



**Promoting the Social, Psychological and Physical Development of
children through Sport**

GROWING
SPORTS FOUNDATION

www.growingtennis.co.za

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Background Information on the Growing Sports Foundation Trust

The Growing Sports Foundation Trust (GSFT) is a non-profit, multi-cultural educational and sport organization that promotes the social, psychological and physical development of children and teaches them important life skills through sport. The GSFT, through a network of centres established in 2008 and located mainly in disadvantaged neighborhoods or in outlying development towns throughout the country, has given hundreds of thousands of children from all walks of life the opportunity to learn a sport they can enjoy for a lifetime.

Not only do the Centres provide a protective environment for children to spend time supervised by trained staff, but they also afford the more talented with the opportunity to develop their full potential to become world-class tennis champions, representing South Africa in international competitions at all levels.

Mission Statement

- To provide all children in South Africa the opportunity to play tennis
- To provide community development programmes
- To promote and develop world class tennis players
- To develop World Class African Champions

Philosophy

Our philosophy relates to long term athletic development, coaching, training, and teaching

- To promote a healthy, clean, professional and enjoyable environment providing life skills through the vehicle of tennis for all ages and socio-economical levels

BOARD OF TRUSTEES

- Michelle Whitehead - Founder – HDE Pre-Primary – Level 2 ITF Coach -
- Sang Fung – Attorney - Chinese legal advisor to Chinese businesses – Qualified Umpire with SA Tennis
- Bridget Visee – Tennis Pro Coach – Qualified Teacher for Coaches with SA Tennis – Travelling Pro with SA Tennis
- Cedrick de Bruin - Personal Trainer Fitness and Nutrition-Intec College -ACSM American Exercise of Exercise



TEAM MEMBERS



Mpho Diale – President

Mpho Diale is the non-executive Chairman of Absolute Holdings Ltd as well as non Executive Director of Calulo Investment Holdings. He holds a Bachelor of Science degree in Economics and Finance



Michelle Whitehead – CEO

Michelle is the Founder of the Foundation. She holds a Teachers Diploma and a Level 2 Coaching certification with the ITF. She is also the Director of several Hospitality Companies.



Anthony Harris – Programme Director

Anthony is the former Director of the ITC (Israeli Tennis Centres) having worked very closely with Nick Bollitieri and many top ATP and WTA players.

Gavin Crookes – Accounting Officer

Gavin is a practicing member of the South African Institute of Professional Accountants. Gavin is the CEO of the Gaville Trust – a business that provides a range of financial and tax services as well as being invested in the KwaZulu-Natal sugar industry.

Gavin is also currently the President of the KwaZulu-Natal Tennis Association and Vice-President of the South African Tennis Association.

GROWING SPORTS FOUNDATION TRUST

has developed

a progressive programme that identifies talented players early and enrolls them into a structured programme from as young as 3 years old – through International competitive training and finally the ATP or WTA.

VICTORY TEAM

ACHIEVEMENT LEVEL
PRIDE PROGRAMME

MINI TENNIS LEVEL- HOPE PROGRAMME

ATHLETIC DEVELOPMENT – HOPE PROGRAMME

Only the very best children are chosen to go up the tiers over the years

According to Olympic research – for every 10 000 children – we will produce ONE champion

A lack of African tennis Players at the top of World tennis
Is NOT a result of lack of talent,
but rather the lack of properly structured and well resourced programmes

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THE ATHLETIC DEVELOPMENT HOPE PROGRAMME AGES 3 TO 6



The Athletic Development Programme for all centres was conceived by Anthony Harris, Programme Director, after a lengthy period of research and study. The programme offers a one-year course of 30 structured lessons taught by qualified physical education teachers.

This programme serves as a basis of development for excellence in all sports.

The overall goals of the programme are:

- To improve motor development
- To improve coordination and agility
- To give all children the opportunity to excel in sport
- To learn a sport for life
- To have “fun” through physical activity and thus promote a healthy lifestyle from an early age
- To identify talented youngsters for follow-up programs

Through participation in the Athletic Development Programme, a child will begin to acquire invaluable life skills

- Listening and following directions
- Sharing and cooperating with utilizing memory
- Building self confidence
- Enhancing self-esteem
- Learning to concentrate
- Doing homework



The response of educators, parents and children has been overwhelmingly favourable. Among the success stories are those of children with physical and mental disabilities who have benefited from the programme and there is medical confirmation of their improvement.

A surprising development has been the interest shown by administrators in other branches of sport who, when seeing the physical, motor, mental and cognitive development of the children who have completed the course at the GSFT, wish to recruit those who show a particular aptitude for their sport to participate in that sport.

We now realize that this program has potential far and beyond what was originally envisaged and we feel we are providing a service to the country as a whole through this program.



MINI TENNIS HOPE PROGRAMME

AGES 5 to 7



To develop abilities fundamental for tennis in children – such as: serve, return, back hand, forehand, volley, smash, baseline, court drills.

The program continues to emphasize the development of athletic skills essential to children at these ages: agility, balance, co-ordination and speed – and in addition, the program carries on the intensification of "skills for life" – such as: self-assurance, positive self-image, the ability of co-operation and communication with others, goal setting, discipline and concentration. In addition the child learns primary fundamental concepts of healthy nutrition.

Programme Implication

The programme is based on 30 built-in gradational lessons, when each lesson is the basis for the next one. Professional tennis and fitness coaches are teaching the lessons - after undertaking special training for implicating the programme.

The equipment used by the coaches for achieving the programme goals is the most advantageous and innovative and combines the development of athletic abilities and the "skills for life" – together with lots of fun – so important for young children.

Optimal attainment of the programme goals from the technical, tactical, psychological, physical and competitive areas of development - the programme applies in this unique course the international progressive technique known as "Game Approach" – for mini tennis courts equipped with unique equipment appropriate for young children.

ACHIEVEMENT PROGRAMME



The philosophy behind this innovative and dynamic programme is to teach life skills to children through tennis.

Our mission is to help our players reach their full potential both in life and on the court.

In the programme, each child is rewarded as he/she passes through different levels of skills.

The child, in fact, is competing with himself and getting reinforced based on his achievements. There is a clear progression of skill levels that is evaluated every few months.

A strong emphasis is placed on the following:

1. Psychological Skills

- Setting goals: how to set goals, achieve goals, and re-evaluate goals
- Discipline: Do what has to be done
 When it has to be done
 As well as it can be done
 Do it that way all the time
- Dealing with failure: Being able to put oneself on the line and learn from failing
- Managing mistakes

- Increasing concentration
- Coping with stress: Rituals and routines
- Social skills: Learning to work within a group and within a framework of rules.

2. Tennis Etiquette and Tennis Trivia

- Rules of the game
- Appropriate behaviour
- Sportsmanship

3. Nutrition

- The food pyramid
- Healthy and unhealthy foods
- Carbohydrates in a sports diet
- Importance of liquids

Our commitment is to assist our players through the many social and physical challenges of development and enhance the self-esteem of each and every child.



THE VICTORY TEAM



The Growing Sports Foundation Trust has identified top talent from the ages of 10 to 18 at each of its centres.

The idea is to take the young, talented sports players and have them become role models of excellence, diligence, and commitment for the youth population in the areas from which they come.

This is especially significant as research shows that violence in youth is amongst the highest in the world today. These young children, who have the potential and desire to pursue tennis at an international level and represent South Africa abroad, are supported in the framework of the team.

The Victory Team includes boys and girls, selected from outstanding players in South Africa and other African countries. The players are provided with the following:

- High level tennis instruction
- Mental training
- Fitness training
- Nutrition
- Medical and Physical tests
- Residence and schooling
- Social activities
- Support both as individuals and as a team
- National and international tournaments

Professional follow-up and feedback has been designed that will enable monitoring of each player's progress.



VICTORY ACADEMY

The Growing Sports Foundation Trust has established a boarding school for outstanding tennis players.

This is in line with most of the leading academies in the world that maintain boarding schools for promising children in order to implement and supervise a professional programme.

The Sea Point Tennis Club has been selected as the facility at which to develop the Academy, situated in the centre of the country, with hard surface tennis courts, a fitness facilities, medical support and psychological skills department.

In addition, the fact that the administration of the GSFT operates from this centre facilitates hands-on and continuous support for a most challenging venture.

The rationale for the programme lies in the fact that this is a holistic approach to the development of the child providing nurturing and care at a time in his life when he is acquiring important life skills and character building qualities, while at the same time a strict sporting regime is imposed on him as is required in developing world class athletes. The programme enables children, some from low-income neighbourhoods and development towns to live at the boarding school during the week, to study nearby, to train at the Centre – and all this under the supervision of a manager who takes care of their needs during the week away from home.

Our hope is that this initiative will nurture and shape the players to fulfill their maximum potential so that they will represent South Africa tennis internationally.

This facility will provide the GSFT with much needed additional income as it has already been sought out by young players from abroad who will pay by international standards. It can also be used in the summer months to house youths from around the world.



PROGRAMMES FOR CHILDREN WITH SPECIAL NEEDS

One of the goals of the GSFT is community outreach to children with special needs.

Uniquely designed programmes have been developed to meet the specific needs of the various “special” populations. It is our hope that through the exposure to tennis we can enhance the self-esteem of the children and contribute to the normalization and quality of their lives.

▪ **Developmentally Challenged Children**

The children who participate in these programmes are mild to moderately challenged.

The goal of the programme is to empower these children to become physically fit, productive and respected members of society through participation in sports.

▪ **Children at Risk**

Children at risk are children who have been removed from their homes by court order because of abuse or neglect in their families.

They reside in residential treatment centres or in small rehabilitative environments that focus on nurturing children as well as protecting them from the violence of their families.

The goals of the programme are to give the children an opportunity to focus on a new activity each week and feel cared for and included in the warm atmosphere of the GSFT.

Tennis can be used as a constructive way to “let off steam” as well as a tool to enhance social interaction.

▪ **Autistic Children**

The goals of this programme are to improve communication skills and social interaction, motor coordination, and add to the child’s repertoire of activities and interests. There is a one-to-one ratio of coach to child during the lesson.

▪ **Hearing Impaired Children**

The goals of this programme are to give these children their first exposure to tennis and to contribute to the normalization of their daily lives.

The programmes for children with special needs take place once or twice a week and it is heartwarming to see the teachers from these special schools accompany the children to the different Centres for their sporting activities.

“Yes to Sport, No to Drugs”

A Drug Prevention Programme

GROWING SPORTS FOUNDATION TRUST & National Anti-Drug Authority

The GSFT and the Anti Drug Authority of South Africa are partnering to design and implement a programme for the parents and children of the GSFT

The programme provides information about drugs, alcohol, smoking and their effects. Children will also learn about the risks of using these substances. Life skills will be introduced such as problem solving, learning to say “no”, peer group pressure and decision -making.

The main goal of the programme is to develop personal and social responsibility. Participation in sports provides a setting where these skills are reinforced and transferred to other areas in life.

In order to effect long term changes, we must teach our children healthy habits at an early age: fitness, nutrition and love of sport. These will all contribute to creating a generation of healthy, well-rounded children who have been given the opportunity to grow up into decent, healthy, independent adults.

The Growing Sports Foundation thanks you in anticipation of your involvement in caring in the future of young Africans.

Board of Trustees

Sang Fung

Bridget Vissee

Cedrick de Bruin

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TEAM MEMBERS

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The Growing Sports Foundation Trust would like to welcome you to a world where all children are given the wonderful opportunity to achieve their dreams, thanks to your generous donations. We hope you will wear the Growing Sports Foundation Trust warm up that symbolizes your involvement, kindness and generosity.

1 The Growing Sport Foundation Hope Program

Donate a Kindergarten for R 16 000 per annum for 30 children
Donate a Hub of 6 schools R 265 000 per annum for 2000 children
Donate a Special needs program R 11 000 per annum for 30 children

1. The Growing Sports Foundation Pride Program

Donate a Municipal facility program for R 181 000 per annum for 200 children
Donate a Community centre program for R 181 000 per annum for 200 children

2. The Growing Sports Foundation Victory Program

Donate R 50 000 per annum towards a high performance child

3. The Growing Sports Foundation Coach Development program

Donate R 10 000 towards the development and education of future trainers and coaches

4. The Growing Sports Foundation Facilities

Donate R 100 000 towards the up keep and maintenance of existing facilities

5. The Growing Sports Foundation Facility Development Program

Help us to build new and better facilities for our programmes, donations required as per project

6. The Growing Sports Foundation Member Program

Donate R 2 500 and become a member

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Date: January 2012

Pay: **GROWING SPORTS FOUNDATION TRUST**

Amount:

R

In anticipation – we thank you on behalf of the children of Africa

Which areas would you like your donations to go to?

1. **The Growing Sport Foundation Hope Programme**
Donations towards Kindergartens / Hubs of 6 schools / Special needs programmes
2. **The Growing Sports Foundation Pride Programme**
Donation towards a Municipal facility programme / a Community centre programme
3. **The Growing Sports Foundation Victory Programme**
Donation towards a high performance child
4. **The Growing Sports Foundation Coach Development programme**
Donation towards the development and education of future trainers and coaches
5. **The Growing Sports Foundation Facilities**
Donation towards the up keep and maintenance of existing facilities
6. **The Growing Sports Foundation Facility Development Programme**
Help us to build new and better facilities for our programmes, donations required as per project
7. **The Growing Sports Foundation Member Programme**
Donation of R 2 500 to become a member partner

Banking details of GROWING SPORTS FOUNDATION TRUST **GROWING TENNIS PROGRAMME**

First National Bank

Account: GROWING SPORTS FOUNDATION TRUST

Gardens Branch: 201511

Account number: 622 11 66 3829

Fax proof of deposit: 086 618 8136

Or email proof of deposit: michelle@growingtennis.co.za

Your sponsorship will mean a whole new world to African children and teachers.