



**Made  
to Play**



**Project  
Fearless**

Dear Nia,

Hereby you find our interim report on PF programs since we started in November. We used the Grant Agreement objectives as the framework and reported results on each segment. Top Line: Metrics show many more girls signed up for our courses than targeted. We have organized more programs than initially agreed upon. We have not organized in-school events but focused on community building with moms and kids. For the upcoming season we are focusing on recruiting and training our coaches and role models to inspire, guide and work with our girls.

## Report

| OBJECTIVES   | OUTPUTS   | RESULTS   |
|--|---|---|
| 130 girls ages 9-14, engaging and playing in an inclusive and supportive team environment; Focus on Islamic community. | <ul style="list-style-type: none"><li>• 8 week program for girls aged 9-14 in Amsterdam Nieuw West. Including but not limited to: Kickboxing, Running, Touch Football.</li><li>• 12 girl only programs per year</li><li>• Curriculum built and based on the community needs of the target demographic of girls in New West.</li></ul> | 111 girls, 9-14 years, all from Nieuw-West<br>98% Islamic community<br>22% returning from Spring to Summer<br>9 programs, 135 spots<br>Football, Kickboxing, Touch Football |

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*At the MTP Girls Take Over Summer party, many mothers expressed their happiness with Project Fearless and guaranteed their girls would be back for the Autumn programs!*

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| OBJECTIVES   | OUTPUTS   | RESULTS   |
|--|---|---|
| <p>12 trained female coaches delivering Grantee's programs in Nieuw West</p> | <ul style="list-style-type: none"> <li>• Grantee to run 4 total coaches workshops</li> <li>• Grantee to create a new Made to Play x Project Fearless Coaches Training Curriculum</li> </ul> | <p>27 female coaches: 17 coaches in Spring, 10 coaches in Summer</p> <p>First coaches' training, in which we focused on PF coaching methodology, exchanged game and project ideas, talked about challenges, and process when signaling signs on (child) abuse and mental health issues. A total of 9 coaches participated.</p> <p>Second coaches' day is Aug 26; focus on signaling (child) abuse and is led by Veilig Thuis</p> <p>Third coaches' day is Sep 4; kick-off autumn programming by getting familiar with PF curriculum, getting feedback from the girls, and creating a workflow</p> |

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*"My daughter has special needs and she has difficulty feeling comfortable in most spaces but she feels very safe at Project Fearless."*

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| OBJECTIVES   | OUTPUTS   | RESULTS  |
|--|---|--|
| <p>Community engagement events including some targeting mothers in the Islamic community</p> | <p>Grantee to run multiple community engagement events during the Term including:</p> <ul style="list-style-type: none"> <li>•2 Large scale sport days</li> <li>•In school workshops</li> <li>•4 Mom-only workshops (focusing on mothers in the Islamic community)</li> </ul> | <p>Sportsday; Capoeira &amp; Skateboarding event with 30 girls</p> <p>Sportsday; Girls Take Over party with 60 girls and 13 mothers. Afterwards 115 people (girls, their families, and coaches) celebrated the end of Summer programming with a community dinner at the sportpark.</p> <p>No in-school workshops needed, as the programs are filled above capacity.</p> <p>Total of 6 mothers' self-defense classes were organized. The mothers all have an Islamic background. It was a big success, and mothers have asked for more consistent training options.</p> |

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*Mothers said they felt “stronger, energized and more capable” after only 2 hrs*

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| OBJECTIVES                     | OUTPUTS   | RESULTS   |
|--------------------------------|---|---|
| <p>Research &amp; Insights</p> | <ul style="list-style-type: none"> <li>• Grantee to feedback to NIKE concerning its pipeline &amp; process created from community to Made to Play programs</li> <li>• Grantee to add 1-2 sports to the Sports Programs based on the interests of the girls</li> <li>• Grantee to build the curriculum based on the community needs of the target demographic of girls in Nieuw West.</li> </ul> | <p>Meeting bi-weekly with PF founder, PF Operations Coordinator, and MTP representative.</p> <p>Introduced new activities during Sport Days to gauge interest.</p> <p>Coaches training in August to train in signaling and processing signs of (child) abuse</p> <p>The girls are especially interested in role models with a Muslim background. For example, they loved learning about Ruqsana Begum, a female Muslim kickboxer. We shared a photo and she left us a voice note. The girls were super excited and could not believe it. It meant the world to hear the story of another Muslim woman who is also passionate about kickboxing. It made the message of being a role model truly resonate with the girls.</p> <p>Parents struggled signing up online. Google survey works best.</p> <p>Spring- Girls did not show up every week. Summer- Commitment cards with stamps were introduced with a positive response from both girls and their families.</p> <p>Communication with parents; email is often overlooked. Whatsapp is a better communication alternative.</p> <p>Targeted paid ads with keywords “girls-only”, “free”, and “sponsorship Nike” gained a lot of traction, which translated to registrations.</p> |

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*“I would have never expected my daughter to like skateboarding! And look at her now! Falling and instantly getting back up. I am so proud of her!”*

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| OBJECTIVES   | OUTPUTS  | RESULTS  |
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| Increased visibility of Project Fearless x MTP & raised awareness of the need to increase sport participation for girls from a non-Western / Muslim background | Grantee to post a minimum of two stories per year highlighting the impact of the program on participants and coaches posted on partner channels and share such posts to be utilized on NIKE's Made To Play story feed. | <p>Every week we post Instagram stories of the MTP programs (kickboxings &amp; football) in action and using the #MadetoPlay hashtag.</p> <p>4 stories have been posted on the MTP / SCI partnership story feed.</p> <p>A PFXMTP content creation day is being discussed to create stories and media content.</p> <p>On LinkedIn and Instagram multiple posts have been shared highlighting the PF x MTP partnership and impact.</p> |
| NIKE Employee Community Engagement   |  | Multiple volunteers in Nieuw-West are employed at NIKE. For example, two volunteers through the NIKE channel were present at the Girls Take Over celebration   |
| Other  | Where available, information about where the girls go after they completed program   | The girls can't (easily) find safe sports places outside of PF programs.   |

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*Girls confided that their biggest fear was “connecting with people and making friends”.  
They’ve all felt the made new “supportive friends” through our programs*

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# Look Into the Future.

**Role Models:** We know the importance for representation in the role models that we introduce to our girls. We would like to lean into Nike's network to have more opportunities for our girls to meet and learn from Muslim role models, or role models with an arabic background. This could be in the shape of professional athletes, but also employees from Nike who can showcase different job opportunities and career paths.

**Empowered women, empower girls:** We'd like to explore the opportunity through PF x MTP to increase mother engagement through mom-only or mother-and-daughter workshops. We know that building connections with the mothers will help us get better access to the community, gain trust, and create a more direct feedback channel and communication flow which will improve programming. It is also important that the girls see their mothers placing sport/ movement as a priority in their lives. This in turn helps girls recognize the importance of creating healthy habits for their own futures.

**Nike Volunteer engagement:** We would love to create opportunities to engage more Nike volunteers in our programs and events. For instance, becoming assistant coaches at Project Fearless for the upcoming autumn programmes. We are still looking for coaches to join us in the Nieuw West PF x MTP programs in both Kickboxing and Football.

**Fearless Fun:** We would love to give the girls the opportunity to go on a fieldtrip with Project Fearless. Something where we can share an experience together beyond the pitch, building bonds between the girls, their team and the coaches. Opportunities such as a local women's football match, the Nike EMEA campus to meet with employees, etc.

# Budget.

Until the MTP Spring courses, the programs mostly run-on volunteer coaches, assistant coaches, and volunteer coordinators. This led to a lot of time spent on coordination, last minute rescheduling and misalignment in commitment. In the Summer courses we paid more coaches, onboarded a Nieuw-West Operations Coordinator and created more stability. We are overall staying under budget, however the budget does not include the marketing costs (paid ads). Material and rent spendings have been above expectations. We expect to use the remainder of the budget for material and rent, paying our coaches, coaches training, program writing, and events such as the Girls Take Over sportsday. Since we believe this is successful in committing the kids to keep attending our programs and gaining a better connection with the families and community in Nieuw-West.



