

LIFE IS A BALL – MONTHLY NEWSLETTER

APRIL 2017



Life is a Ball Public Charitable Trust (LIAB), is a not for profit organization registered in Chennai, Tamil Nadu, that mentors children through sport. The initiative was started in 2011. LIAB aims to transform the lives of underprivileged children by teaching them invaluable life lessons through sport and equip them with skills required to face the world with a smile on their faces and grit in their hearts. Life is a Ball currently touches the lives of 2500+ kids and is continuing to grow.

April was hot. Really hot. But that didn't phase our kids at all. Enthusiasm and dedication didn't waver even a little. To end the school year, we decided to conduct a review of the Gift a Ball scheme that kicked off in January.



Meet our kids



Name: Kirubakaran
School: Medavakkam
Favorite Sport: Football
Position: Striker
Favourite Player: Cristiano Ronaldo
Favourite Actor: Ajith "Thala"

[Check us out on Facebook](#)



www.lifeisaball.in

Highlights of the month...

GIFT A BALL – FOLLOW UP

In January 2017, we conducted an event where 43 kids from our programs across Chennai came together for a skill based challenge. At the end of the event we gifted each of them their very own footballs. The goal of this program was to see if having their own footballs would increase each kids interest and skill level.



On 28th of April we called around 20 kids who received footballs in January as well as 30 kids who didn't and conducted a tournament. The improvement was evident right away. We could see the kids doing "keepy-ups" and performing tricks. Their ball control and confidence levels significantly improved over the 3 month period.

Our survey of the 20 kids who received footballs in January was a reflection of what we saw on the pitch. All the kids felt that they've improved as a result of having their own footballs. At the end of the event we distributed footballs to the other 30 kids, to their delight.



Upcoming events...

LIAB SUMMER CAMP

With vacations around the corner, we wanted to put the children's idle time to good use. We have decided to conduct LIAB Football Camps in Guduvancheri and Semmancheri for the children in our programs. The camps will include new football drills (based on "FIFA Grassroots") and physical fitness routines. The goal of the program will be to drive values while improving their fitness and skill. We will also provide the kids with a healthy meal and refreshing beverage at the end of each day.