 14 – Marta, vencedora do sorteio da raquete autografada pelo João Sousa; 15 – **Silvia Rizzo** (actress).

## CHRONOLOGY 2019

### JUNE

**'ARRAIAL SOLIDÁRIO' TOURNAMENT** There is rarely a weekend where Carcavelos Ténis e Padel doesn't promote an event or tournament in its club. For this very reason, we value even more its effort for having put the 'Arraial Solidário' Tournament again in the 2019 calendar. We naturally thank the opportunity given to 16 of **Academia dos Champs'** students, who spent a different day, sharing the court with the members of a club which is always present and available to help our project throughout the year.



**PROTOCOL SIGNED IN FARO** Another moment of recognition for the work done in Faro, this time with the formal signing of the protocol between **Academia dos Champs** and the Municipality of Faro. The city council has thus given a clear sign of its commitment to the social inclusion of children and youngsters through sport, relying on our project to expand the number of beneficiaries in its city.

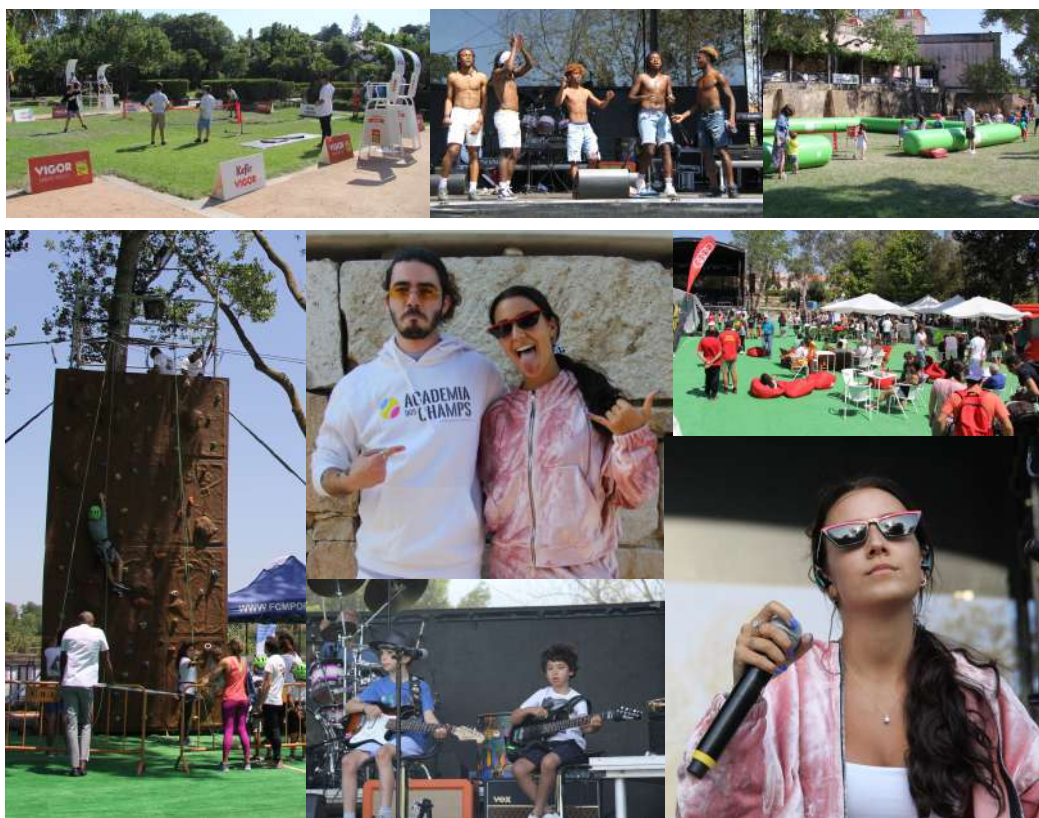




## CHRONOLOGY 2019

### JUNE

**TEEN ALIVE AID** Music and entertainment for the whole family were once again the ingredients for another successful edition of the **Teen Alive Aid**. The Municipality of Oeiras, that supported the event in many ways, once again opened the gardens of the Marquês de Pombal's Palace to welcome more than two thousand people, who found inflatables, a climbing wall, a radical slide descent and traditional games there. On stage, besides the performances of April Ivy and SYRO, were also the students of St. Julian's School, in Carcavelos, directed by teacher Nuno Silva. And let's not forget the performance of Blood Staars'Z, a dance group composed of students from **Academia dos Champs**, who also worked in several areas of the event, from customer service to assembly and removal of all logistics.







## CHRONOLOGY 2019

### JULY

**YOUTH UNIVERSITY** The students of the Maia center lived a new experience with their visit to the Youth University, an initiative promoted by the Polytechnic Institute of Maia, a partner of **Academia dos Champs**. Accompanied by their coach Pedro Peixoto and by the educators of the Children's Recreation Center of Vermoim – from Santa Casa da Misericórdia of Maia, the mini Champs were entitled to a very special tennis lesson offered by coach Pedro Lobão, coordinator of the PNDT - National Talent Screening Programme of the Portuguese Tennis Federation.



**SUMMER TOURNAMENT** The Estádio Nacional Tennis Complex, with the institutional support of the Portuguese Tennis Federation and the Portuguese Sports and Youth Institute, has once again opened its doors to host another Summer Tournament of **Academia dos Champs**. It's the highlight of a season that culminates with the end of an intense school year, and which allows most of our students to have the often unprecedented experience of sleeping away from home and crossing paths with some high-level athletes at Jamor's Training Center. We had once again three days with a lot of tennis and above all with a lot of sharing among nearly a hundred students of **Academia dos Champs**.



## CHRONOLOGY 2019

### AUGUST

**SPORTS HOLIDAYS AT WORK** They tried it in 2018, and not only did they like it but they saw their work recognized by Carcavelos Ténis e Padel. So much so that they came back a year later to be instructors again on the club's sports holidays. We are talking about Bruna and Fabiana, who also "convinced" Bruno to try it out, and so they spent a different but really enriching summer and with an added responsibility of having dozens of children under their care.



**NEW MINI-TENNIS NETS** It is usually a month of rest for everyone, but at the same time we take the opportunity to lay the foundations for another school year. And everything is easier if it is done with the help of our partners. This was the case with the donation of a set of mini-tennis nets by the Portuguese Tennis Federation, thus improving the conditions of several Academia dos Champs' centers.





## CHRONOLOGY 2019

### SEPTEMBER

**ESSILOR PROTOCOL** Another strong partnership of **Academia dos Champs** came about with the signature of a special protocol with Essilor. Besides the financial support foreseen for a period of 5 years, the cooperation with our social inclusion project extends to eye health screenings, that may be carried out in all centers. An action plan will be drawn up in case of need, including access to eye care appointments and the donation of glasses and lenses.

**NUTRITION BOOST** At the start of another school year, the partnership with Del Monte bananas made it possible to reinforce one of the cornerstones of **Academia dos Champs**, which is based on a permanent care with our students' health (and in this case their nutrition). In fact, we have come to have the constant and valuable presence of Del Monte bananas in some of our centers.



**WELCOME JORGE DIAS** With open arms, we received in our team a precious reinforcement, with the arrival of Jorge Dias to **Academia dos Champs**. After a "full life", marked above all by a career as a tennis umpire - but also as a player - he decided to return to Portugal, and found in our social inclusion project a home where he has started to share all his experience to help us form champions for life!

# HIGHLIGHT

COM O ALTO PATROCÍNIO  
DE SUA EXCELÊNCIA  
UNDER THE HIGH PATRONAGE OF THE  
PRESIDENT OF THE PORTUGUESE REPUBLIC



*O Presidente da República*

## ANNUAL MERIT AWARDS

It is one of the many tools that we use to try to constantly motivate our students, and for that reason, it received for the third consecutive year the recognition of the High Patronage of the Presidency of the Portuguese Republic. We are talking about the **Academia dos Champs' Annual Merit Awards**, which were again presented (for the most part) at a ceremony held at the Outurela center, in Carnaxide (Oeiras). To celebrate the end of the 2018-19 school year, we also received the visit of Bérly Lacoste, high representative of the Fondation Lacoste (patrons of our project), who addressed some inspiring words to our students, helping in the delivery of all the awards.



Besides the global awards attributed to Bruno Sá and Fabiana Afonso, both from the Alcabideche unit, various awards were also given in the categories of Best Academic, Technical and Behavioural Performance - thanks to the generosity of the following partners: Lenovo, Lacoste, Wilson, Protennis, Editorial Presença, Fonte Viva, Everything is New, Despomar, Unisports and Leite Vigor.





## CHRONOLOGY 2019

### OCTOBER



#### MORE BALLS FOR THE CHAMPS

Taking advantage of the conclusion of the National Tennis Festival of the Portuguese Tennis Federation's National Talent Screening Programme (PNDT), we were invited to go to Jamor Tennis Center and receive another donation of sports gear. By the hands of Pedro Lobão (national coordinator of PNDT) along with Rui Machado (national technical coordinator) nearly two hundred orange and green Wilson tennis balls were handed over to **Academia dos Champs**, along with two more mini-tennis nets.

#### NEW STUDENTS, NEW PARTNERS

After switching on the new artificial lighting at Quinta da Alagoa in March, we welcomed six new students to the Carcavelos center at the start of the school year. Having completed the first two years of activity, which have enabled us to consolidate our work in the surrounding area, we have extended our network of social partners, by adding to Carcavelos' Parish Community Center, the Casa de São Francisco de Assis (Lisbon's Santa Casa da Misericórdia) and also the Casa da Criança de Tires – Fundação Champagnat. Always networking, for the common good of our students.



## CHRONOLOGY 2019

### NOVEMBER

#### CHAMPS “CONNECTED” TO OEIRAS

The Aga Khan Foundation started the implementation of the OnOeiras Programme, focused on solutions that promote the well-being of youngsters in Oeiras. Always from the perspective of networking, we took part in the sessions carried out, with much sharing and experiences, focused on the communities of the Navegadores and Outurela-Portela neighbourhoods, where **Academia dos Champs** laid its foundations in 2009.



#### “DONATIONS IN PYJAMAS”

The National Pyjamas Day, celebrated on the 20th of November, is an educational and charitable initiative that aims to promote solidarity among children. Externato Miguel Ângelo (school), in Carcavelos, chose **Academia dos Champs**, as a social solidarity institution, as the recipient of the generosity of its vast educational community. A gesture of solidarity which resulted in a total donation of 600 Euros!



**3.000 VIRTUAL CHAMPS** This month we celebrated the reaching of 3,000 followers on our Facebook page. Surely there could be many more, but that didn't stop us from celebrating anyway and we are genuinely thankful to the three thousand people that follow us and give their unconditional support to a social inclusion project that really makes a difference in the lives of hundreds of children!

## CHRONOLOGY 2019

### DECEMBER

**CHAMPS' CLUBS** Academia dos Champs already has the regular support of some tennis clubs, but we decided to end the year with a strong bet on the increase of tennis clubs (among others) that are partners of our social inclusion project. Taking advantage of the Christmas season, and with the creative help of Van Digital, we launched a charity wristbands' sales campaign, challenging several clubs to become a "Champ Club". In a first approach, we made a partnership in Lisbon with the Club Internacional de Foot-ball and its tennis school, which is run by a good friend of the Champs, Manuel de Sousa (Manecas); with the Lisboa Racket Centre; and with Valténis and the Rock4Padel, of Stefano Valenti. Further North, the Clube de Ténis do Porto also embraced our cause, as have Protennis stores in Parede and Coimbra.



**SCHOOL DEMONSTRATION** The challenge came from the Portela-Carnaxide School Group and we helped to close the first term of the 2019-2020 school year with a tennis demonstration for more than 100 students at Sophia de Mello Breyner Elementary School — and also attended the ceremony that culminated in the raising of the Eco-School flag at the school group's headquarters.



### RECOGNITION FROM THE PARISH

At the invitation of Carcavelos' Parish Community Center, we attended the Christmas party of one of our Quinta da Alagoa center's social partners. It was another moment of sharing, in which we learned of the tireless work and effort done in the most disadvantaged communities by a large team that **Academia dos Champs** has the privilege to work with.





TESTIMONIALS

# TESTIMONIALS | INTERVIEW

## FABIANA AFONSO

*Winner of the 2018-2019 Annual Merit Award*



🎨 How long have you been a student at Academia dos Champs and how old were you when you started? How did you get to know the project?

I have been a student for five years and started playing when I was 14. I am currently taking two classes a week. I remember at the time hearing the school principal present the project and seeing some posters in school.

🎨 Do you remember what you did in your first tennis lesson at Academia dos Champs? What do you like to do most in classes?

In the first tennis lesson, it was explained to us what the **Academia dos Champs**' project consists of and we were taught the basics of tennis — how to do a forehand, a backhand, how to use the racket properly, how to position ourselves, etc. In every class, we learn new things, because even though we have been training for some time, there is always something new to learn.

🎨 How important is it for you to have the opportunity to be part of Academia dos Champs?

Besides having entered **Academia dos Champs** curious about what tennis was, I emphasize the importance of the opportunity given to us, not only to learn the sport, but also to learn values such as respect, good manners, responsibility, dedication, humility, honesty, gratitude, generosity and, above all, solidarity.

🎨 If you could have a tennis (or sports) career, what would you like to be?

Professional tennis player would be my first choice, although I would really like to be a sports psychologist.

To be continued...



## TESTIMONIALS | INTERVIEW

🌈 If you had a friend who liked to play tennis, what would you tell him/her to convince him/her to join Academia dos Champs?

Besides learning to play tennis, we have the opportunity to meet other people and to take part in several charitable events, we are helped if we're in trouble and learn values that we can take for the rest of our lives.

🌈 How important was it for you to win the Annual Merit Award? Was that a goal you had for the school year?

I think the Annual Merit Award is a good incentive for students, especially the younger ones. I am aware that during the last year I was more involved in the **Academia dos Champs'** projects and I worked hard in classes and training, but I did not do it to get the award, although I was very happy with it and motivated to keep on going.



🌈 Being a tennis player at Academia dos Champs, who are your favourite?

My favourite Portuguese tennis player is João Sousa, not only because of the Portuguese pride we all feel, but also because of the persistence and humility he always shows. On an international level I like Roger Federer. He was world number one several times, has broken many records and has been elected one of the most trustworthy and respected people in the world, alongside Nelson Mandela. He is regarded as one of the best tennis players of all time and even the greatest athlete of his generation. It is impossible not to respect and admire this great man and player.

# TESTIMONIALS | INTERVIEW

## BRUNO SÁ

*Winner of the 2018-2019 Annual Merit Award*



🌈 How long have you been a student at Academia dos Champs and how old were you when you started? How did you get to know the project?

I joined **Academia dos Champs** at the age of 15, so I have been involved in the project for about two and a half years. At the time, I remember seeing some posters glued to the school's windows, and as classes were being held at my school, I decided to give it a try.

🌈 Do you remember what you did in your first tennis lesson at Academia dos Champs? How many times a week do you play tennis and what do you like the most in classes?

In the first lesson I remember having a conversation with my coach, then starting to hit forehands and backhands. These days, I take tennis lessons twice a week... I wish I had more lessons, but I realize it is not enough to want it for it to happen. In training I like all the drills, jumping rope, playing points and playing with my colleagues.

🌈 How important is it for you to have the opportunity to be part of Academia dos Champs and what values have you learned?

First of all, it gives me the opportunity to play a sport that I really like and that I first tried when I was seven years old. I had been playing since that age but then I moved abroad and I could not practice tennis anymore because lessons were too expensive in Portugal and my mother could not afford them. **Academia dos Champs** has given me this opportunity, and at the same time, helps me to improve values such as respect and punctuality, for example.

🌈 Would you like to work at Academia dos Champs one day, if you could, and thus be an example to the younger ones?

For me, the most important thing is to be a part of **Academia dos Champs**. If I could be a coach there one day, I would be very pleased to have that opportunity.

# TESTIMONIALS | PARTNERS

*“Academia dos Champs is a partner of Lisbon’s Municipal Department of Physical Activity and Sports in the development of the programme “Sports Move Me”. In this context, **Academia dos Champs** has contributed to the regular practice of tennis, aimed at children and young people residing preferably in the Neighbourhoods and Priority Intervention Zones (BIP/ZIP) in the parish of Lumiar. The work promoted by **Academia dos Champs** helps to fight against social exclusion minimizing the effects it has on the social condition of the vast majority of those who integrate the activities. It is also worth mentioning complementary activities, such as the organization of sports or cultural gatherings, that usually take place during school breaks and that include the students of the Programme. More than the practice of sports, **Academia dos Champs** provides the students with a real and specific possibility of achieving their goals, giving them the skills to broaden horizons for a future life that is more in line with their legitimate aspirations. For all the work it has done on behalf of children and youngsters, **Academia dos Champs** deserves our respect and recognition.”*



Hélder Santos | Senior Technician

*“It is a privilege for Vila Galé to cooperate with **Academia dos Champs**, which does such a great job promoting sport for the personal and social development of these children and youngsters. We are deeply grateful to be a part of this initiative and to know that our support has a positive impact on the community. What we do is a small gesture compared to what **Academia dos Champs** does on a daily basis. We will continue to give a hand to those who, every day, do everything for these children.”*



Joana Ferreira | Human Resources Coordinator

# TESTIMONIALS | PARTNERS

*“Academia dos Champs and Buondi are partners in their aim to allow each individual to take the best possible advantage of each day. So we thank and acknowledge the quality of your work, for which we wish you all the best.”*



Pedro Sampaio | Brand Manager at Nestlé Portugal



*“Over the years, Cascais City Council has supported ‘Academia dos Champs’, creating conditions for a daily intervention in the communities, thus contributing to the social development of our territory and of our communities.*

*‘Forming champions for life’ is the motto that ‘Academia dos Champs’ instils in the 300 or so youngsters who have already been a part of this project. Its work is worthy and visible. There is nothing more rewarding than to get a return, to see little Champs today becoming big aspiring players or coaches, but above all, men and women with a future.*

*We are certain of this project’s value and the human development it brings to our community. We are convinced that with the excellent work they have been doing and with the experience of forming young people through sports, we will make our town an even better place, more tolerant and more open to the world.”*

## CASCAIS

Frederico Pinho de Almeida

Housing and Social Development, Health Promotion and Education Councilman

# TESTIMONIALS | PARTNERS

*“Sport has an increasingly important role in our society. In addition to the health-related benefits, it presents a character of social cohesion and consolidation of citizenship, thus assuming a primary role in the process of socialization of human beings, enhancing their social development. It was with this in mind that the Municipality of Faro decided to establish a partnership with **Academia dos Champs**, an entity whose work is recognised nationwide and whose intervention has been showing quite positive results among children and youngsters in the municipality. It's undoubtedly a partnership to continue.”*



Carlos Baía | Social Action Councilman

*“It was with great satisfaction that BP Portugal supported **Academia dos Champs** in 2019, a Private Institution of Social Solidarity (IPSS) that promotes the social inclusion of children and youngsters between 5 and 18 years old, through the link between sport and the pedagogical component. By giving their students a real and specific possibility of overcoming their own limits, they open their horizons to new, better, and more structured life perspectives. These are just some of the data that motivate BP's connection to this project, which aims to make a difference in the personal and professional future of more than 300 students, with the firm belief that through education we can broaden the horizons and create more opportunities.”*



Anabela Silva | BP Portugal



# PARTNERS

## FOUNDING PARTNERS



## INSTITUTIONAL PARTNERS



## PARTNERS



## MUNICIPAL PARTNERS



## SOCIAL PARTNERS

OnOeiras | Ludoteca Fundação Marquês de Pombal | Família Global | Espaço Mais Perto | Aldeias de Crianças SOS | EB1 Trajouce | Santa Casa Misericórdia Maia Centro de Animação e Infância Vermoim | Instituto D. Francisco Gomes | Casa de Santa Isabel | EB1-JI Abelheira | Agrupamento de Escolas Dra. Laura Ayres | Escola Básica 2º e 3º Ciclo Alcabideche | Centro Social da Musgueira | Centro Comunitário da Paróquia de Carcavelos | Casa de Acolhimento de São Francisco de Assis – Santa Casa Misericórdia Lisboa | Casa da Criança de Tires | Helpo – Ludoteca das Fontaínhas



**DONATIONS**

# DONATIONS

## FINANCIAL SUPPORT

Regular or occasional cash donations allow **Academia dos Champs** to meet the needs arising from its activity, such as the payment of more than 2,000 tennis lessons provided per year.



**IBAN PT50 0010 0000 5277 6930 0014 8**



## 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 a group of friends and make a real difference in the life of a Champ. Send your donation to [geral@academiadoschamps.org](mailto:geral@academiadoschamps.org)

## GOODS OR EQUIPMENT

Rackets, tennis balls, various clothes or even footwear – will be used by our students during tennis lessons and in the most varied events in which they will take part. Donations may be delivered to any of the **Academia dos Champs**' centres, or to one of our partner clubs: **Carcavelos Ténis e Padel**, **Lisboa Racket Centre**, **Centro Nacional de Ténis do Jamor** or **CIF (Tennis Shop)**.

To make your donation contact us at [geral@academiadoschamps.org](mailto:geral@academiadoschamps.org) or by private message at [fb.com/academiadoschamps](https://www.facebook.com/academiadoschamps).

## IRS ALLOCATION

Fill in your IRS statement – Model 3 – Table 11 – Field 1101, with our VAT identification number 509 250 319, and you will be helping **Academia dos Champs** without spending a cent. If you have any questions please contact us at [geral@academiadoschamps.org](mailto:geral@academiadoschamps.org)

# SOLIDARITY SHOP

## CLOTHES

Also aiming to collect the largest number of contributions to the project, **Academia dos Champs** has a range of solidarity products, whose sales value fully reverts to its students' daily activities.

The clothing line includes t-shirts, sweatshirts - with child and adult sizes - as well as the caps of **Academia dos Champs**, properly embroidered with the logo of our project. All items are available in black and white.

## WRISTBANDS

Under the motto "Learning to Win", **Academia dos Champs** has once again bet on the sale of silicone wristbands, available in four colours - grey, white, blue and pink - each sold for a symbolic value of 2 Euros.

## VOUCHERS

Besides the possibility of sponsoring a **Academia dos Champs'** student with a 200 Euros voucher, anyone interested may also purchase a pack of 5 tennis lessons at one of our project's centers. It is the perfect way to practice sports, or to get a friend to do it, with the advantage of showing your solidarity in a way that makes all the difference in our students' lives.





# SOLIDARITY SHOP



## ADC Caps

Colors: White and Black

One Size (*adjustable*)

Price: 8 euros



## ADC Hoody

Colors: White and Black

Sizes: XS-XXL

Price: 15 euros



## ADC T-Shirt

Colors: White and Black

Sizes: 3/4 years-XXL

Price: 10 euros

## Wristband “Aprender a Vencer”

Colors: White, Gray, Pink and Blue

One Size

Price: 2 euros (2 pieces for 3 euros)



# CONTACTS

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## INTERNET AND SOCIAL NETWORKS

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[instagram.com/academiadoschamps](https://instagram.com/academiadoschamps)

[youtube.com/user/adchamps](https://youtube.com/user/adchamps)



# THANK YOU ALL!

