



KICKOFF SOLUTIONS

ANNUAL REPORT

DECEMBER 2022

**#HER COURAGE
IS LEGENDARY**

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FOREWORD

If you have even a passing interest in sport, we hope we won't need to convince you of how it's a (proven) marker of gender discrimination, particularly once girls reach adolescence and are subtly or overtly discouraged from continuing sport for reasons like tradition, safety or lack of role models. Building on this, below are the two philosophies we believe in:

- * Connecting funders with Sports-for-Development (S4D) nonprofits working in the space of girls' empowerment in tribal and slum districts.*
- * Amplify impact through funding and creative program designs for a scaled impact.*

For this, we scout the social sector in India and parts of sub-Saharan Africa, focusing on tribal & slum regions where gender discrimination norms are documented as severe. We meet & partner with nonprofit organizations who exhibit purposefulness, humility, and transparency in their endeavours towards a common goal of grooming underprivileged girls with leadership potential. And lend scholarships, skill-building & storytelling support to amplify their impact and cultivate girl changemakers as role models.

Nobody in the KickOff Solutions team planned to be here, and the cause truly selected us rather than the other way around. So while this document attempts to lay out a little of KickOff Solutions' journey, we're hopeful that if anything, it sparks some emotion among you too to either join/support our journey or drive an independent quest for change. Either way, more power to you! Hope your few minutes of browsing this document is thought provoking.

We'd be eager to hear from you at info@kickoffsolutions.com; critical feedback is most welcome too, as we're too small to carry an ego anyway. Thanks again for reading through!



**Subrotah
Biswas**
FOUNDER
& CEO



**Anand
Devsharma**
CO-FOUNDER &
DIRECTOR

WHO ARE WE?

Kickoff Solutions is a 501c registered non-profit platform (US registration as nonprofit: 2018; organization in existence since 2014) and led by a group of mostly Googlers/ex-Googlers. We serve as a platform for:

- * Connecting funders with Sports-for-Development (S4D) nonprofits working in the space of girls' empowerment in tribal and slum districts.
- * Amplify impact through funding and creative program designs for a scaled impact.

MISSION

To leverage sport as a platform for facilitating leadership & community building among underprivileged girls, and challenge discriminating social norms with contemporary & relatable hero stories of girls who play.

VISION

Underprivileged girl role models overcoming traditional gender norms to lead social change within the community, with sport both a leadership-marker & identity-metaphor for girls who play & dream despite severe adversity.

GOAL

'Enable locally' & 'unify globally' underprivileged girls with strong leadership potential across diverse circumstances, supported through verified grassroots nonprofits using sports-for-development as a social behaviour change intervention.

OUR APPROACH

- Empower underprivileged girl role models by supporting them to play, graduate and be financially independent
- Establish a vibrant network of underprivileged girl changemaker leaders through:
 - Career mentoring.
 - 21st century skill building leading to a changemaker program, tech infrastructure access (laptops), and national & international exposure.
 - Nutrition and wellbeing assistance.
 - Extending relatable hero stories across communities to provoke dialogues challenging traditional gender norms.
 - Local ally mobilization.

OUR JOURNEY SO FAR

Founded in 2014, KickOff Solutions has been focusing on sports for empowerment of girls in tribal and slum communities, who are at risk of human trafficking, child marriage and child labour.

2014

Sponsored local tournaments and exposure to international tournaments for college kids

2020

Started 2-year \$2K scholarship program with 10 underprivileged girl leaders (3 nonprofits, 2 Indian states)

2022

57 scholarships, 16 nonprofits across 12 Indian states + Mali, Africa + 2 cohorts of skill building graduates.

45 girls attended Solve Ninja Problem Solving skill building workshop, 20 hours each.

UNIFY 2022, Bhubaneswar - Platform for S4D organizations to enable allyships for amplifying impact.

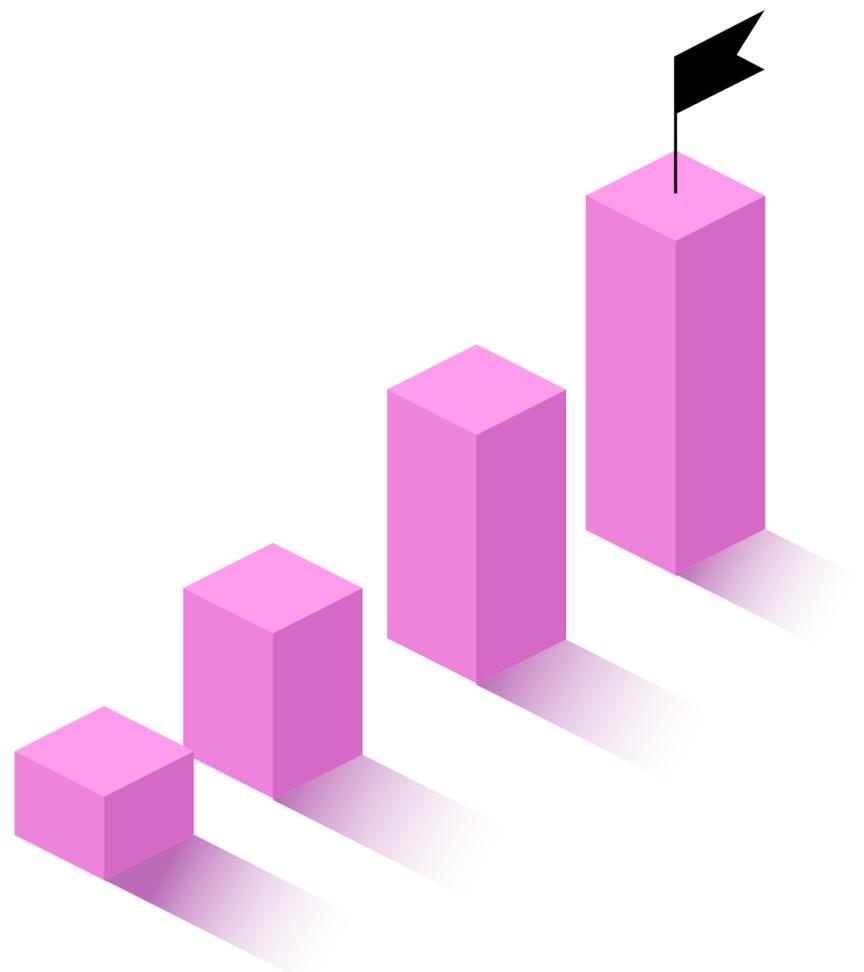
2018

Sponsored underprivileged girls for international events like the Homeless World Cup & Dana Cup

2021

Scholarships extended to 32 underprivileged girls (15 nonprofits, 9 Indian states + 1 African country)

40 scholarships + first Solve Ninja Problem-Solving skill building cohort



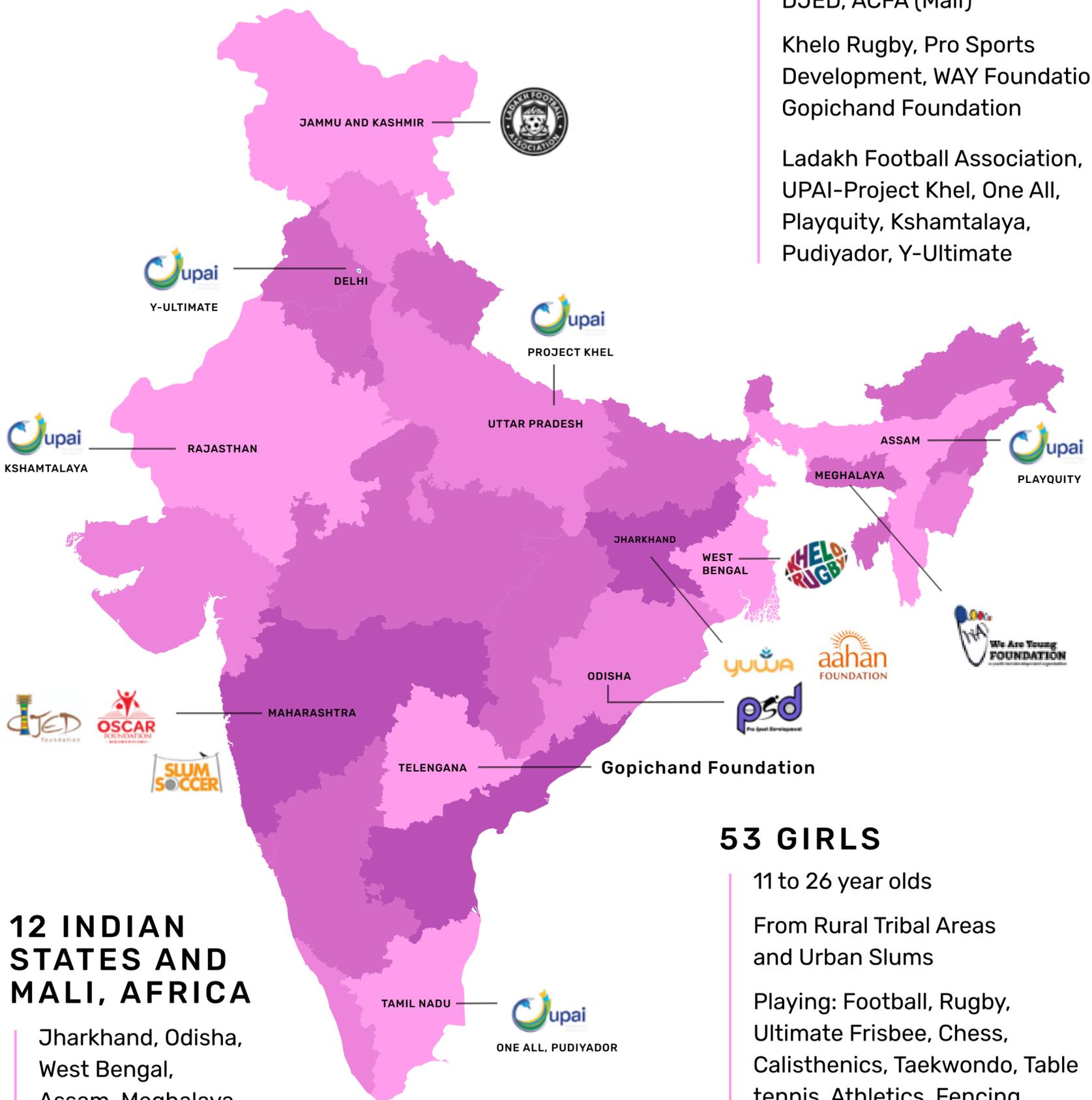
OUR FAMILY

16 PARTNER ORGS.

Aahan Foundation, Oscar Foundation, Slum Soccer, YUWA, DJED, ACFA (Mali)

Khelo Rugby, Pro Sports Development, WAY Foundation, Gopichand Foundation

Ladakh Football Association, UPai-Project Khel, One All, Playquity, Kshamtalaya, Pudiador, Y-Ultimate



12 INDIAN STATES AND MALI, AFRICA

Jharkhand, Odisha, West Bengal, Assam, Meghalaya, Ladakh, Maharashtra, Tamil Nadu, Telangana, Uttar Pradesh, Rajasthan, Delhi

53 GIRLS

11 to 26 year olds

From Rural Tribal Areas and Urban Slums

Playing: Football, Rugby, Ultimate Frisbee, Chess, Calisthenics, Taekwondo, Table tennis, Athletics, Fencing, Basketball

10 LANGUAGES

Hindi, English, French

Marathi, Bangla, Odiya, Assamese, Garo &Khasi, Tamil, Ladakhi



WHY FOCUS ON GIRLS AND SPORTS

Globally young girls and women are the most affected by violence and are subject to child marriage.

Discriminatory gender practices drive adolescent girls out of school, leading to their poor economic opportunity which drives them into child marriage and human trafficking.

Girls leaving sports around adolescence is recognized as one of the earliest markers of gender discrimination which typically permeates through to then deprive girls of their rights to decide on their life choices.

Girls who are continuing to play are proving their leadership potential to challenge norms, self-identifying as future role models and becoming change agents of the future.

“There is good evidence that participation in sports can help breakdown gender stereotypes, improve girls’ and women’s self-esteem and contribute to the development of leadership skills.”

Lakshmi Puri,
UN ASSISTANT SECRETARY-GENERAL, 2016



2022 INITIATIVES



Scholarship Program

The two-year changemaker program scholarship provides \$2,000 each to these girls with leadership potential.

The financial support helps them to continue with their sports training, education, nutrition and also contribute to household expenses (this especially was a big help during the covid pandemic). Chromebooks have been provided to overcome technology access gap, gather information and for networking and communication.

Performance Measures:



Lead Metric:

Continuity of sport and deliberate action taken towards a stated dream by girls selected for the scholarship.

Lag Metric:

Inspiring stories evolving from the girls' efforts to fight through odds to keep playing, chasing personal dreams and create a sentiment of hope among others.

Short term outcome:

Social change in communities the beneficiaries live in.

Long term outcome:

National and global social change indicators (sports continuity, education completion, employment) among girls.

LEADERS SPEAK

Sejal Sonare Slum Soccer



"I have become self-dependent. I do not ask for financial help at home since I have been receiving help from KickOff Solutions. I pay my own college fees. Admission fees I pay. If I feel any financial help is required at home then I pay for it or save it. My parents do not have that much money or cannot earn that much, that they can save. For us whatever we earn, we eat. So we are saving bit by bit. Thank you so much for this help."

Felicitated by the gram panchayat in her village, today Sejal is a role model for the girls in her community. She even coaches the young girls in her own community.

LEADERS SPEAK

Anindita Behera PSD



Anindita Behera from PSD has become very resilient and determined and has turned her challenges into her achievements. "Lot of people judged me - society, colleagues, friends, relatives. My mother reacts and that also upsets me. But I have made my problems my medal and faced them."

Anindita is not ready to give up and believes that her work will speak for her actions. She is confident about interacting and communicating with people and is not hesitant to speak.

LEADERS SPEAK

Anjona Majhi UPAI



Anjona Majhi was persuaded by her uncles to join the tea gardens to earn a living but she was determined not to. She wants to teach and give back to her community what she is learning through the fellowship program. In 2022, she was introduced as one of the Women Unlimited Fellows (WUF) under the umbrella organization of UPAI and led sessions for other WUF in Auroville.

MENTORS SPEAK

Manickam UPAI, Chennai



Manickam, Anjona's mentor observes that she has shown tremendous leadership skills. Her knowledge has increased and she has developed negotiation and communication skills to tackle difficult situations which create gender discrimination.

"Anjona can navigate patriarchy in her village. She fights back when boys say that the playground is for them and not for girls. They put together their heads and talk to local leaders...she can negotiate with them when the girls can play or when the boys can play."

2022 INITIATIVES



Supporting Girl Coaches in Remote Areas

This new initiative was taken up in January 2022 and being presently piloted with the Hyderabad-based Gopichand Foundation. A three-year scholarship is being provided for setting up a girl-coach led academy in Mahabubnagar's Theegalaveni village.

Performance Measures:



Lead Metric:

Continuity of regular sport by all girls trained by the academy.

Lag Metric:

Girl Coach being accepted as an influencer in the community and as an ally and an inspiration by the girls trained.

Outcome:

Positive change in attitude among influential members from the community towards adolescent and young girls playing a sport being the norm.

LEADERS SPEAK

Swapna Amgoth

Gopichand Foundation



Twenty-four years old Swapna Amgoth, who has played 15 nationals and won three medals since 2013, is the first recipient of this scholarship. The stories of the girl coach and girl leaders emerging from the academy will inspire communities to change the mindsets towards girls playing a sport through their adolescence and into adulthood.

"I want to be the best coach" **SWAPNA'S DREAM**

In Telangana's Mahabubnagar district is a small village Theegalaveni. At 6 am in the morning as the sun rises, young girls and boys run to the cleared ground next to the Zila Parishad High School, to join the training session by Swapna Amgoth, their coach.

The 24 year old travels two and a half kms to take sessions twice a day for 20 to 30 children and young people aspiring to join the police force. The initiative, started by the Gopichand Foundation, has been supported by the KickOff Solutions since January 2022.

The Eenadu group had been supporting 19 main coaching centres and 12 sub-centres since October 2019 to encourage sports in the State. The Warangal centre has five sub-centres. Swapna is the only woman coach and she feels happy about it. Besides a monthly stipend for Swapna, the project covers infrastructure, nutrition and travel expenses. She used the money to level the ground so that it could be used for training sessions. She sponsored shoes and T-shirts for the children. She travels to Hyderabad for training with Ramesh sir, a Dronacharya award winner.

Married at the tender age of 18 years, she lives in a joint family, with her husband, who has hearing and speech impairment, and two daughters aged two and a half years and 11 months. She has completed her Bachelors in Physical Education from Vijaywada.

Swapna started playing when she was in class 6th and has participated in 15 national games and won three medals since 2013. Her students, who participated in state level competitions, won one gold and two silver medals. She wants to pursue courses like athletics training and physical education so that she can train the children better. And one day she wants to fulfill her dream of becoming the "best coach".

20 22 INITIATIVES



Skill Building Programs

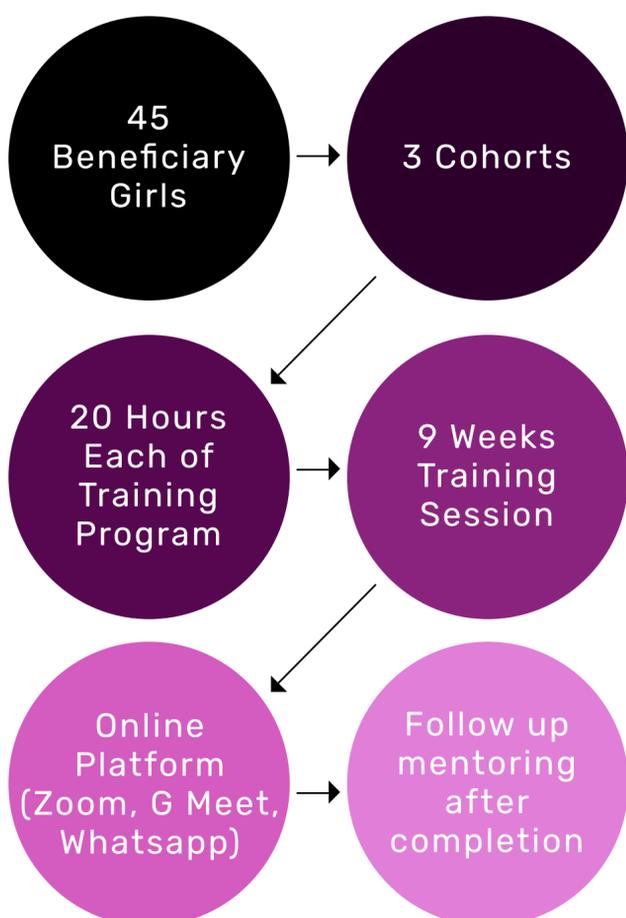
Skill building programs along with mentoring and support is being provided to the 21st century changemakers.

KickOff Solutions identified Problem Solving as a key 21st century skill that was important for girls to be community leaders.

For this Reap Benefit's Solve Ninja program proved to be a beneficial tool. The program involved nurturing/mentoring young people as leaders/entrepreneurs by engaging in local civic and environmental problem solving.

Solve Ninja:

PROBLEM SOLVING SKILL BUILDING WORKSHOP



After completion, participants are assisted to run changemaker projects involving community leaders and influencers.

There was visible improvement in the confidence of the girls to engage, articulate and work on local and networked experiments.

CHANGEMAKERS

Varsha

OSCAR FOUNDATION



Varsha discovered multiple issues affecting the environment related to water and sanitation in her neighbourhood. She can prevent wasting almost 20 litres of water in a month, by simply reusing it for mopping, cleaning and watering plants. As a result, she could potentially save more than 200 litres of water every year.

Her sustainable step involves using menstrual cups instead of sanitary napkins which are harmful to the environment. She would be able to prevent roughly 11,000 disposable pads from entering our oceans in her lifetime and also save money.

Shilpi

YUWA FOUNDATION



Shilpi from YUWA, Ranchi, mentioned that Solve Ninja gave her the strength and confidence to go and speak with adults in her community and with municipal officials. Her project involved getting the ditches in her neighbourhood roads repaired.

When things were not working out, she felt disheartened but her mentors at Reap Benefit encouraged her to try and resolve the issue on her own. This prompted her to fill the ditches with stones. Shilpi was very happy when she saw others in her community join her in the effort.

2022 INITIATIVES

UNIFY 2022



51 amazing girl leaders from 12 Indian states and one African country, 10 coaches, 13 program partner Leads gathered for the first ever in-person meet of KickOff Solutions in Bhubaneswar from 8 to 11 October 2022.

The girls bonded naturally despite diversity of background and language barriers to play games, participate in the Ultimate Frisbee Tournament, enjoy the social evenings, watch the U17 Women's World Cup match and visit Nandankanan.

They were introduced to three critical ideologies of inclusion, respect for coaches as gurus with credibility and gamification. The girls shared their stories and their journeys left a deep impact on others. Talks by Leads and experts inspired the girls. Strategy workshop with the Leads led to key takeaways – maintaining flexibility of scholarships, evolving a mentoring practice and focusing on developing girl leaders.

UNIFY 2022 was a unique platform for S4D organizations to come together and enable allyships for amplifying impact. A space for the girls to share, learn and inspire each other.

"I got to know a lot about the cultures of other states and was inspired by how the other girls faced various challenges in their lives." - SUPRIYA, PSD

MEDIA COVERAGE

- <https://www.youtube.com/watch?v=Ab5gX3xvqeM>
- <https://www.etvbharat.com/oriya/odisha/sports/other-sports/unify-2022-kick-of-solution-given-sports-scholarship-to-50-girls/or2022101112200085085759>
- <https://www.prameya.com/kickoff-solutions-is-empowering-girls-through-sports/>



LEARNINGS AND WAY FORWARD

Taking forth from the experiences so far and the sharing of achievements and challenges some design changes and interventions will have to be brought in, such as:

Reduce the mentoring gap challenging the girls across their sports, education & career goals.

Invest in mentoring coaches & senior girls to help develop role models.

Encourage 'continuity' of community-level changemaker rituals by girls.

Address language and sequencing challenges in otherwise high impact learning programmes.

Provide more opportunities for expressing, sharing and reaching out to others with their stories through better cross-network engagement and tech usage awareness.

Prioritize exchanges among non-profit partners through internships.

Highlight significance of integrating national + international network bringing together girls, coaches and leaders to learn and collaborate.



2023 ROADMAP

Systemize mentoring & internships for career development of senior girls and coaches.

Expand list of 21 st century skills offered, customized by contextual and progressive needs.

Shift to a Train-the-trainer model for delivery.

Increase networking, communication and changemaker support.

Facilitate monthly cohort connects + talks by external and internal role models.

Enable and incentivize storytelling driven by girls themselves.

Pilot changemaker projects awards / seed capital for strong impact and encouragement.

Scale up program by:
i) Increasing scholarship to 100 girls (+3 Indian states, +2 African countries, +1 Southeast Asian country)
ii) Adding two girl coaches in remote areas.



FINANCIALS

Estimated FY 22 Financials

DONATIONS	\$150,000.00
SCHOLARSHIP PROGRAMS FOR BENEFICIARY GIRLS	\$52,000.00
INTERVENTION WORKSHOPS AND EXPOSURE EVENTS	\$62,000.00
RESEARCH & IMPACT ASSESSMENT SPENDS	\$15,000.00
FUNDRAISING EXPENSES	\$5,000.00
DIGITAL EQUIPMENT (CHROMEBOOKS) FOR BENEFICIARY GIRLS	\$5,000.00
ADMIN OPERATIONS AND COMPLIANCE EXPENSES	\$2,100.00

KEY INDIVIDUAL DONORS

AMIT VEER SAXENA
STEPHANIE DAVIS
GAURAV KUNDARAP
MAYANK JAIN
GANAPATHY SWAMY
RAJESH CHOTANI
PARAS HARSHAD SHAH
BIJITA DEVSHARMA
ANAND DEVSHARMA
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INSTITUTIONAL SPONSORS

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HRISHI MEMORIAL FUND | NIRIKSHA FOUNDATION | PROCAM LOGISTICS

OUR TEAM



Subrotah Biswas

Subrotah is the Founder & CEO of KickOff Solutions. An avid soccer player in college and a youth soccer coach in his earlier life, he's a Global Sales Operations Lead at Google.



Mohamed

Mohamed coordinates Volunteer Events, having himself volunteered for 10+ years on nonprofit partnerships, particularly on capacity building for African nonprofits. He leads Product Operations at YouTube.



Anushree

Anushree leads Communications Design & Execution at Kickoff Solutions outside her day-job at Google. She's passionate about equity of access & opportunities, particularly in education.



Indranil

Indranil is a co-founder and CSR Partnerships Lead. An avid Golfer, passionate follower of Latin & European soccer, He is currently the Corporate Business Development Head at Aquatech International.



Anand

Anand manages KickOff Solutions' Nonprofit Partnerships, Girl Leader Development efforts. He is personally indebted to sport, and has been a Googler for 14+ years earlier.



Carla

Carla is an Advisory Board Member at KickOff Solutions. Has been U20 Colombian National team player and in NCAA Div I with BYU. She is an Attorney by profession and a TV on-air broadcaster & Media Relations Manager for Utah Royals FC



Mohan

Mohan is an Advisory Board Member at KickOff Solutions. Founder & CEO of Project Embrace, a healthcare nonprofit, he is also the co-founder & President at Edefi Capital, a crypto hedge fund.



WE'RE SIGNING
OUT FOR

2022

THANK YOU FOR
BEING A PART OF
OUR JOURNEY.

KICKOFF SOLUTIONS

#HER COURAGE
IS LEGENDARY

