By 2025, one million school going children will play the beautiful game of football, developing life skills to succeed socially and professionally, while accessing a career in the game.

With the simple idea, ‘Everyone Plays’, Just For Kicks runs school intervention programs geared towards teaching children invaluable life skills (self-awareness, collaboration, critical thinking and decision making), building their fitness levels and developing their football skills. Through this journey, JFK is able to unearth some of the brightest talents in the country, recruit alumni as coaches and open avenues for youth to enrol in sports education degrees and jobs.

The Just For Kicks’ flagship curriculum is used by coaches to hone critical life skills, technical skills, and fitness for all children through yearly training sessions. As part of the program, Just For Kicks conducts an annual pan India football league for all its partner schools, with the aim of providing them exposure to sport and competition.
Our 7th year of Just For Kicks has been a special one - we've completed an entire life cycle. Our JFK project is a full-fledged model for life skills development recognised by schools, governments, funders and partner organisations, both, in and out of India. We are thankful to every single member who has contributed to our journey in getting us here, using the simple yet powerful tool of football. We have been focussed and perseverent in our choice of tool (football), our approach to teaching creatively and touching as many lives of children in India coming from areas of least opportunities. And we are indeed satisfied with what we've created!

Our real impact is exemplified by stories of Zaya and Rudresh. 18-year-old Zaya graduated from the JFK program in 2017. We've watched with sheer disbelief and joy as the burqa-clad Zaya positioned herself next to the goal post and coached her U16 Girls' Team with confidence and grace.
In 2012, she doubted herself “Can girls play football?” After 5 years at JFK, as an alumnus in 2018, she shared this message directly from the field, “It is your life; don’t be afraid of anyone. Don’t feel guilty or regret anything. Do whatever you want to do because you know what is right and what is wrong.”

Our 12-year-old budding footballer from Pune, Rudresh, is representing India amongst 211 countries as a Young Journalist at the Football For Friendship event in Russia and attending the FIFA World Cup in July 2018!

7 years down, we’ve learnt many lessons and we will continue incorporating these learnings into our work. We’ve had to tweak, reiterate and change the JFK model to come a full circle. We’ve also had to don multiple roles in building JFK. After experiencing the power of life skills through football firsthand at JFK, and working with partners using other tools to develop life skills, we are ready to start our 2nd phase of development and expansion.

This year, we will be coming together as a new unit, Enabling Leadership, a global non-profit organisation to reach many more children using football, music and LEGO. In 2018, we will start with specialised programs like Just For Kicks and Music Basti, and we may continue to add more programs to uniquely touch the lives of children.

We hope you join us in our continued journey to reach one million children by 2025!

Sportingly,

Neha & Vikas

“This year, we will be coming together as a new unit, Enabling Leadership, a global non-profit organisation, to reach many more children using football, music and LEGO. “
2017-18 saw the end of ‘Phase 1’ i.e. program development where the goal has been to develop a robust core program that can be replicated in urban as well as rural areas.

International representation at football for friendship in Russia

12-year-old Sujal from Educo Sai Baba Path MCGM School represented India as a goalkeeper at Football For Friendship in Russia which had participants from 64 other countries.

At an organizational level, an ‘Impact and Evaluation’ vertical was set up to track the growth in both, the children and the coaches, to make better data-driven decisions.

The JFK League 2018 was played for a longer duration of 4 months (from November to February) across all sites, giving the players more matches to learn from and perform in.

At 90, coach strength grew by 300% in two years.

Everyone plays

Official ‘Everyone Plays’ merchandise was launched.
YEAR IN REVIEW 2017-18

3000 CHILDREN IN OUR OUTREACH

55% BOYS
45% GIRLS

6 REGIONS OF OPERATION

MUMBAI
PUNE
HYDERABAD
DHARWAD
BENGALURU
CHENNAI

85 SCHOOLS IMPACTED
## CALENDAR OF EVENTS

The Just For Kicks Program ran alongside the academic calendar.

<table>
<thead>
<tr>
<th>JUNE</th>
<th>JULY</th>
<th>AUG-SEP</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Team Selections by Age</td>
<td>Start of Sessions</td>
<td>Equipment Distribution</td>
</tr>
<tr>
<td>Student Information Collection</td>
<td>Beginning of Year Assessments</td>
<td>School, Staff &amp; Parent Orientation Sessions</td>
</tr>
</tbody>
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<tr>
<th>OCT-NOV</th>
<th>DEC-JAN</th>
<th>FEB-MAR</th>
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</thead>
<tbody>
<tr>
<td>Start of League</td>
<td>Continuation of League &amp; Program</td>
<td>Conclusion of Program &amp; League</td>
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</tbody>
</table>
TOTAL FUNDS RAISED: ₹ 2.15 CRORES

SOURCE OF FUNDS

- CORPORATES: ₹ 1.21 crores (56%)
- SCHOOLS: ₹ 19 lakhs (9%)
- INDIVIDUAL DONATIONS: ₹ 41 lakhs (19%)
- GRANTS: ₹ 26 lakhs (12%)
- OTHERS: ₹ 7 lakhs (3%)

Financial Report
Advancing in the JFK League, as a first-year team, winning the Regional Finals and going to Mumbai to play the Nationals, wasn’t what taught us the most this year. My main learning was not what I had initially thought it would be. The whole point of JFK in our school was not even really about playing football or how good the children got at football. Football was a medium towards much bigger things like strengthening parent investment, improving school and teacher relations, and of course, revitalising student attitudes. Looking back, it has been the collective effort and investment made by everyone - the parents, the teachers, JFK and the kids themselves - that went into what it took to get us to where we got to.
At our school, an 125-year-old Muslim Charitable Organization, we strive for the holistic growth of the orphan, destitute children through educational and vocational programmes. Term 2 in October 2017 started with Sowmya and I teaching Grade 5 English. We found it difficult to discipline this particular all-boys classroom. Now it would be unfair if I didn’t share his background. Abdullah lost both parents when he was young making him leave his home in Bihar to stay in the school. He seemed so lost and did anything which made him feel important and got him some attention. Fast forward a couple of months and enter Just for Kicks. Football has given him hope, purpose, meaning and suddenly, an identity that he didn’t have all these years! The discipline and respect he has on the field has found its way into the classroom. Every evening after school, Abdullah comes to spend some time with me. We play Jenga, build cool things, read books and sometimes even just talk. He helps me clean up the classroom and walks with me till the gate. 3 months ago, I would have scoffed if someone said this was possible.
Almost all the kids on the Pudami Seagulls U-12 Girls’ team come from Ghatkesar, a region where football is not prominent. None of them had ever played football before and yet what they’ve achieved together is remarkable. Most of them have been studying in this school since kindergarten. But it was football that really brought them together. Every student’s best friend is a fellow teammate. They often sit together, discuss the game, are aware of each other’s strengths as well as weaknesses and have no hesitation in accepting criticism from their teammates. They were all part of the U-10 team last year, won the Regional Finals and came third in the Nationals. This year they represented the U-12 team and coasted their way to becoming the Regional Championship again conceding only 1 goal throughout in the tournament.
‘I am so happy that now through JFK he has got the chance to be part of the team and play regularly.’

‘Earlier I could just talk about one kid as a leader, but this year we have so many children whom I can call leaders’

‘I use football to grab their attention. Everybody likes it, and everybody understands. It could be aspirational. JFK built that passion for the game. They see it for a long term. Ask me if it’ll be there till 10th std’.

‘We are a cricket playing country. People are surprised that our kids play football into the late evening, I think JFK built that passion.’

‘For any work or help, we need I would personally prefer choosing a JFK kid to help me because they are much more responsible.’
‘Before she wasn’t too interested in studying or sports but now she is proving that as a girl she can do both studies and football’

‘We don’t want to remove our kid from JFK. It’s our daughter’s decision. They want to play and they study well so why should we remove them from JFK’

‘When she gets a medal she calls everyone in the family and tells them - gets very happy and everyone calls me too. Motivation for her.’

‘I have got a boy in the form of a girl. I feel proud that I have a girl child who is strong and is no less than any boy’

‘I see that if he doesn’t kick a ball in the morning then his whole day doesn’t go well’

PARENTS’ TESTIMONIALS
Phase 1, up until now, has been about conducting pilots and developing a well-rounded program. Phase 2 is about replication, wherein we aim to quadruple our outreach year-on-year and Phase 3 is about influencing policy decisions that will help take this to more than a million children.

In 2018, the Just For Kicks program will be working with close to 5000 children across India and beginning a pilot in another developing country in Asia under the mantle of Enabling Leadership Foundation (ELF).

ELF will operate with a budget of over 1 Million USD with a coaching staff of 150 and backend staff of close to 40 members, come April 2018 to reach more children using football, music and LEGO through its specialised programs like Just For Kicks, Music Basti, and Build Maya.
OUR SUPPORTERS

bookasmile
a BookMyShow initiative

L&T Hydrocarbon Engineering

AXIS BANK FOUNDATION

PUMA

clefttostmile Mission Smile

Simplifying lives.

doco

DHFL
Changing Rules Changing Lives

GO CAMPAIGN
EST. 2006