



**A brief guide to building a  
Sport Is Your Gang (SIYG) project in  
your home country**

**First of all, here are a few questions to ask:**

**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 or law enforcement centre
- A local gym
- A network of social welfare workers
- What connections does your federation have?

What social problems do you recognize 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 that 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

### **What motivates them?**

- Alienation, loneliness, family conflict, boredom

### **What are they looking for?**

Adventure, excitement, belonging, purpose

### **What problems do they face?**

Difficult home life, bullying, peer violence, school failure, cultural disconnect

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## 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 stands on 5 pillars of value :
  - **Respect** – Respect one another, regardless of gender, social standing, religion, abilities, race or age. Do not be proud.
  - **Honour** - Show grace as much in defeat as we do in victory. Honour your opponents as much as you do your teammates.
  - **Fairplay** - Be honest, do not cheat. One would rather lose in honour than win in dishonesty.
  - **Excellence** - Be the best that you can be, practice excellence in all fields of what you do.
  - **Tradition** – Treasure and honour the values of the past generations. Giving back to society is the essence of the sport of Muaythai.

## 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 will want to train Muaythai with.

## How IFMA can help:

- **IFMA can review your project plan and offer recommendations**
- **IFMA can advertise your campaign and help you to raise awareness**
- **IFMA can suggest learning resources for you as you plan your strategy**
- **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!**