



NEWSLETTER
SEPTEMBER 2017

Life is a Ball Public Charitable Trust

is a not-for-profit organization, that mentors economically disadvantaged children through sport by equipping them with invaluable life lessons and skills required to face the world.

GREAT GOALS U-14 TOURNAMENT



SEPTEMBER STARTED off with our kids taking part in a 7-a-side football tournament at YMCA Nandanam organised by Great Goals. Ten players were chosen from our football programs to represent Life Is A Ball. The kids had a great Sunday, as they came out as a team and played some good football. Winning was not what we expected from them, the kids having fun and gaining exposure was the objective and that they achieved.

THE ONE ALL ALLIANCE

ULTIMATE FRISBEE is a sport that has recently gained a lot of interest in our country. We thought why not introduce the trend in our schools too. LIAB tied up with **One All** - a NGO that uses Ultimate Frisbee as a tool to equip children with the right values and skill sets to become better versions of themselves. They started with one session a week at LIAB Kodambakkam, Chennai. Also the plus point here is how this sport promotes Gender Equity which is one space we really care about.



BLISS CATCHERS



ON THE 23rd of September, Arun and Vikram were invited by Avis Viswanathan to present the story behind getFIT and Life is a Ball at "The Bliss Catchers", a live conversation event held at Odyssey in Adyar. The theme of the event was "Invoke Soul. Provoke Thought. Inspire Action" and the speakers were asked to share their stories in order to inspire people to pursue happiness whether it be through their careers or through other initiatives. Arun and Vikram shared their inspiration for getFIT and Life is a Ball and how it got to where it is now, reaching out to more than 60,000 children across 8 cities.



The challenges they face on a daily basis are overshadowed only by the smiles on the faces of the children and the impact that their initiative makes in their lives. That is after all, what drives them to give a 100% each and every day. We are still in the process of accomplishing the ultimate goal that Arun, Vikram and Somdev have for Life is a Ball, but having fun along the way definitely makes the journey a lot easier.



Meet our kids

Name: Prasanna
School: Guduvancheri
Age: 17
Favorite Sport: Football
Position Played: Goal Keeper
Favorite Player: Iniesta

A man wearing a red hoodie, green sunglasses, and a black t-shirt with the 'Life is a Ball' logo is sitting on the ground in a schoolyard. He is surrounded by a group of school children in uniform. The background shows a school building with a blue and yellow facade and some trees.

“Sport is like food, if it is cooked well everyone will enjoy it.”

***- Vikram Menon
Co-Founder, getFIT & LIAB***



Find out more about us at www.lifeisaball.in