





FORCA GOA FOUNDATION

Statement Of Accounts And Annual Report 2017/18

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ON - EXECUTIVE CHAIF



Dear All,

It gives me great pleasure to inform you that the Forca Goa Foundation has successfully completed one year of operations. The focus has been on successfully establishing operational processes and this has been a time of immense learning for us.

When I first took over the role of President at FC Goa, I was excited with the scope of the opportunity we had to bring about significant positive change in the state of Goa by tapping into every Goan's abiding passion - Football. Our vision was to use the beautiful game to mobilize and engage with the community, to co-create & implement a shared vision for the sustainable development of Goa.

Towards that end, the Foundation has been engaged in numerous programmes that help empower the community to make more sustainable choices. With 16 centers established across the state of Goa, the Foundation runs various football programmes for children from the ages of 6 to 14. These programmes also serve as tools to help educate not only the children, but also their parents on matters such as gender equality, nutrition, waste management etc. I am proud to share with you that over the course of last year, the Foun-dation has engaged with 8,000 children in Goa.

Initiatives such as our Coaches programme, introduction of a U 12 Girls league (the first of its kind in Goa), remind us that we are treading in the right direction. After establishing a robust grassroots programme last year, this year we are thrilled to be taking it further, by building the FC Goa Academy. The academy will seamlessly connect sustainability, architecture, technology and talent scouting in a holistic manner amidst the Goan landscape we so love and nurture.

I believe that Goa has all the right ingredients to not only become the incubation hub for footballing talent in South East Asia, but also to be a case study in how sport can have a tremendous impact in the development of a state. This is just the first chapter in the Foundation's story. It is our endeavour to keep promoting football, at the highest level, amongst the youth of Goa. The Forca Goa Foundation aspires to be an organisation that will be instrumental in impacting the sustainable growth of the state's younger generations and the community at large, while also helping build a cleaner and greener Goa.

Sincerely, Akshay Tandon

Non-Executive Chair



VORD FROM OUR MANAGEMENT



Dear Friends,

I am excited to introduce you to The Forca Goa Foundation. The Foundation strives to be a responsible force working to advance the common good for Goa by bringing youth and their communities together around the shared culture of football. Learning the game of football and participating in team competitions is an incredibly powerful tool for building confidence and skills that can benefit the individual and community as a whole.

Our programs also bring the lense of empowerment and sustainability to the beautiful sport of football. Forca Goa Foundation delivers a grassroots football program that reaches out to thousands of children across the State and gives them healthy snacks and a diverse set of life-skills including awareness about their own well-being and the holistic wellbeing of their community. Football becomes a catalyst for connectivity, awareness, health, empowerment, leadership and participation in creating a clean and green Goa.

The Foundation has been operational for a year and was officially launched on February 28th, 2018. We were honored to have FC Goa team owner Virat Kohli and Club President Akshay Tandon introduce the Foundation to the world and support us by debuting the Foundation's official Foundation jersey. The Foundation works in partnership with FC Goa, creating spaces and opportunities for increased awareness, empowerment and sustainability in the State.

In our first year we've focussed on:

- building holistic programs at our grassroots centers;
- organizing the statewide Junior Gaurs leagues for schools;
- creating mini football tournaments for the wider community;
- capacity building and leadership development of our coaches;
- piloting new leadership initiatives with youth;
- piloting community engagement and active citizenship programmes

This is just the beginning of the Forca Goa Foundation's story. The Foundation is inspired by the culture and beauty of Goa, and aspires to be a catalyst for the sustainable flourishing of Goa's youth, communities and natural environment. We invite you to join us on this exciting adventure to transform Goa one football field at a time.

With your help and the support of our network of partners, we believe, Forca Goa Foundation can have a lasting positive impact on the next generation of Goans and the future of the state. Thank you for your support!

Sincerely,
Jill Ferguson
Executive Director





OUR VISION

Our vision is to develop healthy, empowered, and aware Goan youth for the individual and collective leadership challenges of tomorrow, on and off the football field and in support of a Clean and Green Goa.

OUR MISSION

Our mission is to work at the grassroots level to transform Goa one football player and field at a time.

OUR MODEL

The Forca Goa Foundation works towards holistic grassroots youth leadership development by bringing empowerment and sustainability to our youth football programmes.



FOOTBALL

Football is the heart and soul of the Forca Goa Foundation. Football acts as a great unifier in Goa and with over a hundred years of football culture, it is one of the few things in the state that brings together people from all backgrounds; no matter their religion, caste, or social-economic class everyone is welcome on the field. This common culture allows the Foundation to reach a large and diverse community and invite them into the game. We work with 6 - 14 year olds across the State to develop Goa's future leaders on and off the field.



EMPOWERMENT

Around our football activities, the foundation educates and empowers youth to make aware positive choices for themselves and their communities through a calendar of Life Skills Programme. We are building capacity of the next generation of Goans to be conscious and caring community leaders.



SUSTAINABILITY

Goa's beautiful landscape is the pride of its people and captures the hearts of visitors from the world over. The State is globally ranked number 9 for its rich biodiversity so keeping Goa Clean and Green is priority for all. We are supporting youth and the greater Goan community to make sustainable choices for individual and community well-being.





OUR COMMUNITIES

The communities that the Foundation influences and impacts are shown below:



OUR IMPACT

8000 youth & their families in North & South Goa through grassroots centers & festivals

Forca Goa Foundation community partners: schools, coaches, supply chain across Goa

1,00,000 FC Goa fans, sponsors & supply chain, stadium + club communications

General public







OUR APPROACH

We use the shared culture of FOOTBALL to bring the community together, and EMPOWER youth to be agents of change for the sustainable well-being of the State



OUR VALUES

Integrity, Transparency and Ethical conduct.



Secular, Inclusivity and Diversity



Equality, Compassion and Respect.





RASSROOTS CENTERS

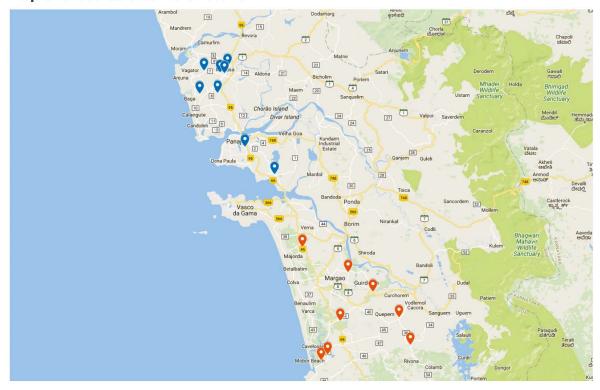


GRASSROOTS CENTERS

The Foundation reaches out to over 1000 children across Goa between the age groups of 6 - 14 years through the Grassroots Center program. The Forca Goa Foundation has tied up with 16 schools to create centers for grassroots football training and associated programmes for students. Each center receives:

- At least two coaches who oversee and run the training sessions for the children.
- Coaches are AIFF certified.
- Equipment is given to each center.
- Weekly training sessions throughout the year.
- Two different age groups (older & younger children) train at different times.
- Encouragement for girls to participate in sessions (a separate women's program is under development).
- Centers either meet every Monday, Wednesday, Friday or Tuesday, Thursday, Saturday with trainings sessions happening either right before or after school.

Map Of Grassroots Centers Location



North Centers

South Centers



RASSROOTS CENTERS



NORTH CENTERS

SCHOOL NAME	TIME	DAYS	COACH 1	COACH 2
Fr. Agnel Central School, Pilar	2.30 pm	Tue, Thu, Sat	Xavier	Caliston
Santa Cruz High School	6.30 am	Mon, Wed, Fri	Xavier	Caliston
St. Brittos High School, Mapusa	2.30 pm	Mon, Wed, Fri	Nayan	Caliston
St. Anthony High School, Guirim	3.00 pm	Tue, Thu, Sat	Somashekar	Rupesh
St. Anthony High School, Duler	2.30 pm	Mon, Wed, Fri	Somashekar	Naresh
Saraswat High School, Mapusa	6.30 am	Tue, Thu, Sat	Nayan	Naresh
St. Joseph High School, Arpora	2.30 pm	Mon, Wed, Fri	Inacio	Rupesh
Assagao Union	3.00 pm	Tue, Thu, Sat	Inacio	Rupesh

SOUTH CENTERS

SCHOOL NAME	TIME	DAYS	COACH 1	COACH 2
St. Rock High School, Velim	6.30 am	Mon, Wed, Fri	Shawn	Benjamin
St. Xaviers High School, Velim	6.30 am	Tue, Thu, Sat	Shawn	Premson
Assumpta Convent, Sarzora	6.30 am	Tue, Thu, Sat	Allan	Benjamin
Fr. Agnel Multipurpose, Verna	6.30 am	Mon, Wed, Fri	Clinton	Nathan
St. Joseph High School, Chandor	2.30 pm	Mon, Wed, Fri	Allan	Premson
St. Rita Maina, Curtorim	2.30 pm	Tue, Wed, Fri	Clinton	Milagris
Our Lady Mother Of Poor, Tilamol	2.30 pm	Mon, Wed, Fri	Johnson	Milagris
Fatima High School, Rivona	2.30 pm	Tue, Thu, Sat	Johnson	Milagris







LITTLE GAURS LEAGUE

The Little Gaurs League is a league structure for kids from the age of five years and above. This league is intended to involve greater participation from children centered as much around match-play as it is around skills development.

- This year, the Foundation has initiated baby leagues at all its centers and conducts
 weekly matches in a league format. The league provides a competitive and safe
 environment for children to test and develop their skills and Forca Goa hopes that this
 encourages more children to take up the sport.
- It has been found that including this type of league structure has actually encouraged more children to join its centers, as the element of competition makes training more fun.
- By creating a league within each center, Forca Goa has also ensured that every child who wants to compete, has the opportunity to do so.
- Teams and thus leagues have been created for 6,7 and 8 year old boys and girls;
 9,10 year olds boys and girls, and 11,12 year old boys and girls. Hence, every age category has an opportunity to participate and compete.
- League games are held every Friday and Saturday at all Centers so parents may also attend if they are available.
- The Foundation keeps track of league results so it can **scout for talent** and form teams for the state leagues that are being planned.





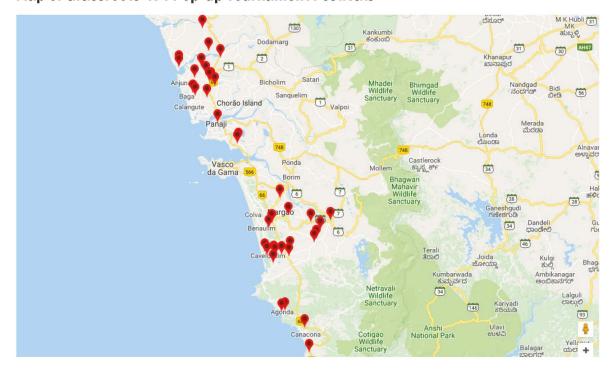


GRASSROOTS 4V4 POP-UP TOURNAMENT FESTIVALS

In its endeavor to make football accessible to children from all corners of the state, Forca Goa conducts Pop-Up Football Festivals at schools and villages that are not part of the grassroots program.

- Festivals are open to girls and boys from the ages of 6-14 and are conducted in a tournament format.
- The pop-up tournaments allows kids to participate in a professionally organised tournament and allows for spotting of talent from remote areas.
- Development officers take the lead on organizing these festivals and every festival works with an additional 50-150 children.
- Each Development Officer is requested to schedule at least ten festivals in a year, each
 one being planned in a new locality, focusing on selecting places that would other
 -wise not have access to football training.
- So far this season, Forca Goa has completed 44 festivals across the state. Refer to the attached map to find out more about pop-up tournament locations.

Map of Grassroots 4v4 Pop-up Tournament Festivals





OUR PROGRAMS: JUNIOR





JUNIOR GAURS STATEWIDE LEAGUE

This statewide league has over **64 schools**, **16 of which are grassroot centers**, participating to claim the title. Last year it was conducted over 3 age categories - **U8**, **U10** and **U12**.

- These leagues saw the state's best young talent come out to compete against one another.
- Both leagues met with a lot of positive feedback and allowed the organisation to provide competitive opportunities to a much larger community of children.
- Forca Goa has also opened up all the leagues to girl participants creating a sepa
 -rate girls league for the U12 age category.
- The league kicked off in January and all the participants were divided into competition pools based on a 10km radius to minimize the amount of travel required by the children.
- The creation of these leagues is a huge step forward for grassroots football in Goa. Prior to the leagues, the youngest league category anyone could compete in within the state was U14 by GFA. That put children and footballers at a disadvantage compared to other countries where training and competition starts at the age of 5 years. The intention is to improve these leagues every year so as to create more opportunities for the next generation of footballers to improve and compete.







COACH THE COACHES

Good coaches will develop good players. And as youth mentors, Coaches are also role models. The foundation seeks to build the capacity of coaches in both football and other life skills to support the holistic development of the youth they train.

- Monthly practical and theory coaching workshops are conducted so coaches can learn, exchange ideas and develop.
- The Foundation encourages coaches to take the AIFF exams so that they keep up with the best coaching practices.
- Five of the coaches have also been selected to go for Phase 2 of the Premier Skills programme which will focus on developing coach trainers.
- Development of a rigorous program of reporting and session-planning so as to continue to learn as a community and improve the coaching provided to the children in all programs.
- In the long term, the aim is to train coaches to be coach-educators and mentors who help instill values in the next generation of players that can benefit them and their communities both on and off the field.
- To do this, the Foundation has a plan to partner with the World Coaches Program to help provide targeted training to coaches so they are well equipped to inspire and train the next generation of community leaders.







GRASSROOTS CENTER'S LIFE SKILLS WORKSHOPS

Forca Goa has a full calendar of life skills workshops that are provided to children it works with. The workshops focus on relevant social issues and aims to be a holistic program that helps young ones develop both as footballers and as people. The Foundation is committed to taking on at least one social issue or life skill topic a month to conduct workshops at every center. Working with **established specialist programme partners**, The Foundation's workshop topics include the following:

NUTRITION

- Forca Goa teamed up with Qua Nutrition for last year, who are experts in nutrition and conducted nutrition workshops at every grassroots center.
- The Nutrition Workshops are aimed towards both parents and children to explain the various nutrients foods give us and to convey the importance of eating healthy foods.
- All children are provided with a healthy nutritious snack after every training as well.
- Children who eat healthy, well-balanced meals will get the right nutrients needed to
 perform well in sports. Qua Nutrition will also be following up with the parents provid
 ing them with further information on Body Development and how to best provide
 nutritious meals for their growing little ones.

GENDER EQUALITY/EQUITY

- The Foundation strongly believes and advocates for gender equality and that no sport, job or colour is gender specific. Starting a dialogue on gender equality is very important as gender inequalities and stereotyping are still prevalent across all age groups. Forca Goa's value of diversity and inclusiveness means our programmes are for all children.
- Opened up all centers, festivals, and leagues to girls across the State.
- Despite this, a sense of uneasiness in some of the boys and adults is still observed, with respect to allowing girls to play.
- The hope is that the gender equality workshops will further reinforce the merit and value of girls on the field and help slowly overcome old prejudices against the same.









WASTE MANAGEMENT

- The garbage problem in Goa is everyone's problem, and therefore everyone must be part of the solution. The Foundation wants to instill an environmental ethic in children that makes them want to protect the land they call home.
- Garbage is a problem issue in Goa and the Forca Goa Foundation is keen to be a catalyst for eliminating this problem.
- Through the workshop on waste management, it aims to make children aware of the growing garbage issue and share a few tips on how we can positively contribute towards solving this issue.
- We also conduct monthly clean ups with our grassroots children in and around our centers.

EMPOWERING LEADERSHIP FOR "CLEAN GOA, GREEN GOA"

In addition to our football programmes in Year 1, Forca Goa Foundation has been researching and prototyping different approaches to fostering sustainability leader ship for a Clean and Green Goa, in the communities around our youth players.

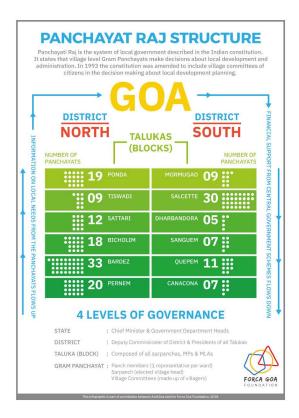
- Youth Leadership in association with Chowgule College, Margao, home to the current FC Goa academy.
- 86 members and interns, Youth Council set up to empower students to take action where it is needed.
- Self-managing group of students leading initiatives with mentorship supported by the Foundation.
- This prototype has provided valuable understanding about how to unlock the poten -tial of Goa's Youth as agents of change using participatory leadership.
- Village committee leadership in association with Live Happy NGO, Assagao, home to one of the grassroot centers.
- Resulted in an understanding of some of the blockages in village level sustainability governance.
- Resulted in the realisation that there is a critical lack of accessible civic information available to community members at village level in Goa.

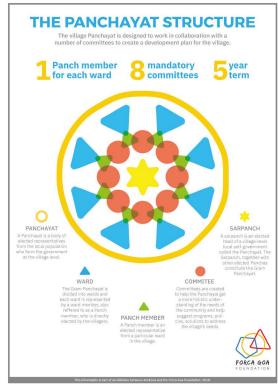


OUR PROGRAMS ESKILLS WORKSHOP



Lead to the development of awareness infographics:





- Collective leadership in association with Video Volunteers, Kokum and Circlewallas, Forca Goa Foundation initiated a statewide initiative to facilitate active citizenship for a Clean and Green Goa "#ACT4GOA"
- The development strategy for "#ACT4Goa" platform has been confirmed by all the parties involved in the initiative
- Development of a website with a "Who's Who" of people working for a Clean and Green Goa, including resources and information to help people make aware and informed choices







OUR TEAM

The Forca Goa Foundation is incredibly blessed with a growing group of dedicated, passionate individuals who believe in our mission and vision.

GRASSROOT COACHES - 15

As football is at the heart of everything, the largest part of the team is made up of our Goan coaches who come from the villages where they coach. These individuals have experienced first hand the life skills and benefits of football. All of them grew up playing the sport and now want to pass on their love for the game to the next generation. They understand better than anyone that not many of the children they work with come from the most stable home environments, which makes the role these men and women play all the more important. They are more than just coaches - they are role models, educators and at times, confidants. As such, it is the goal of the Foundation to provide children with truly passionate coaches who are well trained and supported to handle whatever issues these children might face both on and off the field.

COMMUNITY MANAGERS - 4

The team of community managers focus on making the grassroots program the best it possibly can be. They track our progress as an organization, and help make it more holistic by offering children a full calendar of life skills workshops and nutrition programs. They also help with logistics of running the statewide organization.

DIRECTORS - 2

The Directors are responsible for the vision, mission, and overall development plan for the Forca Goa Foundation. Together they ensure that the opportunity and responsibility to be a force for good for Goa's youth, and Goa more widely, can be operationalised. They understand that the long standing football culture in Goa is a tremendous asset that can be leveraged to help empower youth leadership and a more sustainable future for everyone.

Together these three groups of individuals fuel the Foundation and ensure that the wide range of initiatives and projects continue to thrive and grow. As the Foundation continues to expand its activities and its outreach grows, it hopes to hire more coaches and community managers to help execute the vision and reach long term goals.

BOARD MEMBERS (AS AT 31ST MARCH 2018)

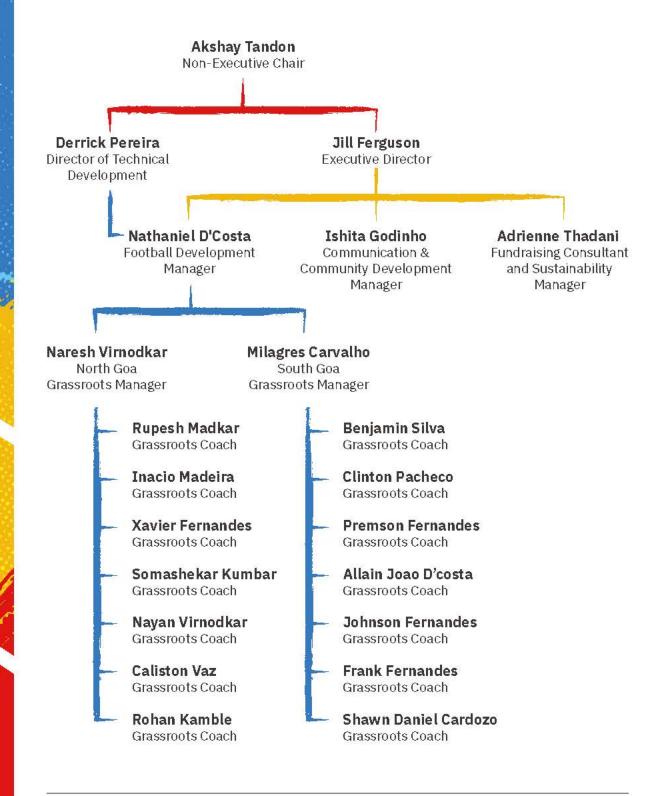
Currently there are 3 board members, mainly from the private sector: Akshay Tandon, Sunil Tandon, Anjali Jaydev Mody. The intention for the following year is to diversify the Foundation's board to include members of the football community and Civil society leaders. The role of the board is to oversee and advise on Strategy, Finances, and Stakeholder reach.







OUR ORGANIZATION STRUCTURE







Akshay Tandon - Non-Executive Chair

With over a decade of strong entrepreneurial experience spanning different sectors such as Communication, Branding, Technology, Content & Sport, Akshay has a deep understanding of emerging media trends, consumer & technology convergence. He has successfully built & led organizations in the Digital, E-Commerce, Social Entrepreneurship & Sporting domains. In 2016, Akshay took over as Co Owner & Club President of FC Goa. He believes that the focus for each club must be youth & grassroots development in order to develop football in the country. He has ensured, through his foundation (Forca Goa Foundation), a proper structure for youth & grassroots development in Goa so that kids from the state are given proper coaching from a young age. The future, he believes, lies in India producing world-class football talent.



Jill Ferguson - Executive Director

Born in Bothell, WA, Jill moved to India 6 years ago upon completing her Masters in Peace Studies from the Kroc Institute of Peace and Justice at the University of San Diego. For the last 2 years she has been working at the helm of the Forca Goa Foundation as the Executive Director of the organization. She has a specialization in Human Rights and Development with a sub-focus in Environmental Issues. Prior to working for the Foundation, Jill started a conscious tourist operation called Vaayu with her business partner Rahul, which is entering its 6th season of operation in North Goa. In her work at the Foundation she hopes to empower the next generation of Goans to channel their love for football to help them work towards co-creating a more sustainable future for both themselves and Goa.



Ishita Godinho - Communication & Community Development Manager

Goa-born, Ishita Godinho first got involved in community work at the age of 19, helping marginalized children and families support themselves in various ways from her local communities. At the age of 21 she started her own NGO, Goa Outreach, which helps more than 80 children realize the dream of getting an education. She's hardworking, passionate and fiercely ambitious about her plans to help more people within the community. As an avid football fan, Ishita hopes to help bring more girls into the sport and is leading the way with the Foundation's #Football4All campaign.





Adrienne Thadani - Fundraising Consultant and Sustainability Manager Born in Washington D.C., Adrienne whose father is originally from Mumbai, decided to move to India eight years ago. Shortly thereafter she set up her own non-profit - Fresh'N'Local. An organization who is committed to teaching people about the importance of urban gardening through their Flyover Farm in Mumbai. Through her role at the Forca Goa Foundation, Adrienne hopes to encourage holistic

health in the next generation of our athletes through locally sourcing organic and seasonal produce for the Foundation's nutrition program.



Nathaniel D'Costa - Football Development Manager

Nathaniel D'Costa is the Football Development Manager for the Foundation. Born and raised in Goa, Nathaniel has worked in multiple industries as an Investment banker, writer and artist manager across Bangalore and Bombay. He holds a post graduate diploma in journalism and has been following Indian football for about a decade; writing for online news portals and working as the media manager for clubs and football management agencies. His love for the game encouraged him to go on to get his D License, making his way through the Premier Skills Program and getting selected all the way to the instructor level of the course. In his new role as Football Development Manager, Nathaniel acts as the the point of contact between the Technical Director of Football for FC Goa, Coach Derrick Pereira and the Foundation insuring both parties come together to make our grassroots program the best it possibly can be.

OUR GRASSROOTS COACHES

All of our grassroots coaches come from the villages they work in and have been involved with the game for a majority of their lives; either as players, referees, or assistant coaches. As grassroots coaches and role models, they now wish to share their passion and knowledge for the game to the next generation.

NORTH GOA COACHES



Naresh Virnodkar Grassroots Manager & Coach (B License)



Rupesh Madkar Grassroots Coach (C Licence)



Somashekar Kumbar Grassroots Coach (D Licence)



Nayan Virnodkar Grassroots Coach (D Licence)



Inacio Madeira Grassroots Coach (C Licence)



Xavier Fernandes Grassroots Coach (D Licence)



Caliston Vaz Grassroots Coach (D Licence)



Rohan Kamble Grassroots Coach (D Licence)

SOUTH GOA COACHES



Milagres Carvalho Grassroots Manager & Coach (B License)



Benjamin Silva Grassroots Coach (C Licence)



Clinton Pacheco Grassroots Coach (C Licence)



Premson Fernandes Grassroots Coach (D Licence)



Allain Joao Dcosta Grassroots Coach (C Licence)



Johnson Fernandes Grassroots Coach (D Licence)



Frank Fernandes Grassroots Coach (D Licence)



Shawn Daniel Cardozo Grassroots Coach (D Licence)





TRANSPARENCY & ACCOUNTABILITY

We are committed to maintaining the highest levels of integrity, transparency, and ethical conduct. Keeping this in mind, we present a full audit of our first year of expenditure as a Foundation. This financial section also includes money spent directly on operational activities by FC Goa, our sister organisation (trading as Goan Football Pvt. Ltd).

REGISTRATION DETAILS

REGISTRATION	REGD. DATE	REGD. NUMBER	VALIDITY
Section 8 Company			Permanent
12AA	20/08/2018	50244-A	Permanent
80G	In Process		Permanent

Main Bank | HDFC Bank | Account Number: 05422320005540

Distribution of Paid Staff According to Compensation Level on 31st March 2018

Gross Salary + Benefits Per Month (Rs.)	MALE	FEMALE	TOTAL
<5000	18	0	18
5000-9999			
10,000-19,999	14	0	14
20,000-29,999			
>30,000	2	4	6
Total	34	4	38

Staff Contract Details on 31st March 2018

Employment Contract	MALE	FEMALE	TOTAL
Employees Full time (remunerated staff)	16	2	18
Employees Part Time (remunerated staff)	18	0	18
Consultants Full Time (remunerated staff)	0	0	0
Consultants Part Time (remunerated staff)	0	2	2
Volunteers Full Time (pro-bono)	0	0	0
Volunteers Part Time (pro-bono)	3	0	3
Total	37	4	41



TRANSPARENC' ACCOUNTABILITY



2017-2018 EXPENSE AUDIT

We are committed to maintaining the highest levels of integrity, transparency, and ethical conduct. Keeping this in mind we present a full audit of our first year of expenditure as a Foundation. This financial section also includes money spent directly on operational activities by FC Goa, our sister organisation (trading as Goan Football Pvt. Ltd).

PROGRAMS	EXPENSE (In Rs.)
Grassroot Centers Coaches Fees Equipment	6030000 5500000 530000
Nutrition Program	1865000
Data Collection & Web Development	446000
Junior Gaurs Leagues	1020000
Festivals	247500
Life Skills	852000
Youth Council	173500
Fundraising, Admin & Accounts	1560000
Total Expenditure	12194000











THANK YOU & THE WAY FORWARD

Our year spent working with grassroots development through football has allowed us to reflect, adjust and look to move forward with a clearer sense of thought and purpose. We are proud of what we have done and achieved in this time but are also conscious that there's a lot more work that needs to get done to get us closer to our goals.

We have felt the passion that football brings in this unique Goan identity and faced the hurdles and infrastructural challenges of the land. Now that we've identified systematic gaps in the footballing pyramid, the next objective is to bridge that gap.

Through our state-wide leagues, we hope to bring year round competitive football to girls and boys at their formative years. We will attempt to build on our nutrition program so that it provides the right diet for our young developing athletes. Inclusivity is also going to play a huge part of our community initiatives going forward. We also would like to improve the impact of our Life Skills program by increasing the number of workshops we hold with each group of kids we work with. It's another important year for the Foundation and we know that we can only achieve what we set out to do by getting all our stakeholders on board with our programs.





forcagoa.org

Follow us to stay in touch!



