



Sport Is Your Gang Report

Part 1

A summary report on Sport Is Your Gang initiatives in
IFMA Member Countries

Introduction

The Sport Is Your Gang (SIYG) initiative was launched after an M.O.U. was signed between the International Federation of Muaythai Amateur (IFMA) and L'Organisation Pour La Paix par le Sport ("Peace and Sport" Organisation, P&S) in 2011. Giving back to communities is a central part of Muaythai's values, and SIYG provides an important platform for increasing social benefits in communities around the world.

The initiative draws on existing Muaythai social projects practised by IFMA's member National Federations (NFs) as well as new projects which have originated directly as a result of SIYG. Part of the idea behind SIYG was to create an umbrella grouping under which to classify the diverse array of social initiatives in which IFMA's members are involved, for three key reasons:

- As a means of providing a structure and guidelines to NFs running social projects
- Creating a single, united message
- Encouraging and requiring social responsibility programs from all NFs

Some of the projects listed in this report are well established, coming under the umbrella of SIYG as veterans. The NFs related to these older projects are in the position to share resources and their experiences with less experienced NFs. Other projects listed in this report are recent, having emerged only in the past two years in parallel with the SIYG initiative.

What is the reasoning behind Sport Is Your Gang?

Combat sports have become known as a platform through which disadvantaged and marginalised youths are able to bring structure to their lives, learning skills and core values that will aid them in their development whilst being supervised in a supportive environment.

Within disadvantaged and/or marginalised communities, it is not uncommon for youths to find themselves on the wrong path, particularly if they have faced a challenging upbringing. Even those fortunate enough to have had a fair start in life can still find themselves in a social group or situation from which a downward spiral can begin, placing them at increasing risk. This, when added to existing socio-environmental stress within communities (such as high crime rates, fewer opportunities for education and employment) can further perpetuate a vicious cycle.

In many martial arts such as Muaythai, competition is an objective that is truly secondary to such goals as self-improvement, participation within a group, and the enjoyment of learning for its own sake.

Martial arts have physical rewards, but more important are the psychological benefits. Students of all ages enjoy a significant boost in their self-esteem and composure; their training instills a higher level of emotional maturity. Acting with self-discipline and self-control is considered to be more professional and acceptable, both in training and in life, and this leads to the development and/or realization of valuable life lessons.

Martial arts have an important role and effect in crime prevention. Martial arts prevent crime through deterrence, the reinforcement of morals and values as well as rehabilitation. Individuals trained in martial arts may be better equipped to defend themselves and hence this decreases the chances of a crime occurring.

The overall effect of practicing Muaythai is that individuals increase their self-esteem, locus of control, and personal discipline. Apart from developing social and traditional values, the practitioner also follow strict regimen and protocol. Firstly, active participation in any martial art leads to increased attachment between athletes, their teammates and instructors. Such bonds have been shown to reduce anti-social behaviors. Secondly, competitive participation builds an athlete's commitment to a particular cause and to conventional lines of action, as to deviate would mean a loss of athletic standing. Thirdly, the time required to practice and succeed in Muaythai decreases, by default, the time available for socially deviant behavior.

Furthermore, martial arts such as Muaythai have an advantage over traditional collegial or familial institutions. A martial arts instructor's methods of discipline are different from those of a schoolteacher or parent. This enables the instructor to efficiently and effectively steer the pupil away from potentially criminal behavior. Martial arts assist in maintaining a safe and comfortable community as well as providing opportunities for growth and respect.

Muaythai instills discipline and respect towards others. In addition it provides opportunities for involvement in a legitimate activity with a consistent reward structure. In this way Muaythai and martial arts in general provide an alternative route to success that prevents repeat offences. Where traditional institutions such as schools, families or the criminal justice system fail to prevent crime, martial arts can succeed. An errant youth labeled as a failure in school may succeed in martial arts and learn values such as respect, honor, excellence and fair-play, four of the pillars of Muaythai.

Sport Is Your Gang Report

Reporting is an important tool for measuring growth and communicating, as well as a means of improving transparency.

The feedback which IFMA receives on SIYG projects around the world keeps the IF informed about the progress, challenges and successes of its member NFs, and allows the IF to share and promote these projects further.

Feedback also provides a space for reflection, as the NFs provide the IF with real life case studies, which open up room for the IF to help the NFs develop their programs further or choose new strategies.

The following 10 Case Studies provide a range of examples of how NFs interpret SIYG and social responsibility and seek to give back to their communities.

The SIYG Report is intended to be an ongoing series which performs a complete survey of all Muaythai social projects currently ongoing globally. It is meant to raise awareness about social responsibility and provide a platform for NFs to showcase their work, including as a means of gaining financial aid from sponsors or government grants to improve the quality and delivery of their projects.

Part 2 is projected to be completed by December 2013 and will cover the following ten countries: Hong Kong, India, Iran, Kazakhstan, Macau, New Zealand, Nigeria, Russia, Singapore, and Uzbekistan.

Case Study 1: Argentina

City: Buenos Aires

Community profile:

Social assistance is required for street children or children in need, who are socially excluded in Bajo Flores, one of the neighbourhoods in Buenos Aires. A non-profit organisation called Sol Naciente has existed in Bajo Flores since 1998, aiming to serve the physical, psychological and social needs of a segment of the population which is not covered by government institutions or services. Sol Naciente is established in the community and provides, on average, 700 meals a day and a place where families or people in social difficulty can take refuge.

Programme: "Muaythai para Todos" (Muaythai for everyone)

The sport of Muaythai is used as a social inclusion program for children who face various problems which marginalise them, including homelessness. The Muaythai community in Buenos Aires also donates resources and provides social assistance to Sol Naciente.

Starting Time Frame: 2012

Ages: 6-14

Numbers: 50 per group (number not static)

Sponsor/partner: 10 Volunteers run the Muaythai program. Social assistance is donated to Sol Naciente.

More information: www.solnaciente.org

Contacts: muaythaiargentina@gmail.com



Case Study 2: Brazil

Currently Confederação Brasileira de Muaythai Tradicional (CBMTT) is running projects in several locations throughout Southeast and Northeast regions where youth are prone to fall under influence of organized crime and drug trafficking.



Rio de Janeiro, City Sao Goncalo

Community profile: Participants are from a poor neighbourhood, typically victims of crime, or bullying; one participant has mental disabilities and is often targeted. Many of the youth participating have attention deficit and hyperactivity disorder, face school failure, and several suffer from social malaise including stuttering and nervous tics.

Programme: Muaythai training 2-3 times a week, for fitness and self-defense. Participant's individual availability means that not all students attend all the time. The goal of the program is improved self-esteem and social ease. Improvements reported at school and at home include the development of positive attitudes, increased self-confidence, and the ability to focus or concentrate better.

Starting Time Frame: 2013

Ages: 9-74 (Mixed ages, the group is open to anyone interested)

Numbers: 30-35 per session

Sponsor/Partner: Community helpers volunteer their time



Two programs are conducted by the CBMTT in conjunction with Evangelical Church in the City Ilha do Governador and in Paraiba, City Joao Pessoa in conjunction with City Hall Council.

Community profile: Favelas on Ilha do Governador and of João Pessoa are areas where assaults and violence can be common as most of favelas are controlled by organized crime groups involved into drug trafficking and child prostitution.

Programme: Muaythai training is conducted 3 times per week in a location chosen by the Evangelical Church and City Hall Council. The goal of these programs is to help participants to gain a new outlook on life, and prevent their involvement in organise crime, drug trafficking and prostitution.

Start Date: 2012 and 2013

Ages: 7- 35 years old and 12- 40 years old

Numbers: 15-20 per session

Sponsor/Partner: volunteers from CBMTT supported by the Evangelical Church and City Hall Council

Projects in progress:

Rio Grande do Sul: There are numbers of marginalised communities in Brazil, and it's not uncommon for children to take the wrong path in life, especially if they are facing challenging situations at home or school. The CBMTT believes that sport can provide a new way for children and teenagers at risk and in conjunction with the State Government of Rio Grande do Sul has developed a program which addresses 2 000 students of state and municipal schools.

More info: www.facebook.com/ConfederacaoBrasileiraDeMuaythaiTradicional

Contacts: Ms. Ingrid Jost- ingridjost@msn.com

Case Study 3: Germany

In Germany, there are three social projects currently in process.

1. Muaythai Violence Prevention

Since 2011 the gyms of the Muaythai Bund Deutschland (MTBD) have been working in the field of violence prevention with children and youth in the age categories of:

- A) 10 until 14 years
- B) 15 until 17 years

These violence prevention Muaythai training courses are of 3 months duration, led by a police officer and the President of the MTBD, Detlef Turnau.

All participating children and youth come from poor or underprivileged families, and cannot afford to pay membership fees to sports clubs. The courses are offered free of charge, and the equipment is sponsored by Jefferson Sports.

2. Donations for Social Assistance

This is an initiative planned for November 2013. In this case, MTBD is working in cooperation with Die Tafel, a well-known non-profit organisation in Germany, which provides food to the homeless. MTBD is organising a Martial Arts Seminar in November. All seminar fees will go directly to Die Tafel. Participating martial artist at the seminar will come from the disciplines of Muaythai, Hap Ki Do and Kempo Naada.

3. Muaythai Rehabilitation

Since 2011, the MTBD has cooperated with the court which presides over Duesseldorf and Grevenbroich to offer rehabilitation services for young offenders. Youth who are found guilty in juvenile cases are offered the option of going to jail or performing social service in MTBD gyms.

Offenders who choose to do social service are also offered the chance to train Muaythai, and to be exposed to the discipline and values of the martial art.

More info: www.Jefferson-Sports.info and www.MTBD.de

Contacts: Mr. Detlef Turnau-
muaythai@t-online.de

Case Study 4: Peru



City: Lima

Community profile:

“Alto Peru” is a lower-class neighborhood, one of the toughest in the district of Chorillos. Youth are exposed to crime, violence and gangs.

Programme: Proyecto Alto Peru “Taller de Muaythai” (Muaythai Workshop)

In cooperation with Proyecto Alto Peru (a social initiative to provide sporting and cultural opportunities to the disadvantaged in Alto Peru), a team from the Peruvian Muaythai Federation went to a community courtyard in Alto Peru, cleaned it and began training. Neighbourhood kids came to watch and were offered the chance to try Muaythai. The next week the team came back, cleaned the neighbourhood and offered Muaythai training again. Before the third week, they told the kids that the courtyard had to be clean when they arrived, or they would not offer training. When they arrived, it was spotless. The team offered Muaythai training every Saturday during the summer. Participants were given their own uniforms and some equipment to take care of, and showed up clean and ready for training, taking the program to heart.

Starting Time Frame: 2013

Ages: 10-16

Numbers: 30-40, per session (Mostly male)

Sponsor/Partner: Everlast donated Muaythai equipment and Proyecto Alto Peru was the community partner (<http://www.altoperu.org>)

More info: www.muaythaiperu.com/html/noticias/muay-thai-responsabilidad-social.php

Contacts: Mr. Rodrigo Jorquera- rodrigo@muaythaiperu.com



Case Study 5: Portugal

City: Lisbon

Community profile:

Participants come from rough neighbourhoods around Lisbon. Often they are young men without much education or any vocational training.

Programme:

Portugal's National Muaythai Coach offers discounted evening Muaythai training classes. A minimal fee is charged so that participants feel invested and respect the training and equipment. Participants have the opportunity to compete nationally, and internationally if their training is successful.

Starting Time Frame: 2008

Ages: 16-20

Numbers: Several hundred

Sponsor/Partner: None

Contacts: Ms. Maria Mourinha-
maria_mourinha@hotmail.com



Noted challenge:

The NF notes that these participants show promise and potential in C and B class. However, making the transition to A class is more difficult for those who have a limited educational background. As the sport becomes more psychological, mental discipline and perseverance become key skills. Only a handful of the participants are able to make the transition to elite level competition.

Remarks:

In this case, the NF could focus on values education and providing other career service training to those participants who are interested and know they do not have a future in competitive Muaythai. As the NF has already built these relationships, it can broaden them.

Case Study 6: South Africa

City: Cape Town

Community profile: Participants come from poor neighbourhoods where gangs and drug abuse can be pervasive elements of their environments. Violence and crime abound and self-esteem can be very low for youth who feel they have no opportunities and a small future.



Programme: The South African Amateur Muaythai Federation (SAAMF), under the presidency of Quentin Chong, has long been a pioneer of “Muaythai Against Drugs”, a program designed to target school-age children, encouraging them to engage in sport, such as fitness Muaythai, pursue their studies and avoid drugs. The cultural aspects of Muaythai were a focus, with emphasis on the ritual Wai Khru dance and incorporating South African culture through drumming circles.

In its evolution towards SIYG, SAAMF has expanded its age range to address the challenges and decisions facing older youth. Muaythai training offers mentorship and training in martial arts values, in self-discipline and self-control. Emphasis is placed on having a safe environment and a community that one can trust. Training takes place every Saturday.

SAAMF has used a "development team" for the past five years, including youth who come from its social project training programs, on national teams which compete nationally and at the international level.

Future goals include the construction of a “Muaythai Home” in the development townships, complete with a fitness centre and training areas, seminar and resource rooms, and dormitories.

Starting Time Frame: 2007

Ages: 8-18

Numbers: 2,000

Sponsor/Partner: Amy Biehl Foundation

More info: <http://www.amybiehl.co.za/sport/>

<http://tellusworld.org/entry/amy-biehl-foundation-0>

Contacts: Mr. Lester Lombard-
lester@dragonpower.co.za



Case Study 7: Sweden

City: Stockholm

Community profile:

Stockholm is a city with common urban problems: juvenile delinquency, immigrant integration challenges, and crime. The Frysbox project work with all types of youth: victims of crime, socially vulnerable youth, newly arrived immigrants who don't speak the language yet, but also any youth without social problems who simply want to participate in the Frysbox project.



The project targets youth living outside or on the fringes of society, in order to give them a place to connect. Some come from broken homes, or have no family at all. Frysbox provides a place with a mixed group of young people, coming from different backgrounds. Frysbox tries to provide a safe place for youth to grow and develop in the right direction.

Starting Time Frame: 2007

Ages: 13-20

Numbers: The current project works with 5 groups, 20 youth per group. During the school year, Frysbox also works with students, increasing its reach. In 2012, around 500 kids tried Muaythai through Frysbox in their schools.

Programme: Frysbox

Frysbox is a social project working through Muaythai martial arts training as an opener to engage in dialogue. Training together creates cohesion and teambuilding, allowing youth to dispel their energy through physical activity. After training, they sit down and dialogue to work through different exercises, with a trained facilitator acting as moderator. The goal they are working toward is to have self-esteem, self-confidence, values and the courage to stand up for their own opinions.

Two of the principal trainers in Frysbox are former Muaythai World Champions. Thanks to its success, a summer Frysbox program has also been introduced. There are plans for expansion to other Swedish cities.

Sponsor/Partner: The program is a cooperation between Fryshuset and TiP Muay Thai IF, a Swedish Muaythai gym.

More info: <http://frysbox.fryshuset.se/> <https://www.facebook.com/Frysbox>

Contacts: Ms. Pernilla Johansson- pernilla.johansson@fryshuset.se

Case Study 8: Ukraine

City: Odessa

Community profile:

In Odessa, there are high numbers of homeless youth who live rough, many inhabiting the city's sewer tunnels. There are also a number of orphanages, where children may lack a sense of community.

Programme:

The National Federation offers food and shelter to homeless youth, accompanied by Muaythai training. The training provides the youth with a framework, discipline, and an ethos, to counteract the often lawless reality of the streets, where violence and drug addiction are insidious. Youth can make a decision to continue with their training and stay off the streets.

The National Federation also has a partnership with the city's Orphanage No. 5, providing the orphans health and fitness activities through Muaythai.

Starting Time Frame: 2007

Ages: 10-18

Numbers: 2,000

Sponsor/Partner: Odessa Orphanage No. 5, City of Odessa

Contacts: muaythai@soborka.net

Case Study 9: United Kingdom

City: Nationwide

Community profile: Launched in 2011, Sportivate is a nationwide campaign in the UK, legacy project related to the London 2012 Games. Its initial aim was to provide teenagers and young adults (aged 14-25) with opportunities to receive coaching in their sport of choice, with the end goal of guiding them toward regular participation within their community.



Sportivate provides youth who many not be inclined to do sport access to 6-8 weeks of free/subsidised coaching in a range of sports. After this period, they will be supported to continue playing sport.

Originally planned as a four-year programme, due to its success, additional funding of £10m per year was invested to allow Sportivate to run until March 2017. Sportivate has also extended its age group to include 11-13 year-olds. Sportivate was planned as a programme for social inclusion, targeting people who have a disability and people from black and minority groups.

Programme: UKMF Sportivate New Junior Participation

The UKMF has planned to make the most of Sportivate to improve and expand its Junior Muaythai League. As Sportivate is intended as a tool for social inclusion, UKMF is targeting new youth participants, especially the disadvantaged, who may be drawn to Muaythai as a "tough" sport. The goal is to enable values training, teach discipline, provide a sense of belonging, and grow Muaythai.

Starting Time Frame: 2012

Ages: 11-14

Numbers: Available at all UKMF member gyms (200 gyms), there are an estimated 15-20 new participants per gym.

Sponsor/Partner: Sportivate is a £56 million National Lottery funded London 2012 legacy project

More info: www.facebook.com/UKMTF and www.sportengland.org/about_us/places_people_play/sportivate.aspx

Contact: Mr. Ryan Rudkin- ryanrudkin@singto.co.uk

Case Study 10: Thailand

City: Bangkok

Community profile: Bangkok and its surrounding areas comprise a population of around 14 million people, with a wide array of socio-economic situations. Bangkok has several slum communities, one of the best known being Klong Toey. Local mafia, drug dealers and gangs are a part of these urban landscapes. Boredom and alienation affect many youth, leading them down paths which are destructive.



Programme: Growing out of the “Muaythai Against Drugs: Find the Right Path” campaign established by General Pichitr Kullavanijaya, Privy Councillor to HM the King of Thailand, there are numerous Muaythai social projects in Bangkok. In the form of Muaythai fitness programs, they take place every Saturday in underprivileged communities, providing food, uniforms and equipment. Youth are trained in the cultural arts of Muaythai, engaging in fitness activity. Those who excel gain the opportunity to travel to international events, demonstrating ritualised performance styles such as Muay Boran. These projects aim to provide a wider perspective and encouragement that there are positive opportunities in life which can be reached through education and self-discipline.

Starting Time Frame: 1999

Ages: 6-18

Numbers: 10,000

Sponsor/Partner: Amateur Muaythai Association of Thailand

Contacts:

Contacts: Mr. Pichit Rommaneechaneeya- com248@hotmail.com



Case Study 11: England

City/Area: Cambridgeshire

Community profile: The local community is mainly social housing and benefit reliant families, from a fairly remote part of town with little facilities available to local families.

Programme: Just Kick It!

The programme targets youths from families who may have difficulties finding funds for their sessions, and also juniors with little to no awareness of Muaythai.

The programme aims to help youths and the juniors become more active by using martial arts to give them a focused area of interest, helping them meet new people and try to achieve a high enough standard for competition or grading.

The 'Just Kick It!' programme is currently active and running well with hopes that the future will see some of the juniors taking part at a high level at one of the junior IFMA world championships.

Starting Time Frame: April 2014

Ages: 7-17 years

Numbers: 15 participants

Sponsor/Partner: Sportivate – Lottery Funded – Sport England

Website: www.youjustkickit.co.uk

Contact: info@singto.co.uk – 07734 448803



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www.youjustkickit.co.uk

Case Study 12: Trinidad and Tobago

Community profile: The local community is one of low income, limited to no recreational facilities and with a moderate crime rate.

Programme: Women, youth, and underprivileged programme

The programme targets high risk and underprivileged youths with idle time on their hands that may be directed towards destructive behaviour and associations. The programme aims to gauge these youths and help change their direction. The programme will grade them in MuayThai so they will see themselves in a positive light and raise them up to a stage where they themselves will be able to teach Muaythai and spread the art.

The National Muay Thai Council of Trinidad and Tobago has instituted this programme through the initiative of the President Mr. Brendon Burke who put through a proposal to the Ministry of Sports who are the major financiers of the programme.

The Women, youth, and underprivileged programme is ongoing.

Starting Time Frame: January to December 2015s

Ages: 4-17

Numbers: 60 participants

Sponsor/Partner: Family Mart, Miscellaneous Marketing, & Ministry of Sport

Contact: Brendon Burke, President NMCTT, Rep for IFMA & WMC 1-868-747-6800

email asakiniun@hotmail.com

Case Study 13: Italy

City/Area: Rho (Milan)

Programme: High School of Education Technology To Address Sports

The programme targets male and female students in high schools.

The programme aims to expand active experiences of students in many fields; enhancing group activities; undertaking an orientation detecting attitudes and individual vocations. Specifically, sports activities take place in harmony alongside education so as to promote the habit and appreciation of muaythai practice. Students will work in groups and individually, learning to confront and collaborate with their peers following shared rules to achieve a common goal. The knowledge and awareness of the benefits brought about by the practice of Muaythai, leading to positive attitudes and active and healthy lifestyles.

Inspired by the guidelines issued by the Ministry of Education, University and Research on 4 August 2009, the Institute Mattei for sports promotion is home to the School Sports Center and participates in the Student Sports Games. By virtue of the experience gained in the field of sport, it was decided that the new course in sports specialization would run for the school year 2015-2016. To implement this, the Institute has acted as part of teaching autonomy, planning and organizational accorded to educational institutions by law, in particular by Presidential Decree 275/99 and, for Technicians, by Presidential Decree 88/2010 art. 5.

The project is currently at an experimental stage to be confirmed, at ITCG "E. MATTEI "Rho (Milan)

Time Frame: September 1, 2015 - June 15, 2016

Ages: 16-20 years

Numbers: Approximately 200 students

Sponsor/Partner: Ministry for Education, University and Research

Website: www.matteirho.it

Contact: Prof. Ruggiero Dascanio – maestro@dascanio-gym.com –
<https://www.facebook.com/DASCANIO.GYM> - ITALIAN MUAY THAI FEDERATION –
FIMT/IFMA

Case Study 14: Germany

Programme: Muaythai Against Drugs

The programme targets socially exposed school children

This is the first appearance of Muaythai in German schools – although the school chosen to host the project is Gesamtschule 2 Grevenbroich - Public school. The programme aims to encourage youth to train muaythai, educating them to see the benefits of the sport and the future it can give them. Schools, youth centres, social workers, banks and police will engage in the project. The motivation behind this project is the major problems with violence and drugs faced by children at schools and for the children to be able to stand firm and say “NO” to both issues.

Time Frame: Started Sept 2014

Ages: 11-13 years

Numbers: Two groups of 30 children

Sponsor/Partner: Financial support by Jefferson Sports Co., Sparkasse Neuss, Allianz Insurance Co.

PR Agency Vomhoff Düsseldorf (one of the most expensive PR Agencies in Germany)



Case Study 15: Madagascar

City/Area: Antananarivo

Community profile: The local community is mainly social housing and benefit reliant families, from a fairly remote part of town with little facilities available to local families.

Programme: SOK Competition, GALA , Muay Thai Training Center, Thai Culture and Language, other training.

The programme targets socially vulnerable youths and anyone who is interested in Muaythai.

FMMDAA aims to build trust and a sense of community with one another for the Malagasy young people and anybody who is interested in the MuayThai Discipline . It also values:

- *Respect - Respect one another and oneself. Do not be proud.*
- *Honour –Be self-disciplined and gracious; when you are strong, use your power to help others;*
- *Fairplay – Be honest, do not cheat.*

In brief, it highlights one's and other's welfare with Disciplines. They are doing their best to promote MuayThai throughout Madagascar and incite natives to practice the art.

The programmes aim to instill MuayThai disciplines in people's heart in order to live in a better way and to testify its value. The programmes are ongoing and run with the intention to rise to the occasion and succeed in national or international competitions in the future.

Despite the recent implementation of the Muay Thai National Federation of Madagascar and the lack of equipments, they have been coping well with the situation and hope to achieve their goals sooner or later. They are open and appreciative towards more contributions and sponsorships.

Starting Time Frame: 2014

Ages: 5-55 years

Numbers: 100 participants

Sponsor/Partner: The Ministry of Youth and Sports; Thai Embassy.

Contact: vevyrh@yahoo.fr / Tel N° +261 34 04 514 12

Building a “Sport Is Your Gang” (SIYG) Project in your home country

- **Who** are you targeting?

What age group? Where will you come in contact with these youth? From contact with a school? With a juvenile center? With a social worker? With law enforcement?

- **What** laws do you need to know about?

Do you need a permit to organize such a project in your home city? What precautions must you take to ensure medical safety? What laws must you follow to ensure child protection?

- **Where** are you building your project?

In a school? In a gym? In a town? In a city? What kind of community support will you have?

- **How** will you run it?

Who will run the project and manage it? Who are the local stakeholders who will take the project to heart and support it?

Implementing SIYG

Find the right partnership:

- A school network
- A social or youth organization (Ex. YMCA/YWCA)
- A juvenile centre/ law enforcement
- A local gym
- A network of social welfare workers
- What connections does your federation have?

What social problems do you recognise in your local community?

Funding

What resources are available to you?

- Government funding
- Private sponsor funding
- Community based funding

What kind of funding?

- Cash
- In kind (Free gym or room space, free snacks provided for the kids, equipment sponsor, etc.)

Starting from scratch:

Research what kind of funding may be available for this type of youth project.

Building on a foundation:

Find a partner organization which is already undertaking youth outreach and work with them.

Fees

- Think about charging the youth who attend the program a small, basic fee.
- Studies have shown that when something is completely free, people perceive it negatively.
- If the training course is not completely free, but made affordable for them, it will help the youth respect the training more and also respect their equipment more.
- They will feel like they are earning something they have worked for.
- People respect something they know they have invested in.

Psychology: Understand the youth you are reaching

<ul style="list-style-type: none">• What motivates them?	<ul style="list-style-type: none">• Alienation, loneliness, family conflict, boredom
<ul style="list-style-type: none">• What are they looking for?	<ul style="list-style-type: none">• Adventure, excitement, belonging, purpose
<ul style="list-style-type: none">• What problems do they face?	<ul style="list-style-type: none">• Difficult home life, bullying, peer violence, school failure, cultural disconnect

Who are these youth?

- Kids at risk of school dropout
- New immigrants
- Socially vulnerable kids
- Kids with difficult home lives
- Kids who are bullied/victims of crime or violence
- Kids who are bullies/perpetrators of crime or violence
- Anyone who is interested

Muaythai Values

- Muaythai training is a form of mentorship that helps to build trust and a sense of community with one another for the youth
- Muaythai has values:

Respect - Respect one another and yourself. Don't be proud.

Honour –Be self-disciplined and gracious; when you are strong, use your power to help others

Fairplay – Be honest, don't cheat

Strategize

- Have a clear idea of what you are doing and start at the local level
- Plan in advance, don't be afraid of a trial and error period
- Work with the community around you
-

Commit for the Long-Term

By running this project, you are helping to build lives in the long term. This project can help youth get the right start in life.

- What you are giving these youth:
 - Role Models
 - Helping them find a positive and healthy way of life
 - Providing them with a safe environment and mentorship
 - Giving them hope in a positive future

Your best resources: Your champions

Their Muaythai background and accomplishments makes them role models whom the youth look up to and want to train Muaythai with.

How IFMA can help:

<ul style="list-style-type: none">• IFMA can review your project plan and offer recommendations
<ul style="list-style-type: none">• IFMA can advertise your campaign and help you to raise awareness
<ul style="list-style-type: none">• IFMA can suggest learning resources for you as you plan your strategy
<ul style="list-style-type: none">• IFMA can facilitate interaction for country exchange and inter-sport cooperation

KEY POINTS TO TAKE AWAY:

1. **Find the right partner for you:** Government, law enforcement, social organization, community organization, etc.
2. **Use your passion:** Passion for the sport and its values is an asset you can use to share the heart of Muaythai
3. **Strategize, commit & take action**