

2023-24

GREAT GOALS TRUST

ANNUAL REPORT





ALL INDIA
FOOTBALL
FEDERATION

INDIAN FOOTBALL.
FORWARD TOGETHER



VISION 2047

Date: 29th January 2024
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To, Great Goals FC, Tamilnadu

Subject: Congratulations on Winning Best Kindergarten Initiative - AIFF Grassroots Awards, 2023-24

Greetings from the All India Football Federation!!

We extend our warmest congratulations to Great Goals FC, Tamilnadu for being awarded the Best Kindergarten Initiative under the Causes category at the AIFF Grassroots Awards.

This achievement is a testament to your unwavering dedication and outstanding contributions to the development of grassroots football in India. Your commitment to nurturing young talents and fostering a culture of excellence within your academy has not only earned you this prestigious recognition but has also played a crucial role in shaping the future of football in our nation.

As a valued stakeholder in the Indian Football Ecosystem, Great Goals FC, Tamilnadu holds a pivotal role in the collective effort to elevate the standard of grassroots football. Your continuous efforts in providing a nurturing environment for young players to grow and thrive contribute significantly to the overall development of the sport.

We would like to express our sincere gratitude to you for being an integral part of the Indian Football Ecosystem. Your organization's dedication aligns perfectly with the AIFF's vision of fostering a strong foundation for football at the grassroots level. Together, we are creating pathways for the next generation of footballers and building a robust footballing culture in our country.

Your commitment to excellence, sportsmanship, and player development is truly commendable, and we encourage you to keep up the excellent work. As an award-winning entity, Great Goals FC, Tamilnadu serves as an inspiration to others, demonstrating the positive impact that dedicated grassroots development can have on the sport.

Congratulations! We anticipate enhancing football standards together. Your success reflects Indian football's collective commitment. Best wishes for future endeavors!

Best wishes and regards,

Satyanarayan Muthyalu
Acting Secretary General
CC : Mr. Kalyan Chaubey, President, AIFF
: AIFF- Technical Department.



IMPACT

We are thrilled to announce that our efforts to empower boys and girls through football has been recognized by the All India Football Federation, as we proudly received the **AIFF Grassroots Award - Best Kindergarten Initiatives**. Great Goals is the only academy in Tamil Nadu to receive this prestigious honor.

Our most significant impact continues to be increasing the number of girls in our **Just for Girls** program. In Ranipet, we've expanded our program to include 230 girls, witnessing positive changes not only in the girls but also in their parents' perspectives on the role of sports in their lives. While we provide football training, Thirumalai Charity Trust, our partner in Ranipet, is helping the girls develop leadership skills and raising awareness about digital addiction, health, nutrition, and menstrual hygiene—programs we aim to further strengthen this coming year.

The **Barefoot Coach** program has also grown, now featuring 14 female coaches. These coaches have made great strides in their development, and the results are visible in the improved technical quality of our players. More importantly, the girls are vocal about the value of having strong female role models on the field.

We launched a mini-book titled **HerStory**, amplifying the voices of girls in sports. The book has been widely praised and translated into Tamil. Its release on International Women's Day was a fitting tribute to the incredible girls of Great Goals.

Our **Schools Program** has also expanded, now partnering with four additional schools that serve under-resourced communities. Our collaboration with the Greater Chennai Corporation now includes three schools, impacting 62 students, 22 of whom are girls. We've also started a new partnership with the Guild of Service, which includes 22 students. We continue our partnership with Eureka Schools, a project of AID India.

Our High Performance teams competed in 105 matches over tournaments and leagues this year, with the most notable being the Tamil Nadu State League, where our U15 team qualified for the state-level playoffs.

In our ongoing effort to support dreams of playing sports, our **Scholarship** program continues to grow. This year, we supported 368 students (260 girls and 108 boys) with partial or full scholarships, and 69 of these students are part of our High Performance program.

While we know there is still much to achieve, we are proud of the significant steps we've taken to grow and deepen our programs without compromising on quality.

We are deeply grateful to our community, supporters, and most of all, our player, who inspire us every day to Reach for the Stars.



Priya Gopalen
Trustee



Kavitha Vijay
Trustee

ABOUT THE TRUST

Great Goals was founded in 2013 with the aim of teaching children life skills through sports. We believe that sport is a metaphor for life, and through sport, children learn problem-solving, teamwork, leadership, respect, honesty, and perseverance. Very soon, we realized that there were barriers, economic and social, that prevented children from participating in Great Goals.

To remove these barriers, we began a series of initiatives in 2015 to promote sport at the grassroots. We began offering training scholarships, worked with low-income schools, and started the Just for Girls program to engage more girls in sport. We wanted every child who wanted to be a part of Great Goals to have access. We wanted to break economic barriers and close gender gaps, so that all children who love sports can play sports. As the demand for these initiatives grew, we realized that they needed a separate focus to achieve scale.

That's why we set up the Great Goals Trust in 2018. This non-profit arm of Great Goals seeks to give back to sport and society.

Since 2018, this has been the mandate and aim of the Great Goals Trust– to grow these initiatives that bring sports to less privileged groups and schools. We began on a small scale with a few donors, mostly family and close friends. Since 2019, we have grown the number of activities and donors, and this will remain a focus for the coming year. **So more and more children can Reach for the Stars through sport.**

Objectives of the Great Goals Trust

- Provide football and basketball scholarships for training for those who cannot afford or access Great Goals
- Provide playing opportunities that enable a player to maximize and showcase their potential by organizing and participating in tournaments and leagues
- Enable players of advanced skills to showcase their potential through state and national level platforms such as the I-League
- Enable increased participation of girls in sports through developing programs such as Just for Girls
- Partner with under-funded or under-resourced schools, clubs and organizations to offer year-round programs, camps and events

Great Goals Trust is registered under section 12 A, 80G and is an entity authorised for undertaking CSR Activities.

Vision

Engage, Inspire and Empower young boys and girls to Reach for the Stars

Mission

To create an ecosystem where sportsmanship is greater than sport. We strive to level the playing field by lowering barriers for all young individuals, irrespective of gender, background or economic constraints.

JUST FOR GIRLS

Our commitment to empowering girls in football has continued to flourish, leading to several notable achievements and partnerships. The program now supports over 350 girls across Ranipet and Chennai.

In Ranipet, we serve 230 girls from 16 villages, who participate in activities across 4 centers. This year, we held our 2nd Annual Just for Girls Summer Camp in Ranipet, which was a great success.

Building on the achievements of our girls at the 6th Annual Great Goals Tournament (Jan 2023), we launched our inaugural High Performance Program for girls aged U12. The 12 participants in this program receive specialized training and have competed in 12 matches throughout the year.

Our partnership with the Greater Chennai Corporation has been fruitful, particularly with a pilot program at Saidapet Girls Higher Secondary School, which established the first girls' team in GCC schools. Many of these girls started as complete beginners, and we are glad to see their remarkable progress, developing strong fundamental skills and demonstrating dedication through practice matches. The girls participated in the Chennai Zonal championships earning their place in the District round. We are currently in discussions with the Chennai Corporation to extend this program in the coming years.

To commemorate International Women's Day on March 8, 2024, we launched HerStory, a booklet highlighting the voices of girls and women in football. A Tamil translation of the booklet is also available.







Great Goals academy launches book on women's football

CHENNAI: Great Goals, Chennai's premier women's football academy, started an initiative to empower government school girls through its football program 'Just For Girls' to train girls from economically disadvantaged backgrounds and offer them scholarships for their training expenses. The program is currently operating in Chennai and Ranipet, and has enrolled 424 girls and the academy will bear all their training expenses including kits and travel expenses. During the inauguration of the program, it also launched a book 'HerStory' a mini-book capturing the journeys of players like Aadhya and Vasundhara who found camaraderie and empowerment through football at Great Goals, as well as the dedication of girls like Udisha and Divya, who broke stereotypes and strived for excellence in the sport.

Former India International Sumithra Kamaraj and IPS Kalpana Nayak were in attendance at the event



BAREFOOT PROGRAM

We consistently hear from mothers that their number one priority is safety. In Ranipet district, finding women coaches, or any women with advanced sports training willing to coach young grassroots players, remains a challenge. Female coaches bring significant advantages to girls grassroots programs. They create a safe environment, hold high expectations, demand effort, and serve as strong role models.

In the Great Goals Barefoot Coach Program, we recruit women with the right attitude and a passion for sports, even if they have limited or no football experience. Our first cohort included six women who had played sports in their youth but had not been active in adulthood. Some of these women are community workers whom we have retrained as coaches, and for some, this is their first experience wearing track pants!

Now in its second year, we've doubled the number of women coaches in the program to twelve. Our coach education focuses on teaching technical drills, running session plans, managing classes, and building confidence among girl players.

We provide intensive training programs to equip them with the skills needed to deliver our curriculum, supported by mentorship from AFC-licensed coaches from Chennai. This year, we are preparing them for certification under the AIFF D Licensing process.

COACH



"I was a bit apprehensive at first, as I wasn't familiar with these skills. However, the kids in my class were very encouraging, often sharing how they made a great pass or scored a fantastic goal. Their enthusiasm made it easier for me to pick up coaching."

Gomathi, 22, holds a degree in B.Sc. Nutrition and Food Service Management and has been working as a field dietitian with the Thirumalai Charity Trust (TCT) for the past three years.

She joined the Barefoot Coach program to promote nutrition and physical activity among children. Gomathi's expertise in food and nutrition has been instrumental in educating young girls about the importance of a balanced diet and healthy eating habits.

As part of her coaching journey, she is being mentored on how to teach technical aspects of football, such as dribbling, passing, and shooting. "

SCHOOLS PROGRAM

This year, we expanded our school partnerships to include four new schools, reaching a total of 241 students, over 50% of whom are girls.

We launched a pilot program with the Chennai Corporation under the CITIIS Project, celebrated with great enthusiasm by several ministers and the Mayor of Chennai. This initiative demonstrated that consistent and high-quality efforts can yield impressive results. Students from the Chennai Girls High School in Saidapet and the boys from the Chennai Kotturpuram High School performed very creditably in the Chennai zonals inter-school competition. The boys from Chennai High School New Market Farm, participated in an U-15 private league.

Our collaboration with Eureka Schools, a project of AID India, continued to thrive. Great Goals has been working with Eureka Schools since 2018, and this year, the 155 students showed significant improvement in their football skills, highlighted by their fierce competition in the end-of-year football leagues.

The Eureka League involved 158 students in grades 3, 4, and 5 and served as the culmination of our year-long coaching efforts. The league took place at Eureka, Koovathur (near Kalpakkam) and Eureka, Vembakkam (in Kanchipuram). This year, the league truly showcased the players' effort, grit, competitiveness, and enjoyment.

The Chennai Schools

241
SESSIONS

62
STUDENTS

233
INTERNAL MATCHES

18
EXTERNAL MATCHES

Eureka Schools

108
sessions

158
students

“

We have been associated with Great Goals Trust, Chennai since 2016. Great Goals has partnered with us for our football program for students in Classes 3 to 5. They've been coaching 155 children in both schools. The weekly football classes for children have helped our students in various ways – improving their fitness levels, inculcating a spirit of sportsmanship, team work, analyzing their strengths, aspiring to play better and enjoying the game. Moreover, girls have started playing football well and look forward to engaging in the sport. The football leagues that happen at the end of each school year are always a lot of fun for the children. They look forward to participating and competing in them. The medals and recognition they get help improve their confidence levels immensely.

The Great Goals team takes great care to structure the program well, train their coaches and evaluate the effectiveness of the program continuously.

Parvathy PN
Director, Eureka Schools

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ENABLING COMPETITION



We have two programs focused on training players for competition: the Development Programs for the under-9 and under-11 age groups, and the High Performance Programs for the under-13 and under-15 age groups. Players are selected through invitations and trials.

The High Performance Teams in the U-13 and U-15 categories competed in the Tamil Nadu State Youth League. Our U-15 team successfully qualified for the state-level playoffs in Chennai, finishing 4th in the state. Participating in long leagues is essential for our players' long-term development.

105

MATCHES

109

PLAYERS

SCHOLARSHIPS



Each year, the demand for scholarships continues to grow. While we strive to meet this demand, we have implemented systems to ensure that every recipient is truly deserving. Our streamlined application and review process has proven effective in determining scholarship amounts for this year.

Player scholarships cover coaching fees, kits, and travel allowances. One notable recipient, Jeeva, a player in the High Performance U-15 team, has been recognized multiple times for his outstanding performance in the State League. Jeeva came to us from our partner club HUC.

368

SCHOLARSHIPS

299 + 69

GRASSROOTS + HIGH
PERFORMANCE

260 + 108

GIRLS + BOYS

OUR PARTNERS

We are grateful for the strong partnerships that enable us to expand our programs:

Thirumalai Charity Trust

The Just for Girls program in Ranipet is a vital part of Thirumalai Charity Trust's Community Health Initiative, emphasizing the health and well-being of adolescent girls. The program is continually expanding to include more girls and to train additional barefoot coaches

HUC Football Club

Our annual support for our partner club, HUC Football Club—a community-based organization—includes providing equipment for their summer camp and integrating their players into our development and high performance programs. All players are on a full scholarship at Great Goals.

Kindness Foundation

Each year, we collaborate with the Kindness Foundation to support initiatives that promote joyful experiences. In the past year, we participated in two of their signature events: the Kindness Carnival and Kindness Week.

Chennai Corporation / The Chennai Schools

In 2023, we signed a Memorandum of Understanding (MOU) with the Chennai Corporation to support football coaching at three Chennai schools. This pilot initiative, part of the CITIIS project, provides coaching for 62 students.

Guild of Service / Seva Samajam

We collaborate with the Guild of Service to offer football coaching at the Seva Samajam school in Saligramam, providing training to 24 selected students.

Eureka Schools / AID India

Since 2016, we have partnered with AID India's Eureka Nursery and Primary Schools. Since 2022, we have implemented a year-round program benefiting a total of 155 students across two campuses.

Zenoti India Pvt. Ltd.

Zenoti's Wave of Goodness has raised funds for Great Goals Trust through an active health campaign within the company.

Loveji and Homai Trust

Their annual support to provide sports scholarships to several players .

COSCO India

Generous support of footballs for the Just for Girls program, Ranipet.

Kauvery Hospitals

Our medical partner since 2015, they continues to provide valuable health support to our players and the community.

The Venkatraman Trust for Education

Supports the educational expenses of three selected players in our High Performance program.



THANK YOU

INSTITUTIONAL DONORS

Loveji and Homai Trust
Venkatraman Trust for Education
Zenoti India Pvt. Ltd.

RESOURCE PARTNERS

COSCO India
Kauvery Hospitals

INDIVIDUAL DONORS

Anand Arvind
Divakar Pingle
Girish Shankar
Natesan Mahasenan
Pritha Gopalan
Sandhya Rajan
Suchitra Girish



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Just for Girls Program in Ranipet
This submission was made to the
AIFF Grassroots Awards for 2024-25



Join us to help young boys and girls
Reach for the Stars



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