



## **EDUCATION + SPORTS = THE BEST FORMULA**

Sport provides vital elements in health, happiness and the wellbeing of children and young people. According to UNICEF, the involvement of children and young people in guided and structured recreational activities contributes to both physical and psychosocial development. Evidence shows that frequent participation in physical activities provide a series of social, physical and mental health benefits to human beings and can also prevent or lessen the effects of many diseases. In the words of the Inter-American Bank “sport has proven its effectiveness to motivate, train and retain young people in development programs, and has generates great interest among the young people involved”.

Formula Smiles Foundation’s goal is to improve the lives of thousands of children burdened by poverty and violence in their daily life, teaching them how they can dream about being better persons and having a more promising future through sports, highlighting commonalities and bridging cultural or ethnic divides.

We believe that sports represent a powerful tool to achieve the Millennium Development Goals (MDGs) and thus reduce poverty and inequality that affects our country. We agree with the United Nation’s notion where the practice of sports and play, from early childhood and throughout adolescence is essential for physical, mental, psychological and social development. Participation in sports activities enhances health, improves school performance and sustainable social development.

## **“USING SPORTS TO BUILD A BETTER FUTURE”**

### **PROGRAM DESCRIPTION**

We educate through sports, seeking to offer our children a comprehensive education, a healthier life and integral development by giving them the chance to learn and strengthen essential values, such as teamwork, respect and dedication. Our program focuses on complementing the basic education of these children in order to provide an integral formation, providing them with tools that keep them motivated to continue in school, leading them in a path that leaves behind the poor use of their free time, rejecting the streets, drugs and violence.

We focus on generating human sustainable development among our kids, increasing not only their opportunities but the ones of generations to come. To reach this goal we must “lead long and healthy lives, to be knowledgeable, to have access to the resources needed for a decent standard of living and to be able to participate in the life of the community” Sports, with their

CON EL DEPORTE NOS JUGAMOS UN FUTURO MEJOR

Calle 98 No 14 - 17 of. 406 Tel. (571)482 9063 Fax. (571)482 2558  
[www.formulasonrisas.com](http://www.formulasonrisas.com) Nit. 830.141.681-1 Bogotá, D.C. Colombia





elements, can aid in the achievement of these conditions by encouraging physical activity which allows children and youths to lead a healthier life.

With our **Education + Sports = The Best Formula** program, we highlight every advantage that sports have on our children, such as physical and social aspects and the ability to interact with other children in a structured and guided scenario, which differs from home and school, instilling behavioral models that will shape their future performance.

This program takes place in the most vulnerable areas of Colombia through the suitability of sport scenarios, delivery of the required gear to engage in different sports disciplines, while at the same time aiding educational institutions in their area of influence, by hiring physical education teachers capable of instilling the appropriate values.

*We seek to improve the quality of life of the most vulnerable Colombian children and their surrounding through a program that instills values, using physical education, sports and recreation as a tool for social integration.*

Through the Program we;

- Encourage an ACTIVE LIFE
- Contribute to the development of life skills
- Stimulate the adoption of healthy lifestyles
- Promote the formation of core value such as honesty, fair play, confidence, respect for oneself and for others
- Promote gender equality, teamwork, social integration
- Prevent school desertion
- Provide a space for play and recreation
- Include all people and ensure equal opportunities for participation regardless gender, ethnicity, or skills.
- Face marginalization, discrimination, delinquency, crime and drugs
- Contribute to meeting the Millennium Development Goals.

#### PROGRAM JUSTIFICATION:

Physical activity contributes to the child's manifestation as a social subject, encouraging communication, and the relationship with its peers through teamwork and group conformation. Children learn to negotiate, agree, respect allowing the equal opportunities for all; physical activity contributes to the development of coexistence, cooperation and solidarity hence learning to value justice and tolerate both success and frustration; all essential life skills.

CON EL DEPORTE NOS JUGAMOS UN FUTURO MEJOR

Calle 98 No 14 - 17 of. 406 Tel. (571)482 9063 Fax. (571)482 2558  
[www.formulasonrisas.com](http://www.formulasonrisas.com) Nit. 830.141.681-1 Bogotá, D.C. Colombia





The recreation and sport activities create one's positive attitude towards life in the development of activities for time, allowing to accomplish the biological, psychological and social balance, resulting in good health and a better quality of life.

In vulnerable areas like Ibagué where communities are burdened by poverty and violence, physical activity is a key factor to breaking up gangs; it is a means to reducing crime rates, improve both mental and physical health, development of character and improve their individual balance thus being able to have better opportunities in developing a productive life.

### **Education + Sports = The Best Formula IBAGUE**

We benefit a total of 2310 children

Sports that are practiced: Soccer and Basketball

The program directly benefits 11 neighborhoods located in the Commune 8 sector, comprising: Nuevo Armero stages I and II, Topacio, Ciudadela Simón Bolívar stages I, II, III, Germán Huertas Jardín stage I, Villa del Sol, the Jardín los Pinos sector, la Esmeralda, Tolima Grande and Palermo. We have alliances with the Alberto Castilla and Raíces del Futuro educational institutions.

This city commune is formed by 12 neighborhoods; Nuevo Armero is one of them. In this specific neighborhood, with a population of 5,529, is where our program "Education + Sports = The Best Formula" is undertaken.

It is worth noting that in this commune, people who have been displaced by violence live, as well as people who have been resettled by the municipal administration because they lived in high-risk areas or that were forced to move out of their homes by illegal armed groups. Housing plans for reinserted members of M-19 guerrilla movement were also undertaken in this sector. All of the above characterize Nuevo Armero's population in a socio-economic situation classified as 0, 1 and 2 in the stratification range. The child population also faces social problems such as gang formation, delinquency, poverty, intra-family violence, youth pregnancy and dropping out of school.

Education + Sports= The Best Formula Ibagué, bases its work on three areas:

1. Education: The foundations PE teachers offer classes to Elementary School children during unused school hours in the school's space where children receive a guided class while learning values, rather than wander in the street while their next school class begins, thus reducing school desertion.

CON EL DEPORTE NOS JUGAMOS UN FUTURO MEJOR

Calle 98 No 14 - 17 of. 406 Tel. (571)482 9063 Fax. (571)482 2558  
[www.formulasonrisas.com](http://www.formulasonrisas.com) Nit. 830.141.681-1 Bogotá, D.C. Colombia





2. Sports: After identifying the most popular and beneficial sports for the community, the foundations' Sport Formation Schools are formed. Once classes end, the children arrive at the foundations court thus having a healthy alternative for spending free time in after school hours; where they are granted uniforms, and receive a guided PE class from the foundations teacher; along with the appropriate gear for performing various sports while learning values, developing life skills and encouraging them to stay in school premises for the full day
3. Recreation: Each month during special dates community integration activities are developed to foster growth and personal development of children, and their families instilling "the culture of peace" in the community thus contributing for a social development. These sports, cultural and recreational activities help improve community relations and their involvement with society.

#### **Educational Area...\$20,000**

With this contribution you will ensure Nuevo Armero's educational area sustainability for a year, helping us to:

- Diminish school dropout rates.
- Improve learning skills.
- Strengthen psychomotor development.
- Complement academic education in order to achieve an integral formation.

#### **Sports area...\$22,000**

With this contribution you will ensure the sustainability of the sports area, covering the projects needs during a year, helping us to:

- Instilling values guiding them towards a better future
- Encourage physical activity, aimed at improving their future health.
- Provide them with a healthy alternative to spend their free time.

#### **Recreational Area...\$18,000**

With this contribution, recreational activities designed for the whole Nuevo Armero's community enjoyment will be developed during a year, helping us to:

- Reduce delinquency rates.
- Motivate a socially healthy community.
- Benefit the whole community.

CON EL DEPORTE NOS JUGAMOS UN FUTURO MEJOR

Calle 98 No 14 - 17 of. 406 Tel. (571)482 9063 Fax. (571)482 2558  
[www.formulasonrisas.com](http://www.formulasonrisas.com) Nit. 830.141.681-1 Bogotá, D.C. Colombia

