



PROJECT
"SCHOOL MATCH POINT"



ABOUT THE FOUNDATION

OUR VISION

A Ukraine where tennis is an **accessible and popular sport** that promotes physical development, fosters personal growth, and opens educational opportunities for young athletes.



ABOUT THE FOUNDATION

OUR MISSION

We aim to **inspire Ukrainian youth to grow through tennis** by creating opportunities for schoolchildren, young tennis players, and schools. We provide equipment and create multimedia content to make tennis popular and accessible to all.

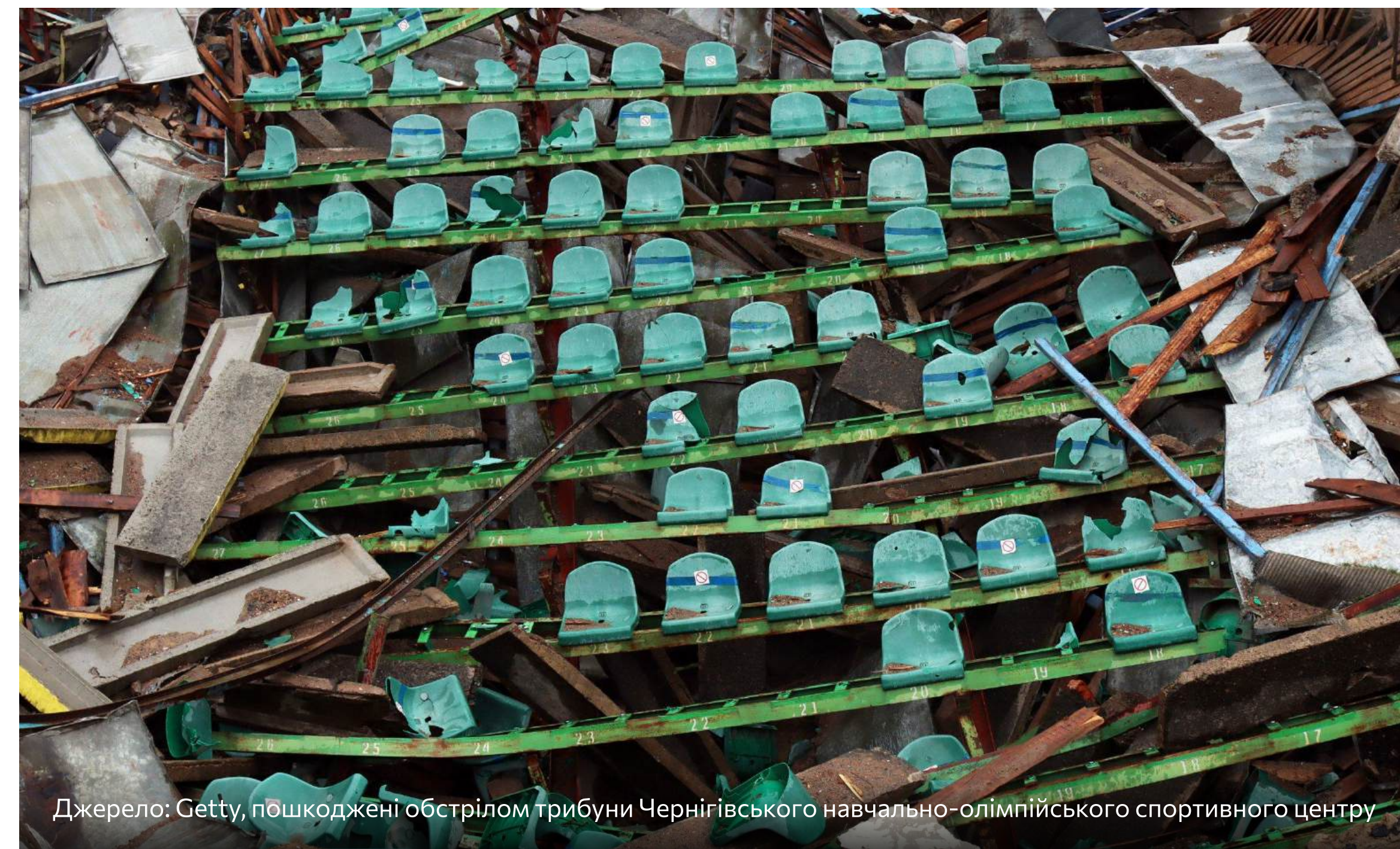
PROBLEM

"SCHOOL MATCH POINT": ANSWERING 2 URGENT AND DEVASTATING CHALLENGES

The full-scale war has significantly disrupted the daily lives of children — forcing families to leave their homes and destroying **over 500 sports facilities across the country**¹. This has led to the loss of vital social connections that school and sports help restore. At the same time, **one in five children in Ukraine is overweight**². This situation puts both their physical and psychological health at risk

1. Ministry of Health, coordinated by the Public Health Center

2. Alisa Sinkevych, United24



PROBLEM

TODAY, CHILDREN LACK SAFE AND REGULAR PHYSICAL ACTIVITY

Due to destroyed infrastructure, limited access to sports spaces, and frequent air raid alerts, children are forced to spend a lot of time in shelters, losing the opportunities to move and socialize.

As a result, they lack peer interaction and the environment needed to develop team skills. Stress and anxiety levels are rising, which negatively impacts learning and emotional health. 43% of Ukrainian children show signs of psychological and social tension, including anxiety, fear, and irritability.*

* Save the Children UK | UKRAINE: Mental health toll of war leaves children with speech defects, twitching and sleep disorders



PROBLEM

KEY BARRIERS TO YOUTH SPORTS PARTICIPATION



Untapped Potential

Tennis offers numerous benefits for physical, mental, and social development, yet its opportunities remain largely untapped



Lack of Qualified Teachers

Many schools, especially in rural areas, lack PE teachers qualified to teach tennis, which reduces children's chances of getting introduced to the sport



Lack of Equipment

Without the necessary equipment, schools cannot conduct tennis classes, and youth lose out on this opportunity

Our project is designed to bridge these gaps by integrating tennis into the school environment – bringing play, movement, and a sense of psychological stability back to where they are needed most.

IMPACT OF LIMITED OPPORTUNITIES

LACK OF ACCESS TO TENNIS HINDERS THE DEVELOPMENT OF UKRAINE'S YOUNG TALENTS

Limited access to tennis deprives Ukrainian youth of physical, educational, and emotional benefits. Expanding opportunities will help unlock talents, improve academic success, and nurture a new generation of champions.

LOST POTENTIAL



Health and Personal Development

Tennis develops endurance, coordination, and strategic thinking, but most Ukrainian youth lack access to these opportunities



Academic and Emotional Benefits

Research shows that students who regularly engage in sports have 20% better academic results and 30% higher emotional resilience *



Development of Future Talents

Access to tennis from childhood helps nurture future champions and strengthens the future of Ukrainian sports

* Research sources: British Journal of Sports Medicine, BMC Public Health Study

SOLUTION

SHAPING THE FUTURE THROUGH TENNIS, EDUCATION, AND INSPIRATION

The mission of the "School Match Point" project is to make tennis an accessible and integral part of Ukrainian youth development. We integrate tennis into state school curricula based on an existing physical education module that had previously never been implemented — particularly due to lack of equipment and appropriate knowledge. The program is inclusive: any school can join, and tennis courts are not mandatory. Classes can be held in a gym, on a playground, in the school yard, or in shelters by adapting the activities.



SOLUTION

"SCHOOL MATCH POINT" IS BASED ON A US-RECOGNIZED EDUCATIONAL PROGRAM

The Marta Kostyuk Foundation adapted and translated the program for Ukrainian schools. It includes additional methodological materials for each grade level. The pilot implementation in Lviv and Lviv region, launched in November 2025, serves as a model for further improvement and scaling.

The program is implemented under Memorandums of Cooperation signed with the Ministry of Youth and Sports of Ukraine, the Ministry of Education and Science of Ukraine, and the Tennis Federation of Ukraine.



PROJECT GOALS

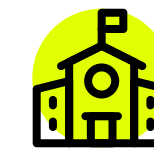
THE PROJECT OBJECTIVES



Select a **team of qualified coach-ambassadors** through a competitive process to mentor PE teachers



Provide state schools with **methodological materials and equipment** for tennis classes



Promote **tennis accessibility for schoolchildren** by introducing it into PE classes



Support the **development of extracurricular tennis activities** through afterschool clubs



Engage **tennis clubs and local businesses** to support program development and sustainability



Foster a **culture of healthy lifestyle** and regular physical activity among schoolchildren through an accessible tennis format

PROGRAM PARTICIPANTS



Schoolchildren

Primary beneficiaries who gain access to tennis classes for physical, emotional, and social development



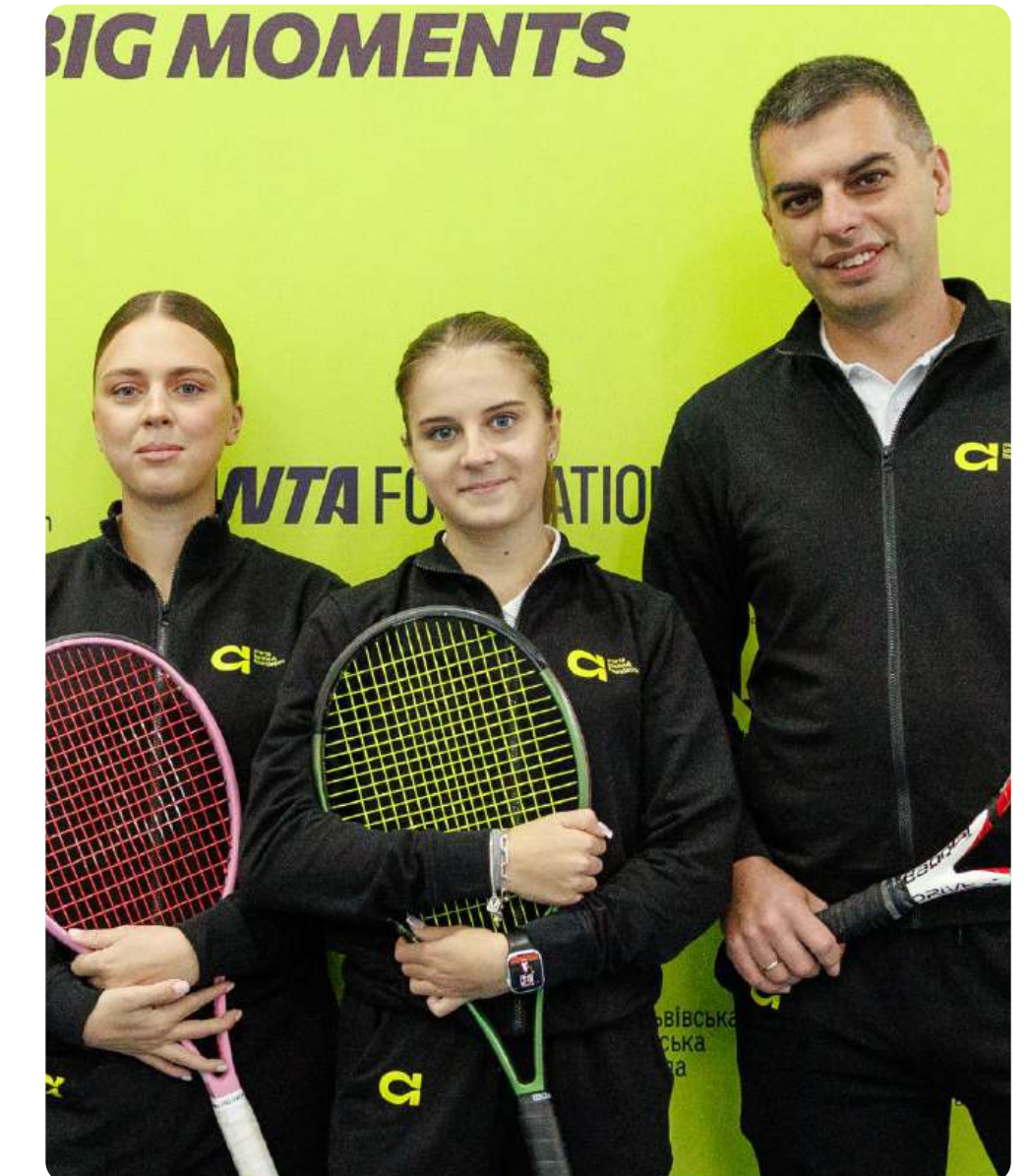
State Schools

Institutions that approve the curriculum, implement it, and create conditions for conducting classes



PE Teachers

Teachers trainer to instruct tennis in schools, familiar with international methodology, and able to effectively use equipment during classes



Coach-Ambassadors

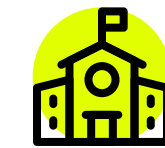
Certified coaches who serve as mentors for PE teachers and conduct classes alongside them

PROJECT ACTIVITIES



Coach-Ambassadors

- Competitive selection of certified coaches with experience working with children and mentorship
- Training in international methodology adapted for Ukrainian schools
- Provision of offline and online support with regular progress monitoring



Integration into Schools

- Selection of schools based on their readiness to implement new initiatives and staff activity
- Provision of tennis equipment to schools
- Integration of the tennis module into PE classes



Extracurricular Tennis

- Mentoring for teachers on launching extracurricular tennis clubs
- Cooperation with local clubs and Tennis Federation of Ukraine to support students and develop the tennis movement



Communication and Information Dissemination

- Regular updates through media, social networks, and community channels
- Information dissemination through lesson plans and awareness events for parents and local stakeholders

EXPECTED RESULTS AND IMPACT

QUALITATIVE RESULTS



Formation of Sports Culture

Children learn movement and cooperation while developing endurance, concentration, strategic thinking, attentiveness, self-discipline, and decision-making skills



Development of Teacher Competencies

Coach mentoring helps PE teachers master a new sport and effectively implement tennis in schools



Inclusivity and Accessibility

Tennis becomes accessible to children from different schools, locations, socio-economic backgrounds, regardless of whether their school has a tennis court



Emotional Resilience and Social Skills

Classes help children build communication and self-confidence



Increased Motivation for Physical Activity

Positive experience encourages regular movement and healthy lifestyle



Support for Coach-Ambassadors

The project gives coaches the opportunity to develop coaching skills, apply international methodology, and work with different student groups, strengthening cooperation between coaches and teachers

SCHOOL DIRECTOR TESTIMONIALS



Sometimes, one project can open up a new world of opportunities for children. For our school, this is not just a sports event, but an important step in creating a healthy environment where every child can discover their potential. We highly value initiatives that expand students' horizons and introduce them to new types of activities. Many of our students have long dreamed of trying tennis – and thanks to this project, this dream has become a reality.

Larysa Pankevych

Director of Lyceum No. 2, Drohobych



SCHOOL DIRECTOR TESTIMONIALS



It is a great honor for us to participate in the Foundation's project. This program combines a professional sports approach, modern training methodology, and – most importantly – raising children through sport. Initiatives like this have strategic value: they strengthen sports infrastructure, promote children's sports development, and form a new generation of motivated, self-confident, and socially active citizens.

Svitlana Matys

Director of Lyceum No. 52, Lviv



PE TEACHER TESTIMONIALS



Tennis has made our classes much more engaging, and the students are far more motivated. The children come to lessons happy, knowing they will get to play tennis.

Oksana Loish

PE Teacher at School No. 99, Lviv



PE TEACHER TESTIMONIALS



I thoroughly enjoyed the tennis training. We had a great time with other teachers and our coach-ambassadors. The children really love PE lessons with tennis. We will be opening an extracurricular tennis club and motivating them to practice. Thank you, the program is very interesting and rich, and the kids really love it.

Romana Kharchenko

PE Teacher at School No. 99, Lviv



STUDENT TESTIMONIALS



I like tennis classes because it's not the same old PE we always had, but an interesting game with rules. We learn to hold the racket correctly and serve the ball. I'm trying something new for myself. Lessons are fun, interesting, and each lesson is different from the last - we do different exercises, so it's never boring.

Sofiia

8th Grade Student



STUDENT TESTIMONIALS



I'm glad that from now on our school will have tennis every year because tennis is a sport that inspires. I really loved tennis.

Danylo

5th Grade Student



NEXT STEPS

SUSTAINABILITY AND PROJECT CONTINUATION



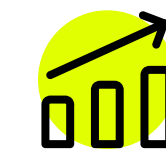
Integration into School Curriculum

Tennis modules become a permanent part of regular PE classes, ensuring long-term access to the sport



Extracurricular Clubs and Activities

Extracurricular clubs will create ongoing opportunity to play tennis and form a community of interested students



Scaling

The pilot project in Lviv and the region serves as a model for expansion to other regions of Ukraine and national-level implementation



Teacher Training and Mentoring

Coach-ambassadors transfer knowledge to teachers, ensuring they can continue conducting classes even after the pilot phase ends



Partnerships and Support

Cooperation with the Ministry of Education and Science of Ukraine, Ministry of Youth and Sports, Tennis Federation of Ukraine, and local clubs provides the necessary resource, methodological, and strategic support for success

JOIN US

**CONTACT US TO LEARN
MORE, JOIN THE MISSION,
OR BECOME A PARTNER**

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🌐 martakostyukfoundation.org

📷 [martakostyukfoundation](https://www.instagram.com/martakostyukfoundation)

in [Marta Kostyuk Foundation](https://www.linkedin.com/company/marta-kostyuk-foundation)

**LET'S BRING GREAT MOMENTS
CLOSER TOGETHER!**

