



# Progress Report

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## EVERY MIND MATTERS – PHASE 1

**Sports for Transformational Development**

## Background Story

The economy, and general living conditions of the **Kilinochchi District**, situated in the Northern Province of Sri Lanka suffered heavily, primarily due to the Sri Lankan Civil War and the grim aftermath of it. While the population of the district was on the gradual rise after the end of the war (41,010 as at 2020 – Grama Niladhari Divisions Statistics), the children and families of Kilinochchi has yet to experience development. Development by means of health facilities, education, infrastructure are still essential and much needed requirements. Due to these dire circumstances, the rapid usage of drugs and alcohol, considered as a menace by the Grama Niladhari Reports, is visible in 77% of all divisions. Furthermore, the same statistics show that Kilinochchi is also an area that shows higher risk of domestic violence.



As a result of the above spread of unhealthy forms of coping mechanisms, the condition of the mental health of children and youth has been of serious concern. The impact of this situation on children and youth are severe and long-lasting, affecting their education, skills, careers, and family life. To address this critical concern, World Vision Lanka together with private and governmental partnerships designed and implemented a novel project that uses **sports to address the significant issue of mental well-being** among youth in the Kilinochchi District. Sports have been shown to improve mental health, self-esteem, confidence, peer relationships and overall well-being. The project provides a comprehensive solution by using sports as a tool for promoting mental health, encouraging healthy habits, and providing the platform for personal growth.

To create awareness and to raise funds to support this cause, the **Every Mind Matters** campaign was launched in May 2023. This was initiated with a 70KM run by Subi, which sparked greater engagement and widespread awareness. Owing to this initial step, the Every Mind Matters campaign received immense support and endorsement from private individuals, sports clubs and national committees on sports in Sri Lanka. The National Olympics Committee of Sri Lanka joined hands to add value to this campaign by publicizing our stance on using sports for mental health and well-being.

### Subi's Run - #subis70k

The initial awareness raising activity, to kick-off the "Every Mind Matters" campaign, World Vision Lanka's Fundraising Lead, endeavored to run 70KM in the Central Province of Sri Lanka, from Nuwara Eliya to Kandy, in May 2023.

### Lyndon's Long Walk - #llw24k

Lyndon, a long-standing benefactor of World Vision Lanka, ventured into raising more awareness and funds with a 24KM walk, in the city of Sunshine Coast, Queensland, in September 2023.

### Thalia's Sailing Feat – 2023 Youth World Championship in Greece

Thalia, a young and upcoming Sri Lanka sailor, supported our cause by creating international awareness of the Every Mind Matters campaign at the World Youth Sailing Championship held in July at Greece.

## Campaign and Project Timeline

### *Fundraising and Awareness Creation*



### *Project Implementation: Sports for Transformational Development*



## Project Interventions

The **Sports for Transformational Development** project included 3 key sports; **cricket, volleyball and football**. While all these sports are well-known in the Kilinochchi District, only very few sports clubs and schools are realistically able to promote these sports in their institutions – primarily due to the lack of resources and coaching. The **Sports for Transformational Development** project was implemented through World Vision’s Karachi and Kandawalai Area Program, in Kilinochchi. The **main goal** of the project includes the promotion of mental health and general well-being of youth through sports. This strategy of using sports as a mechanism for well-being and emotional release, would fundamentally alter the lives of youth to be optimistic and confident.

1. ***The provision of necessary sports resources and equipment for three main sports.***
  - Support youth through distributing resources and equipment to bridge the resource gap in the sports of football, cricket and volleyball.
  - Ensure the identified youth from selected schools and sports clubs have adequate access to engaging in these sports.
2. ***Train local coaches or facilitators to help create a sustainable sports ecosystem.***
  - Identify potential sportsmen and sportswomen to train as trainers of sports clubs and schools.
  - Coaching programs for selected trainers.
  - Training of Trainer (TOT) sessions led by trained coaches.
  - Leadership and skill development sessions for youth.

The screening and finalization of the schools and sports clubs selected for the project was conducted in partnership with the Zonal Educational Department and Divisional Secretariats. The selected **4 schools** and **4 sports clubs** that are a part of the project is given below.

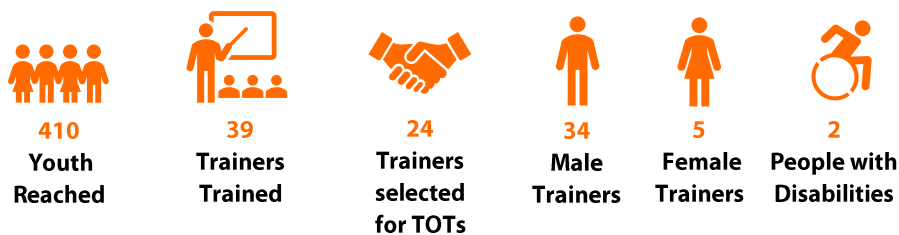
Schools	Youth Sports Clubs
Puthumurippu Vigneshwara Vidyalayam	Uthayasooriyan Sports Club
Konavil Maha Vidyalayam	Young Star Sports Club
Ootuppulam Vidyalayam	Kathiravan Sports Club
Skanthapuram NO 2 G. T. M. S	Skantha Sports Club

## Project Outcomes

1. Equip youth with resources necessary for 3 sports in 4 schools and 4 sports clubs.
2. Improved mental health and well-being of youth.
3. A reduction in drug or alcohol abuse, violence and undesired behavior.
4. Increased attention on team work, positive mindsets, skill development and personal growth.
5. Increased overall community awareness of mental health and sports for mental health improvement.

## Implementation of the Sports for Transformational Development

### Snapshot of Achievements



## Baseline Study

To measure the progress the project has made, and the impact on the attitudes, knowledge and behavior of youth, World Vision Lanka together with government partners conducted a baseline study to help establish a comprehensive understanding of the present status of the well-being of children and youth targeted through the project. The baseline study conducted through **World Vision's Youth Healthy Behavior Survey** targeted key segments of life of the youth. In total, **319 school-going children** and **91 youth from sports clubs** were participants of the survey.

## Implementation of Major Activities

The provision of resources and equipment to the sports clubs and schools was the key activity that encouraged the children and youth to actively be involved in the project. This not only motivated them, but also rejuvenated their stances on the sports they love to play.

Post-selection of schools and sports clubs, the Training of Trainer (TOT) sessions that were conducted, was supported by a national-level sports facilitator. The objectives of the TOT sessions

were to provide specialized training and knowledge to the selected coaches and enhance skills through regular training sessions. The training sessions that were coupled with awareness raising and knowledge building, highlighted the importance of best practices and key strategies that were required to improve the skills and knowledge of the children and youth. Furthermore, with the incorporation of activities such as **leadership skills and motivation sessions**, specifically designed



for the children and youth articulated the values of self-confidence, mentorship, respect and good leadership, motivating them to engage more actively with their peers.

The sports resources and equipment that was handed over to the sports clubs and schools consisted of multiple items to support the development of skills. The provision of the equipment and training has supported the children and youth with the determination that was necessary to alleviate mental health related challenges while improving their physical fitness. Furthermore, the engagement in sports will continue to support their skill development as well as instill good practices, which will play a major role in their personal development. The required resources and equipment to bridge the gap that reduces the opportunity for children and youth to engage in cricket, volleyball and football were distributed to the schools and sports clubs during this phase.



32 Softball cricket bats



13 Pairs of football gloves



41 Footballs



44 Tennis ball tins



42 Volleyballs



12 Softball wicket sets



12 Volleyball nets

## Overall Income and Expenditure

Description	Amount (LKR)
<b>Every Mind Matters Campaign 1</b>	
<b>Total funds raised as per April 2024</b>	3,291,430
<b>Sports for Transformational Development Project - Expenditure</b>	
<b>Provision of sports resources and equipment for three main sports</b>	678,850
<b>Training of local coaches or facilitators</b>	452,207
<b>Schools, sports clubs, children and youth identification</b>	17,490
<b>Baseline study</b>	107,450
<b>Allowances and salaries</b>	166,027
<b>Monitoring</b>	9,000
<b>Total funds channeled to 2<sup>nd</sup> phase of the Sports for Transformational Development Project</b>	<b>1,860,406</b>

## Next Steps of the Project

- **Subi's Run** – To kickoff the fundraising and awareness raising of the 2<sup>nd</sup> phase of the Every Mind Matters campaign, Subi will take on another run, from Demodara to Udawela, covering a distance of 80KMs.

## How you can Support!

To pledge your support and engagement, to add value to the cause **World Vision Lanka** undertakes to improve the lives of the most vulnerable of children and youth, we recommend the use of the following channels.

Donate via  
**World Vision Lanka's  
 Online Donation Platform**  
<https://donate.worldvision.lk/>

Use an online bank  
 transfer  
**Standard Chartered Bank**  
**01331996204**  
**World Vision Lanka**  
**Fort Branch**  
**Swift Code: SCBLLKX**

**This campaign and overall initiative directly contributed to the below-mentioned United Nation's Sustainable Development Goals (SDGs) 3 and 10.**

