



Sponsorship and Donations

If you would like to donate to the IC Philanthropy Foundation programmes or to any future programmes, we would be delighted to hear from you. We believe our initiatives will appeal to most tennis enthusiasts who understand the enjoyment and benefit experienced through tennis. Through the International Clubs of the world we already have substantial support but this is not enough to enable us to reach our strategic goals. If you have an interest in what we are doing, have any questions or wish to provide funding or sponsor our programme (either privately or commercially) please contact

Why should you support IC Philanthropy?

There are many reasons to invest in the various IC Philanthropy Foundation programmes around the world. You can help to make a real difference to the livelihoods of less advantaged communities. With the IC core values of friendship, sportsmanship, respect and integrity at its heart, our programmes are an ongoing journey, and we take thoughtful actions to bring positive change, for today and for the future. There are two sides to the coin of the benefits of tennis – the physical side and the psychological benefits. Some of the skills and attributes that a child can learn through tennis are highlighted below:

Tennis helps to develop positive life skills that are easily transferable from the tennis court to many everyday situations throughout life:

- **Self-confidence** - Participating in sport can help to give disadvantaged children a new sense of purpose. Playing tennis isn't just an opportunity to escape from the difficulties and hurdles of daily life and the emotional benefits of sport cannot be underestimated. Reaching new goals creates a sense of self-worth and achievement.
- **Work ethic and discipline** - Our programmes reinforce the idea of continuous improvement through hard work and dedication. We ask the children to be punctual for programmes, to be prepared with their equipment and we explain to them that they are responsible for their own performance and development.
- **Goal setting** - The children are taught how to set both personal and group goals, whether they are using their own initiative and/or incorporating feedback from coaches. We also highlight the importance of setting both short-term and long-term goals.
- **Team building** - We foster a culture of collaboration - working together so that participants enjoy each other's company in an inclusive and fun environment.
- **Good communication** - We ensure the children understand that successful doubles play depends on player collaboration and the ability to communicate and play as a cohesive unit.
- **Respect for the individual and sportsmanship** - Our tennis coaches explain the value of respecting your opponents at all times, both on and off the court. The coaches foster a culture of 'winning graciously and losing with honour', so children learn how to manage success and disappointment equally.

- **Problem solving** - The children learn how to play to the best of their abilities and how to adapt their game to make best use of their tennis skills/strengths. By encouraging this flexible nature
- and demonstrating that improvements are made by learning from mistakes, we are teaching the children a critical life skill.
- **Playing within the rules** - Tennis is a game with simple rules and children learn that these rules must be respected. Underprivileged children may not be exposed to other examples of 'rules' or 'strict boundaries' in their living environments. It is therefore extremely important that we help the children to understand that society has an expectation of how a person should act and that acceptable and appropriate behaviour is defined by a set of rules.

Tennis also promotes healthy living and has many physical benefits:

- **Nutritional habits** - We encourage the healthy eating habits of those who play sport
- **Well-being** - We help the children to understand the importance of healthy living. We explain the physical impact of drug abuse and other unhealthy habits on the human body by detailing how the body functions.
- **Physical benefits of tennis:**
Improving the immune system through tennis conditioning which promotes overall health and fitness levels. This well-being helps the body to build a resistance to disease.

For any questions relating to sponsorship and donations, please contact Jane Hannon, Secretary of ICPF, jane.hannon@icphilanthropy.com