



ANNUAL REPORT 2023



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Foreword

2023 was a golden year for Indian sports. From the record-breaking haul at the Asian Games to the electrifying cricket World Cup, Indian athletes painted the world stage with their talent and perseverance. And this wasn't just about established stars - our juniors too shone brightly, proving that India's sporting revolution is just getting started.

At the heart of this exciting growth lies the power of grassroots sports. In villages and towns across the country, young athletes are now dreaming big. Thanks to better infrastructure and the rising hope of making a living through their passion. Simply Sport Foundation is proud to be playing a small part in this transformation.

In 2023, our programs reached 4148 coaches and athletes across 8 States. Through our marquee programs, support and mentorship, we witnessed countless stories of hunger & passion. The smiles on our athletes' faces are the true medals we strive for. This report is an account of their journeys and our collective impact. It's a note of thanks to our dedicated team, the supportive federations, the inspiring coaches and athletes, and most importantly, our generous donors.

As we step into 2024, brimming with fresh hope and exciting possibilities, we invite you to join us on this incredible journey. Get involved, spread the word, and together, let's amplify the dream of India's sporting revolution.

Ankit Nagori
Founder



About US

Simply Sport Foundation (SSF) was founded in 2020 with the sole mission of impacting the grassroots sports ecosystem in India. We have made many strides in the short term by employing a multifaceted approach to achieve our goals, incorporating various programs and initiatives.

SSF has partnered with various academies and foundations across India who share our vision. Our partnership encompasses various aspects, with SSF providing interventions like financial assistance, sporting equipment, access to qualified coaches, and sports science experts like nutritionists and sports psychologists.

Apart from our grassroots program, we have two key initiatives very close to our heart, Simply Periods and Simply Smiles. The former addresses the topic of menstruation in sport, while the latter focuses on mental health. These two taboo topics rarely discussed in the sporting arena. We have workshops and webinars tailored around these two topics to educate athletes and coaches about its importance and role in sports.

Our desire to make a stronger impact does not rest, we remain committed to continue our work and expand our reach. We are launching new programs starting in 2024, and hope to help more organizations, who are bringing about change to Indian sports from grassroots up.



Milestones

In 2023, SSF marked its third anniversary with a busy yet rewarding journey. By expanding our existing programs and initiating new projects, we reached more coaches and athletes across India. Collaborations with grassroots organizations and government sports bodies, including the Sports Authority of India and Bihar State Sports Authority, expanded our influence nationwide. Through a mix of offline and online channels, stakeholders received interventions for success in sports and life. The third anniversary also signified CSR compliance, enabling the foundation to undertake Corporate Social Responsibility activities in the sports realm. Anticipating 2024, the foundation is poised for new opportunities and challenges.

March

● Launch of Badminton excellence program

April

● Bangalore Police HQ gym set up - CSR Initiative

September

● 1st cohort of Female Athlete Leadership Program

June

● Simply Smiles Initiative goes live

May

● Championing Period Positivity: Reliance Foundation Partnership

October

● SSF turns 3!

November

● CSR approval granted

December

● SSF Grants is announced



High performance camp for Khelo Rugby in Bangalore



Simply Periods workshop for Tenvic Sports in Odisha



Khelo Rugby by Future Hope



SSF X Reliance Foundation Simply Periods workshop



Level Up Sport Yoga session



SAI NSSC Bengaluru Simply Periods workshop



Six Cricket Academy Simply Smiles workshop



Kodagu Football Club



Khelo Rugby by Future Hope Simply Periods workshop



Saraswatipur equipment support



Khelo Rugby by Future Hope sports science workshop



Future Star Sports Academy yoga day

A group of approximately 15 people, mostly men and women, are standing behind a long table covered with a brown cloth. The table is laden with numerous trophies of various sizes and colors (gold, silver, and bronze). In the background, several flags are visible, including a checkered racing flag, a white flag with a black square, a white flag with a red circle, and a yellow flag with a black circle. A large black speaker is positioned on the right side of the group. The setting appears to be outdoors, with trees and a clear sky in the background. The text "Our Initiatives" is overlaid in large, bold, orange letters across the center of the image.

Our Initiatives

Simply Roots

2023 marked an important year as we made significant strides in our mission to foster sports development across India. Our program, in collaboration with 11 academies and sports for development organizations has played a pivotal role in creating a healthier and more conducive environment for athletes. We provided necessary interventions such as financial aid, specialized equipment, sports science support, high-performance workshops, and education programs to help with their overall development.



Financial Aid and Specialized Equipment

- Financial support and sporting equipment to Mrida Education & Welfare Trust, Indapur Judo Academy, Y-Ultimate and Khelo Rugby.

Sports Science Support

- Established a dedicated sports science support unit
- Expertise in areas like nutrition, S&C and psychology
- Conducted regular assessments and tailored training programs at academies



Level Up Sport



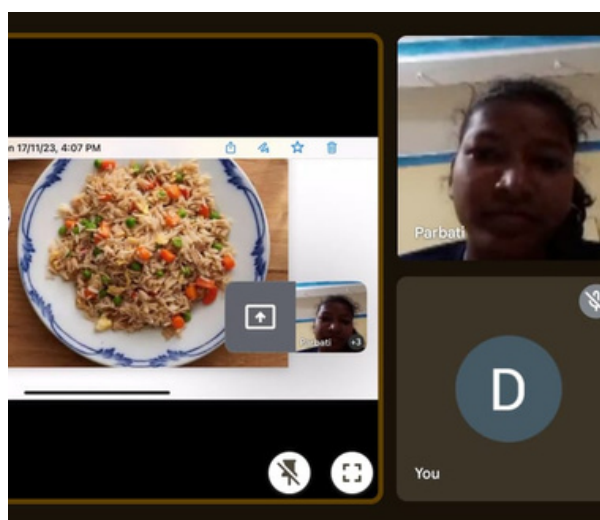
Strength and conditioning session at Mann Deshi Foundation

High-Performance Workshops

- Organised high performance workshops conducted by renowned experts
- Promoted knowledge exchange among coaches, athletes and sports scientists



Sports Psychology session at Mann Deshi Foundation



Soft Skills class at Future Star Sports Academy

Soft Skills Training

- Educational programs for athletes at the Future Star Sports Academy (FSSA)
- Our Learning Education Program emphasises on the importance of education alongside a sporting career.

Education Scholarships

- Education scholarships is being provided to 12 top female athletes
- The scholarships recognise their commitment to both academic and sports

Athlete Support

- A program catered to help elite athletes
- Provide them with personalized training plans, tournament expenses, equipment and access to top coaches.
- Monitor their progress and provide any support that is necessary.



Future Star Sports Academy practice session



Indapur Judo Academy



Strength and Conditioning session at Indapur Judo Academy



Future Star Sports Academy soft skills training program

Simply Periods

Impact

Simply Periods was launched 2 years back with the aim to educate female athletes and coaches with the right information about menstruation and its impact on health and performance. Since its launch, we have done more than 100 workshops and impacted over 4000 athletes and coaches across India.

2023 Milestones

This year specifically, we attained new milestones by partnering with Reliance Foundation to run the initiative with Sports Odisha. Through menstrual awareness kiosks, period care kits and workshops, we were able to impact more than 700 athletes and coaches. We have also written a white paper on the data collected through our intervention on menstrual awareness in the state and specifically in the sport of athletics. Similarly, we also partnered with Bihar State Sports Authority and Ernst and Young to conduct Simply Periods workshops across their ecosystem.

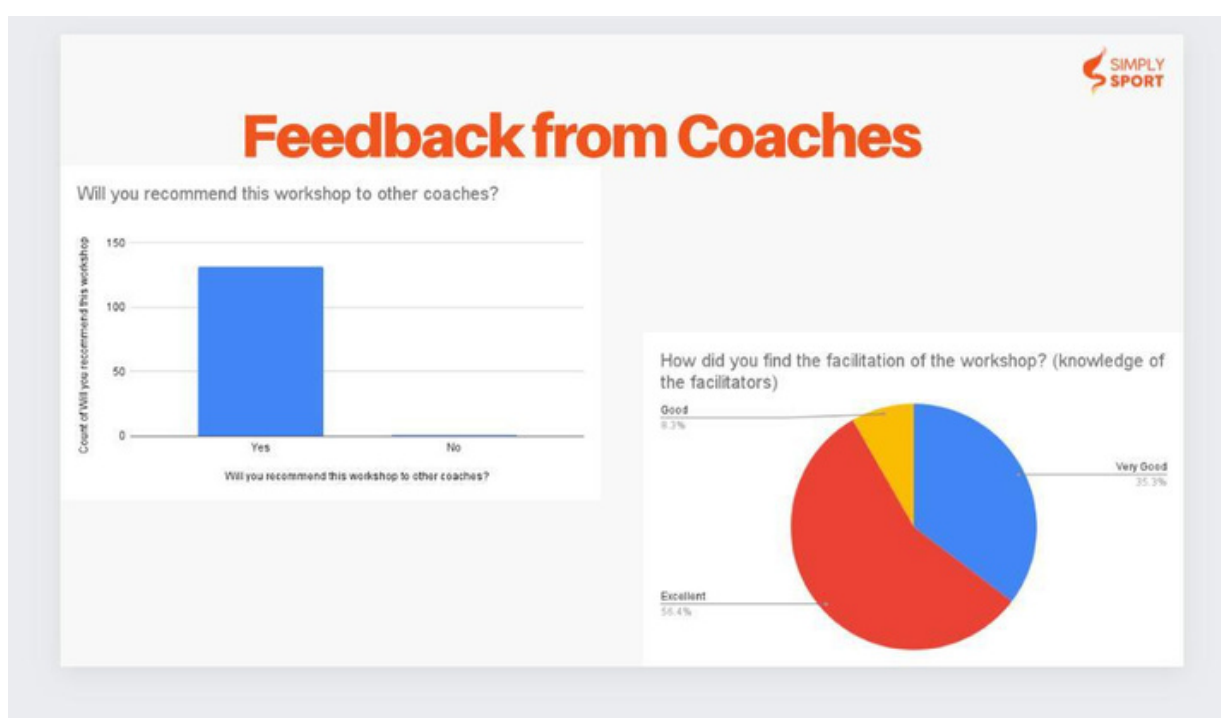


Kalinga Stadium

One of the significant interventions this year was to try and evaluate the long-term impact of our workshops amongst athletes. Through menstrual health scores, period tracking, reports, expert advice and daily tips, we engaged with 20 athletes through the process. We will be using the learnings from this pilot to scale the long-term impact tool next year to many more athletes.

Another significant milestone was that we could take this workshop across all SAI NIS centres in the country- Bangalore, Kolkata and Patiala and teach it as a part of their Diploma in Coaching course. The workshop has received great feedback from students and faculty alike, and we hope to build a long-term partnership with the academic wing of SAI NIS.

Simply Periods workshop made its debut in the Fit2Sport Sports Conference and EXSPO Conclave in December in Pune.



Lakshyan Academy of Sports proudly hosted the Simply Periods Workshop along with Wayne Lombard

Simply Periods' journey across India



SAI NSSC Bengaluru



Fit2Sport



SAI NSSC Bengaluru



Mann Deshi



Lakshyan Academy



SAI NSSC Bengaluru



Padukone Sports Management



Kalinga Stadium



Sports Entrepreneurs Foundation



Kalinga Stadium



Sports Odisha workshop



Sports Odisha workshop

Simply Smiles

Objective

The objective of Simply Smiles initiative is to raise awareness and build conversations around mental health in sports. Our aim is to break the taboo while educating and enabling coaches to be the first point of call for struggling athletes during training in order to build a safe sports environment.

Mission


To take the Simply Smiles initiative across the country, to educate coaches about the perils of mental health and enable them to take the right course of action to assure the overall well-being of an athlete.

The Launch

Nikhat Zareen launched the initiative on July 3rd, 2023, in Bengaluru. The 2-time boxing world champion highlighted the importance of mental health in sports, and urged coaches to build open conversations around the topic.

The Simply Smiles handbook – a coach's guide to Mental Health in Sport was also launched at the event. The handbook aims to educate grassroots coaches on identifying and addressing potential issues and guide athletes through the appropriate channels.





“Mental health is as important as physical health, coaches need to accept athletes’ mental struggles more openly, most times it's being brushed aside with the athletes being mocked or called mad”

– **Nikhath Zareen**

Our Work

In 2023, the Simply Smiles team conducted a total of 10 workshops, impacting 518 coaches from various sporting disciplines.

We worked with reputed private sports academies like Six Cricket Academy and SLS International School while also working with apex Government sports bodies like the Department of Youth Empowerment and Sports, the Bihar State Sports Authority and the Sports Authority of India in Patiala.

We also conducted a special workshop on understanding Mental Health in Sports for athletes, coaches and parents on the occasion of Teachers Day on September 5.

The Simply Smiles workshops are available both online and offline.

Simply Smiles sessions across India



Simply Smiles launch



Valistus International School



World Mental Health Day workshop



Valistus International School



Online workshop



Bihar State Sports Authority- BSSA



Bihar State Sports Authority- BSSA



Teachers Day



NSNIS Patiala

Level Up - Simply Sport Badminton Excellence Program (LSBEP)

We partnered with Level-Up Badminton Academy to launch the 'Level Up - Simply Sport Badminton Excellence Program' in Bengaluru. The program will cater to nurturing young shuttlers under the guidance of former national badminton champion Aravind Bhat.



Strength and conditioning session

Currently, there are 21 shuttlers (13 male and 7 female) part of this program. Coach Sofian, our program head, is a former international badminton player from Indonesia. With 17 years of coaching experience spanning Indonesia, UAE, and India, he will spearhead our training initiative, placing emphasis on specialized training for girls and integrating performance analysis.



Practice session

This year shuttlers were provided with the following interventions

- Access to qualified world-class coaches
- Best-in-quality shuttles for training
- In-house physio access
- Sports science interventions in the form of regular S&C, yoga, and sports psychology sessions
- Participation in tournaments (national and international)

The LSBEP athletes put in some eye-catching performances across various tournaments held in local and well as international.



Yoga session



Nutrition workshop



Mental health workshop



Sports psychology session



Yoga session

Partners and Clients

In 2023, the Simply Sport Foundation marked its third anniversary with a hectic yet rewarding journey. By expanding our existing programs and initiating new projects, we reached more coaches and athletes across India. Collaborations with grassroots organizations and government sports bodies, including the Sports Authority of India

PARTNERS



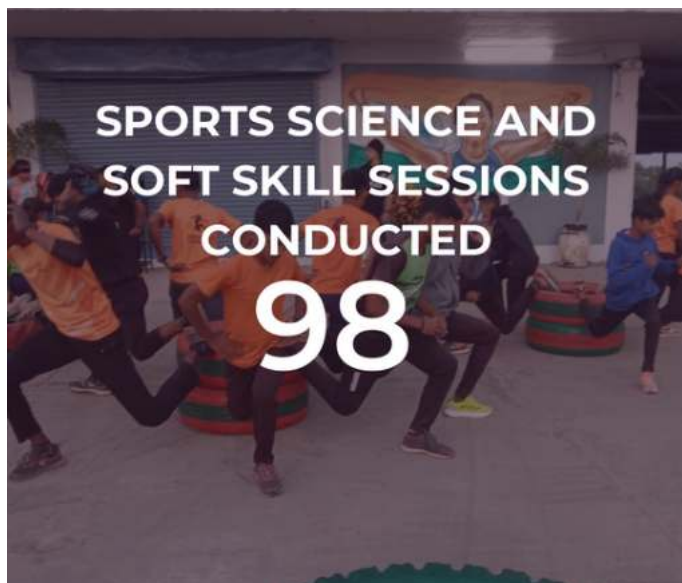
CLIENTS



SIMPLY ROOTS



IMPACT



SIMPLY PERIODS



IMPACT



SIMPLY SMILES



Pride of SSF

OUR STARS AT THE 2023 ASIAN GAMES



Sandhya Rai
Rugby



Ankita Dhyani
Athletics



Preethi Kongare
Sailing

OUR GRASSROOTS CHAMPIONS



INDAPUR JUDO ACADEMY
NATIONAL GAMES
9
MEDALS



MANN DESHI FOUNDATION
NATIONAL GAMES
2
MEDALS



FUTURE STAR SPORTS ACADEMY
NATIONAL GAMES
3
MEDALS



YCH SPORTS FOUNDATION
NATIONAL GAMES
1
MEDAL
STATE LEVEL
62
MEDALS

Sport Impacts Lives

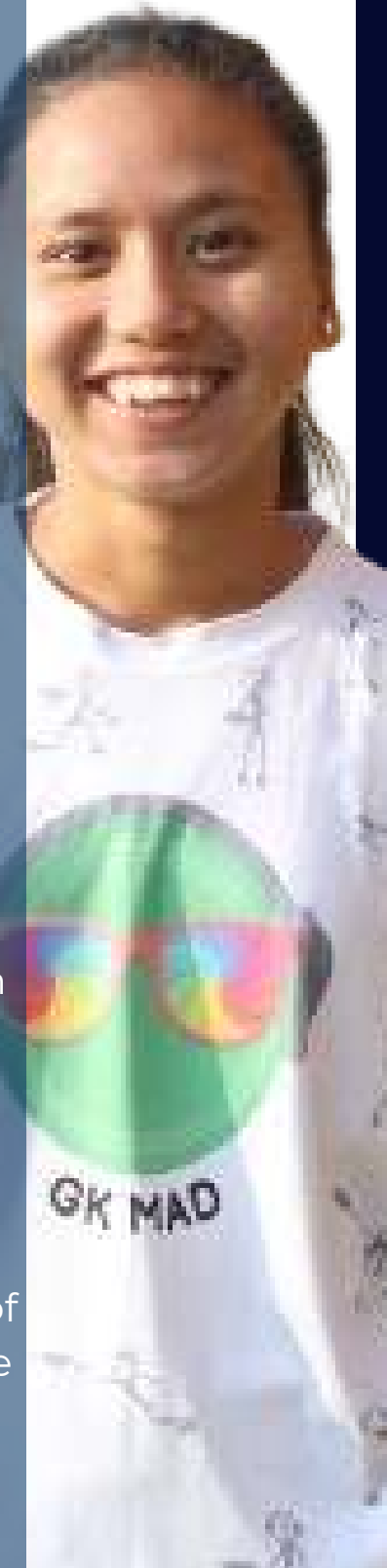
Megha Rawat grew up facing every stereotype a young girl, especially in rural India, has to face. The pressure from her parents to be an obedient, well-mannered girl that looks good in the eyes of society, and the societal pressures of becoming a good homemaker once they reach a certain age.

The 19-year-old, hailing from a small town in Uttarakhand, however, had other ideas and was ready to fight her way out of the shackles. The injustice she saw in her parents' treatment of her and that of her brother made her more determined to forge her own path in life, and it was a simple frisbee that changed her course.


At 10, Megha laid her eyes on the flying disc, and she was smitten. Y-Ultimate, an organization that imparts life skills & education through the sport of Ultimate Frisbee, welcomed her to join their practice sessions, and the rest as they say is history. Today, at 19, she has represented India in the sport of Ultimate Frisbee, and captained the nation's U20 girls team at various events.

Megha's rise to the top did not come easy, it took fighting, going days without food and a bucket load of tears to get her way, but she did not deter. She is currently the captain of the GK-Mad team, is vocal in safeguarding equal rights on the field and does not let the norms of society creep in.

"I'm very happy for Y-Ultimate to have Simply Sport support us! SSF's support is helping us create more opportunities for children we work with. I was also a part of Simply Sport's Simply Periods workshop, which helped me understand myself better and train as an athlete. Thank you for being a partner in spreading the joy of ultimate frisbee to children."



Sport Impacts Lives



Vaishnavi Vilasrao Sawant grew up in a small village called Pulkoti. The long-distance runner is currently pursuing her post-graduation while simultaneously training to reach the top level. Currently 23, Vaishnavi has been training since 2010 after being inspired by her father, who was a cricket player.

She started out by playing football and would practice everyday at 5 a.m. but was also a keen runner. It was then that she was spotted by one of the coaches, and she was selected for a long-distance running event.

Vaishnavi has faced a lot of ups and downs during her career. Mental resilience and the support of her coaches and family helped her overcome them. She won her first medal at a 3000 meter steeplechase event, which pushed her to train harder. She eventually made it to the senior category, and is now hoping to succeed amongst the best at her level.

The Mann Deshi Foundation has been supporting her through her journey. The Foundation that plays a large role in helping women in the Mann region and its surroundings in Maharashtra. Vaishnavi is part of their Mann Deshi Champions program. It was through this program that she learned of the Simply Sport Foundation.

“The Simply Sport Foundation is doing a great work,” Vaishnavi said. “Conducting sessions for young athletes covering topics such as nutrition, mental health, mental toughness, physical fitness, strength and conditioning etc. It definitely benefited the kids here as well as me and I will definitely continue to follow their sessions from now on and they will definitely see my results.”

Partner Testimonials



Benoy Stephen

Director
Y - ULTIMATE

Being one of 10 partner grassroots organizations with Simply Sport has opened many avenues. The respect, warmth and willingness to understand the work we do deeply along with what is our need to amplify our work makes a huge difference. The SSF team also went to pitch our work and find our first corporate donor who adopted an entire community program. Extremely grateful and looking forward to growing the partnership in the days to come.

We at PSM are moved by the passion with which Aditi and her team are going about their work; their work of spreading awareness about the problems faced by women sportspersons. All participants have gained immensely from their interactions. We look forward to further fruitful associations with SSF.



Aditya Prakash

Head Coach
Padukone Sports Management

Highlights of the Year



The Female Athlete Leadership Program has been developed by the Simply Sport Foundation in partnership with Rural Development Trust (RDT), Anantapur – Anantapur Sports Academy in Anantapur. The program aims to empower female ASA athletes with employable skills to help them build a career in sports and beyond as they graduate from competitive sports.



This year we forged a 3-month partnership with Reliance Foundation and did a series of workshops in Odisha, state hostels and High-performance centres. We impacted 700+ athletes and coaches through workshops, period care kits, reading materials and menstrual awareness kiosks.



Two-time boxing world champion Nikhat Zareen joined us in Bangalore to launch our Simply Smiles initiative. The program focuses on educating coaches and enabling them to be the first point of contact to help athletes facing mental health issues. It also hopes to promote open conversations about mental health and break the taboo surrounding the topic.

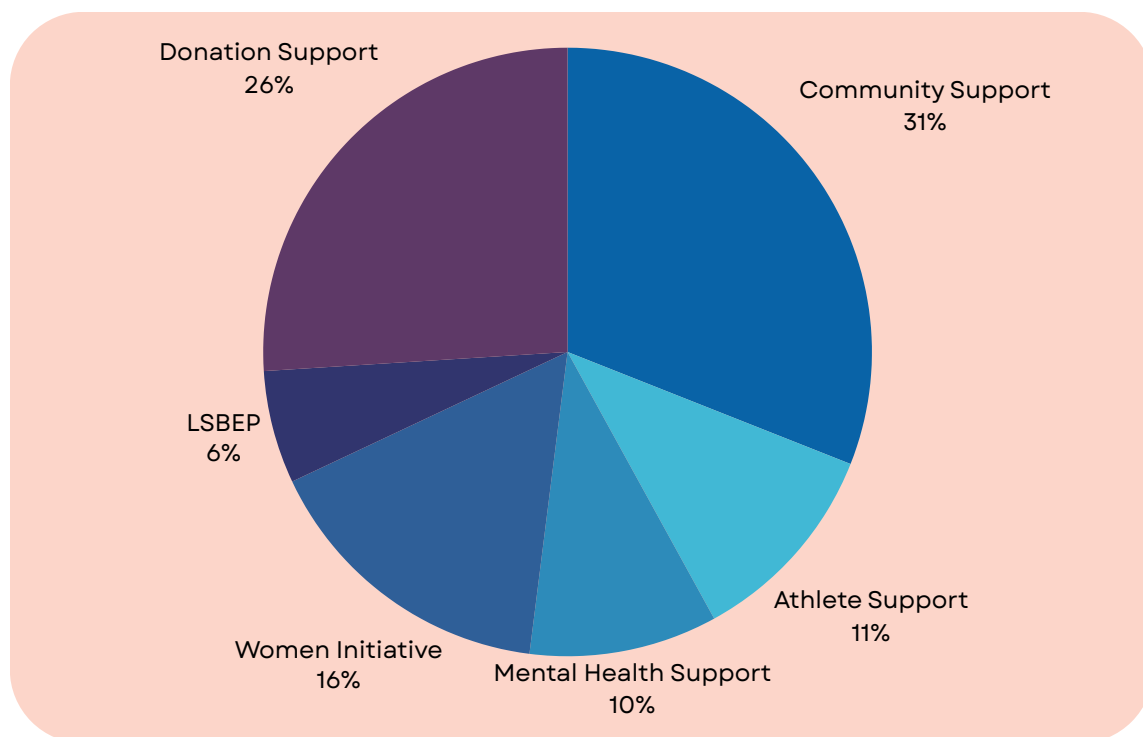
Three of our athletes, Sandhya Rai (rugby), Preethi Kongare (sailing) and Ankita Dhyani (athletics) were part of the Indian contingent at the 2023 Asian Games.

Financials

A lot of crucial events took place from the financial front here at Simply Sport Foundation. It wouldn't be wrong to say that this was a year of arc for SSF as we are accountable and transparent in terms of keeping our stakeholders in the know.

It was pivotal in ensuring that we are not losing out on any compliances that are not facile as the key financial and legal compliances help us to continue making an impact in the sports ecosystem and equally give us credibility.

Here's a sneak peek into how our support was spread across various Initiatives.



Transparency

Please find the link to our audited
2023 Financial Report.



Compliances

Here's a quick look into the key areas that took place.

Approval order for 80G:	We have received the approval order for 80G(Exemption for claiming SSF as Charitable Trust) valid till AY 2026-27 with the unique registration number ABECS7927E23BL02
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Approval order for 12A:	We have received the approval order for 12A(Exemption for claiming SSF as a Charitable Trust) with the unique registration number ABECS7927E23BL01.
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CSR compliance:	We received the approval letter for CSR registration with the MCA vide the registration number CSR00060945.
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Social Media

In 2023, our reach grew with us, as we saw more engagement through all our social media channels. Even our website, which got a brand new look this year, also saw more traffic, especially for some key articles that were published during the year.

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

84,226 ↗ 117.2%

Engagements

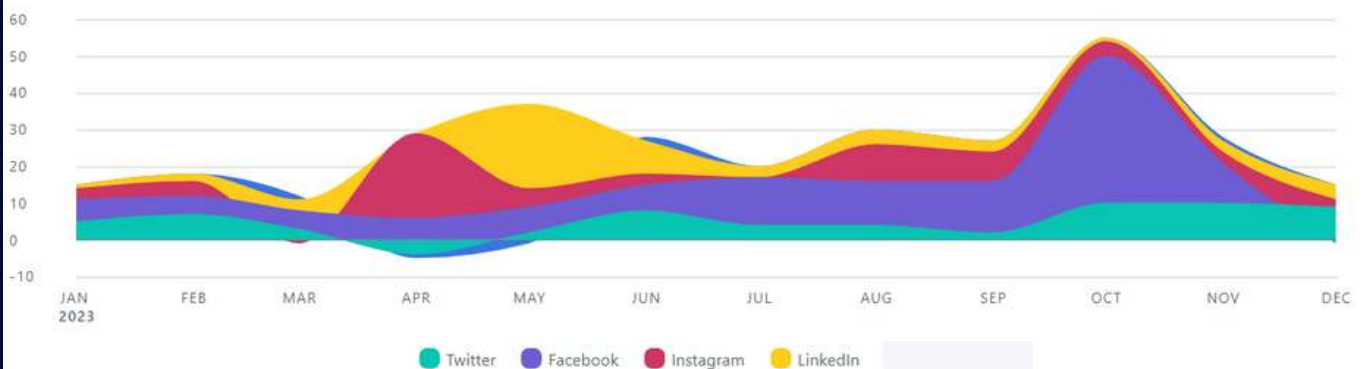
6,905 ↗ 78.8%

Post Link Clicks

427 ↗ 265%

Social media channels - 2022 vs 2023

Net Audience Growth, by Month



Website reach - 2023



The Team

CORE TEAM



Ankit Nagori
Founder



Kanika Nagori
Executive Director



Darshan NK
Head - Programs
& Fundraising



Aditi Mutatkar
Head - Women
& Initiatives



Shashidhar R
Programme manager



Meghana
Accounting Analyst



Sourabh G
Digital Marketing
Specialist



Manasi Satalkar
Research Lead -
Simply Periods



Serah Menezes
Sports Psychologist



Tanazz
Consultant -
Simply Periods



Pradhan
Consultant -
Communications & CSR



Nitin
Consultant -
Operations



Urja Mehta
Consultant -
Simply Smiles



Ishaan Michael
Legal Consultant

SPORTS SCIENCE



Solomon Gomes
Consultant



Darshan Karekar
Fitness coach



Suraj Veer Sharma
Performance Coach



Geetha Ghaliyavar
Sports Nutritionist



Ashwagandha Parade
Sports Psychologist



Anushka Shelke
Sports Psychologist

Note of thanks

On behalf of the entire Simply Sport Foundation team, I would like to express our heartfelt gratitude for your unwavering support of our foundation and our mission to empower athletes. Your generosity has played a pivotal role in enabling us to provide essential resources and opportunities to aspiring and accomplished athletes, helping them achieve their dreams and reach their full potential.

Your belief in our work has allowed us to make a significant impact on the lives of countless individuals. This past year, we have been able to:

- Provide financial assistance to athletes in need
- Offer scholarships to promising young athletes
- Host training camps and workshops to enhance athletic skills of both the coaches and the athletes.
- Enable athletes to participate in competitions and events that showcased their talent

Your contributions have not only benefited individual athletes but have also enriched our communities and inspired a new generation of sports enthusiasts. We are deeply humbled by your commitment to supporting athletic excellence and fostering a culture of sportsmanship.

As we continue to strive towards our mission, we are honored to have you as a valued partner. Your generosity is an integral part of our success, and we are immensely grateful for your continued support.

Kanika Nagori
Executive Director



Let's Make a Difference Together

Since our inception in 2020, we have depended on the generosity of individual donors for most of our donations. We have also had some organizations contribute to the final amount. We look forward to your help going forward as we remain determined to expand our impact in the years to come.

₹ 122,000,000

TINY DROPS MAKE A MIGHTY IMPACT

DONATE TO SUPPORT

Why Donate?

- A chance to succeed in sport and life ✓ Better Equipment
- Hope to inspire a community ✓ Tournament Exposure
- Access to qualified coaches ✓ Education & Life Skills

SIMPLY SPORT

DONATE

Thank you!



Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

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