



Unlock the Power of Volleyball

# LKTBF

## VOLLEYBALL DEVELOPMENT PROGRAMS



LETS  
KEEP  
THE  
BALL  
FLYING





Unlock the Power of Volleyball

# LKTBF VOLLEYBALL

## DEVELOPMENT PROGRAMS

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# OUR HISTORY

“Volleyball in Nepal is blooming like a flower”, said Mr. Manoranjan Sharma, NVA president. The positive result of an exemplary development project elaborated in partnership between FIVB, Nevobo, and NVA, compelled the Nepali government to declare volleyball the National Sport of Nepal.

As a result of our partnership, we trained 40 FIVB level 1 coaches, 15 FIVB level 2 coaches, and over 1500 children participated in school programs. On top of it, a total of 1.000 volleyballs, 35 volleyball nets, and a huge number of jerseys were donated to NVA, clubs, schools, and kids in Nepal. This action prompted a documentary portraying this project to be shown as a leading example

during the FIVB World Congress in Cancun, Mexico. Nepal is visible again in the international family of FIVB.

The multilateral cooperation between Nepal and the Netherlands inspired a Dutch native and our founding Director, Mr. Lesley de Jonge to create LKTBF, Let's Keep the Ball Flying Foundation. As per FIVB Strategic Goals, “Volleyball is the number one sports family in the world and should become the number one sport that serves the needs of the family through social development and humanitarian programs”. Now is the time to grow even bigger, to connect, to communicate, and to make a profound impact.

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# OUR SPORT

## CONNECTS

Volleyball builds valuable communities within teams, and across the sporting world as a whole. And this makes it intrinsically powerful in addressing the "imbalance of life" in underprivileged countries.

It is the togetherness that makes volleyball such a powerful force for driving social development.

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# CREATE IMPACT

## USING VOLLEYBALL

We give a powerful impulse by linking the sense of togetherness of volleyball to social development projects.

Did you know that many children can't play volleyball because they simply don't have the equipment?





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# MAIN GOALS

## Support Inclusive Society & Equal Access

Creating communities that embrace ethnic, cultural, and physical differences that have equal access to the power of volleyball.

## Enhance Empowerment & Wellbeing

Promoting equality, empowerment, and safety-enhancing mental wellbeing and encouraging healthy behavior change

## From Isolation to Cooperation

We need to establish multi-stakeholder partnerships

## From Discussion to Action

"A little less conversation, a little more action!" - *Elvis Presley*  
E.g. Bypass bureaucracy and difficult governmental processes



Unlock the Power of Volleyball

Let's Keep The Ball Flying enhances your existing programs with the help of our dedicated team of experts contributing to your cause.

Together we support national federations and local communities from National Teams to the grassroots level, synchronized to Olympic Solidarity, United Nations, and the FIVB Project Platform (page 40).

Together we will incorporate a broad contribution to our main goals.

Check out our blog at <https://www.lktbf.org/blog> for best practices



# OUR PROGRAMS

OUR EXPERTS  
**COMMITMENT**

100%



The LKTBF Development programs are designed synchronizing with the global development goals from the United Nations.

LKTBF emphasizes contributing to these goals using the power of volleyball.

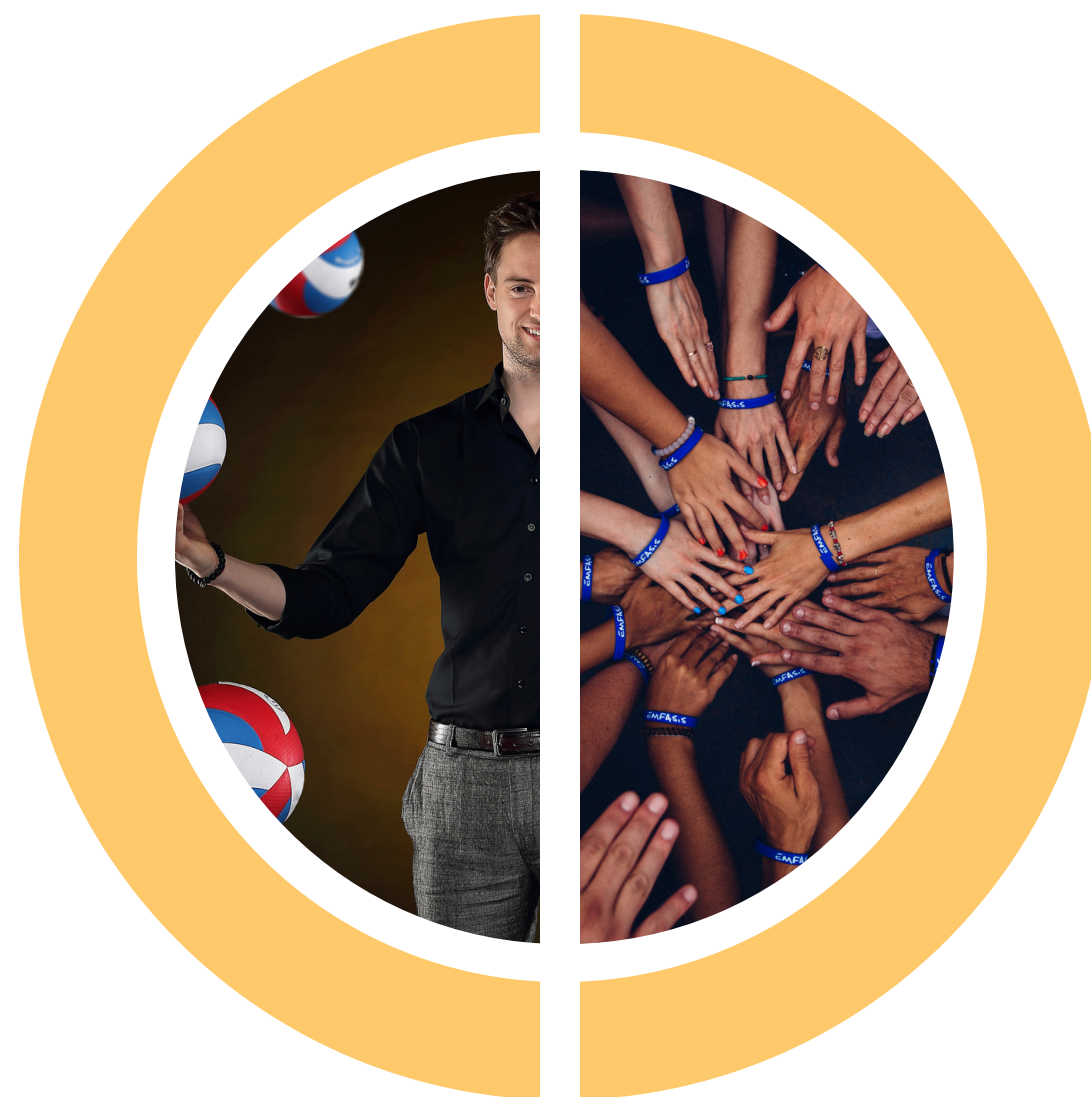
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# MULTI-STAKEHOLDER PARTNERSHIPS

Sport can catalyze, build and strengthen multi-stakeholder networks and partnerships for sustainable development

We need to establish multi-stakeholder partnerships



KNOWLEDGE  
**SHARING**

#LKTBF







SHARING (SDG17)

## WORKING TOGETHER

After the successful collaboration project between the NF of Nepal (NVA) and the NF of the Netherlands (Nevobo) from 2017-2019, Let's Keep The Ball Flying (LKTBF) came to life, looking to grow social impact using the power of Volleyball.

The Netherlands - Nepal project has proven that collaboration between multiple stakeholders is a great way to gain sustainable results in developing our game worldwide.



# DEVELOPMENT GOALS

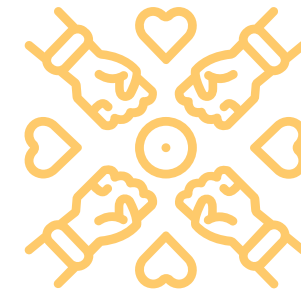
**EQUALITY**



**EMPOWERMENT**



**INCLUSION**



**WELLBEING**







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PARTNERSHIPS | SDG17

## WORLD MAP

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LKTBF is collaborating with clubs, federations, businesses, and universities all over the globe. When will your team start making an impact?

10 +

Active countries are already participating in the Let's Keep The Ball Flying Project





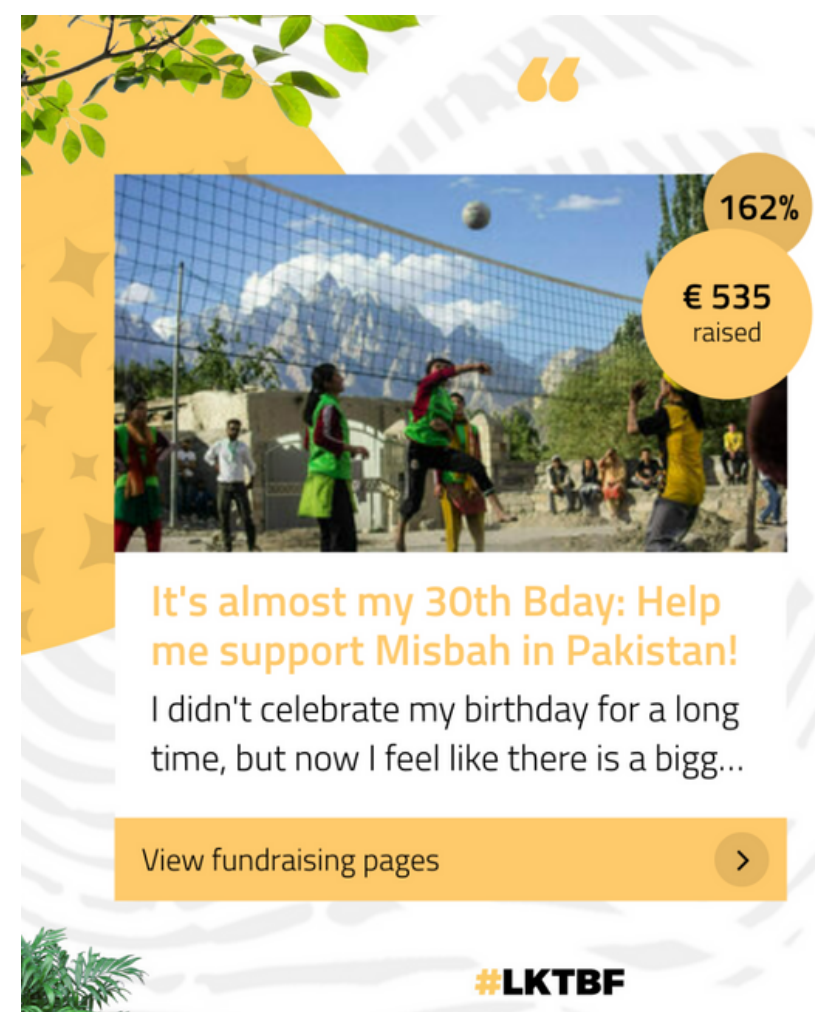
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# WE GIVE OUR BEST

LKTBF provides 6 types of support that together will result in development at the grassroots, middle, and top levels.

1. Women Empowerment
2. Internal Education
3. Inspirational Ignition
4. Coach de Coaches
5. Equipment Support
6. Start a Fundraiser

Combining different types of support into a multidisciplinary program is advisable.







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VOLLEYBALL4LIFE

# WOMEN EMPOWERMENT

Sport has huge potential to empower women and girls. In many countries, it has been recognized that sport can be a force to amplify women's voices and tear down gender barriers and discrimination.





# PROMOTING EMPOWERMENT

Women in sport defy the misperception that they are weak or incapable. Every time they clear a hurdle or kick a ball, demonstrating not only physical strength but also leadership and strategic thinking, they take a step towards gender equality. There is good evidence that participation in sports can help break-down gender stereotypes, improve girls' and women's self-esteem and contribute to the development of leadership skills.

During the Olympic Games in Paris 2024, the IOC wants to reach the exact same number of male and female athletes for the first time in Olympic history, growing a gender-equal Olympic Games.

## Volleyball4Life

LKTBF and Volleyball4Life collaborate to deliver a program with a sole focus on women empowerment. LKTBF's FIVB Instructor and Olympic Coach, Lauren Soderberg is a role model in female leadership and acts as an ambassador for girls and women in sport, bridging the gender gap notion that "if she can't see it, she can't be it". Together with our partner program Volleyball4Life, we can make a valuable impact for girls.

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# VOLLEYBALL4LIFE

## How it started

In 2017 Nepali top volleyball player Kopila Upreti shared her dream: to inspire girls in rural areas of Nepal and support them to build an independent future using volleyball. Nevobo embraced her dream, produced a documentary about Kopila's impressive life story, and developed the Volleyball4Life program.

## The problem we tackle

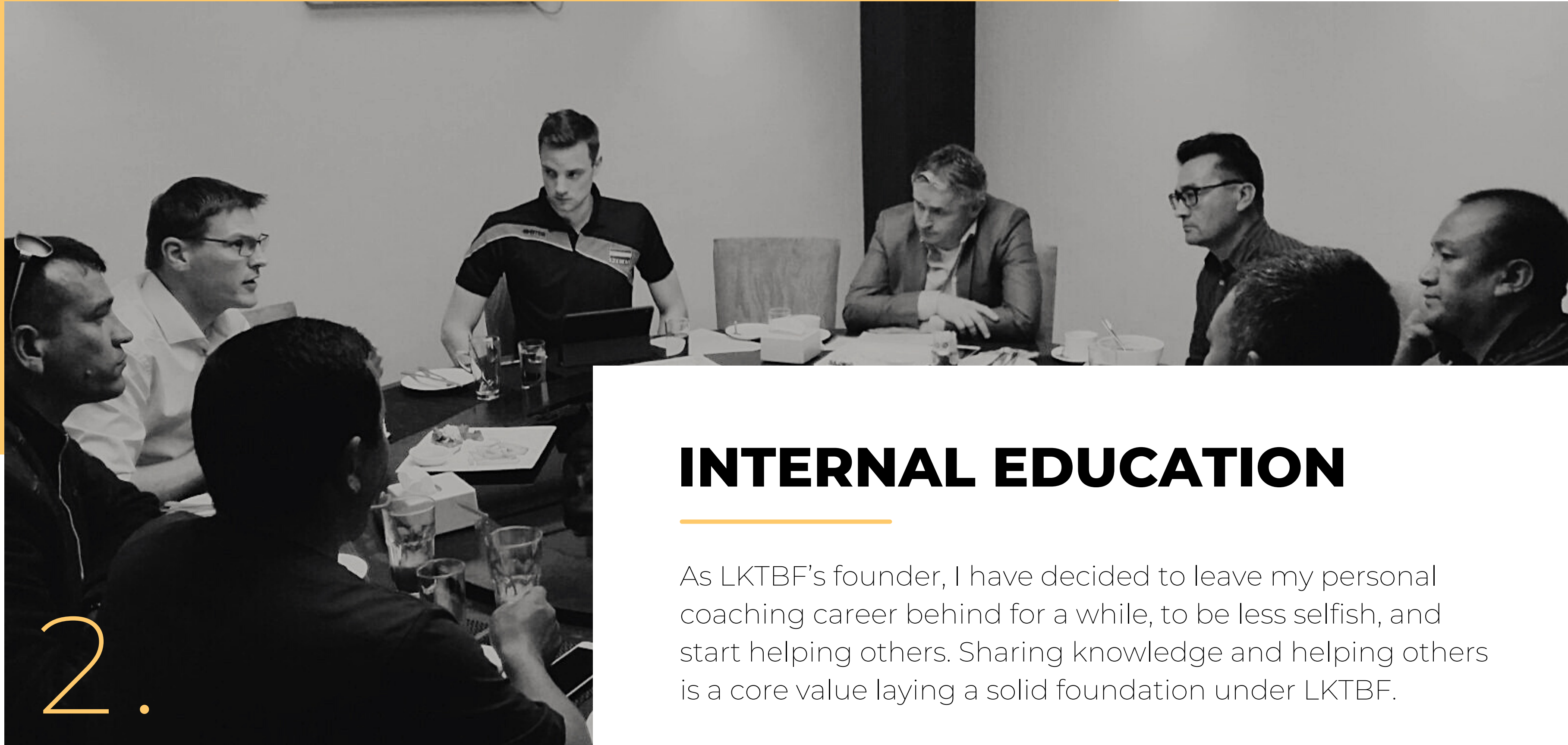
Girls are often more vulnerable. For example, in Nepal, where we set up Volleyball4Life. Girls more often than boys – cannot finish primary school, are married off before the age of 18, and face domestic or sexual violence. These girls hardly ever have the chance to make decisions about their own lives and bodies and are more often economically dependent.

## Our approach

Therefore, we offer a training course for coaches and a grassroots volleyball program, especially for girls. We educate coaches in the V4L program to provide girls with volleyball drills and games, coaching, and community support to build new skills, self-insight, and the opportunity to share their stories and problems. All of this results in personal development and increased decision-making power for the girls.







## INTERNAL EDUCATION

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As LKTBF's founder, I have decided to leave my personal coaching career behind for a while, to be less selfish, and start helping others. Sharing knowledge and helping others is a core value laying a solid foundation under LKTBF.

# SHARING KNOWLEDGE

Sport can catalyze, build and strengthen multi-stakeholder networks and partnerships for sustainable development and peace goals. It is important to emphasize the potential power of NF's sharing knowledge.

Transferring this knowledge will be part of a buddy-system, in which strong NF's like Nevobo support the smaller NF's for a period of time.

The President of Nevobo (Mr. Peter Sprenger) is able to share knowledge about (international) sports marketing. As CEO of Techonomy, he specializes in online media and international sports marketing.

The development Manager of Nevobo (Mr. Peter van Tarel) has discussed volleyball development in the Netherlands and possibilities to translate some projects to countries with a different (less developed) infrastructure.

LKTBF can provide specially tailored programs as for example inviting your NF's President and Secretary-General to visit the National Trainingscenter Papendal in The Netherlands and the FIVB women's World Championships hosted in The Netherlands in 2022. During this event knowledge transfer about the mentioned subjects will take place through individual conversations and discussions.

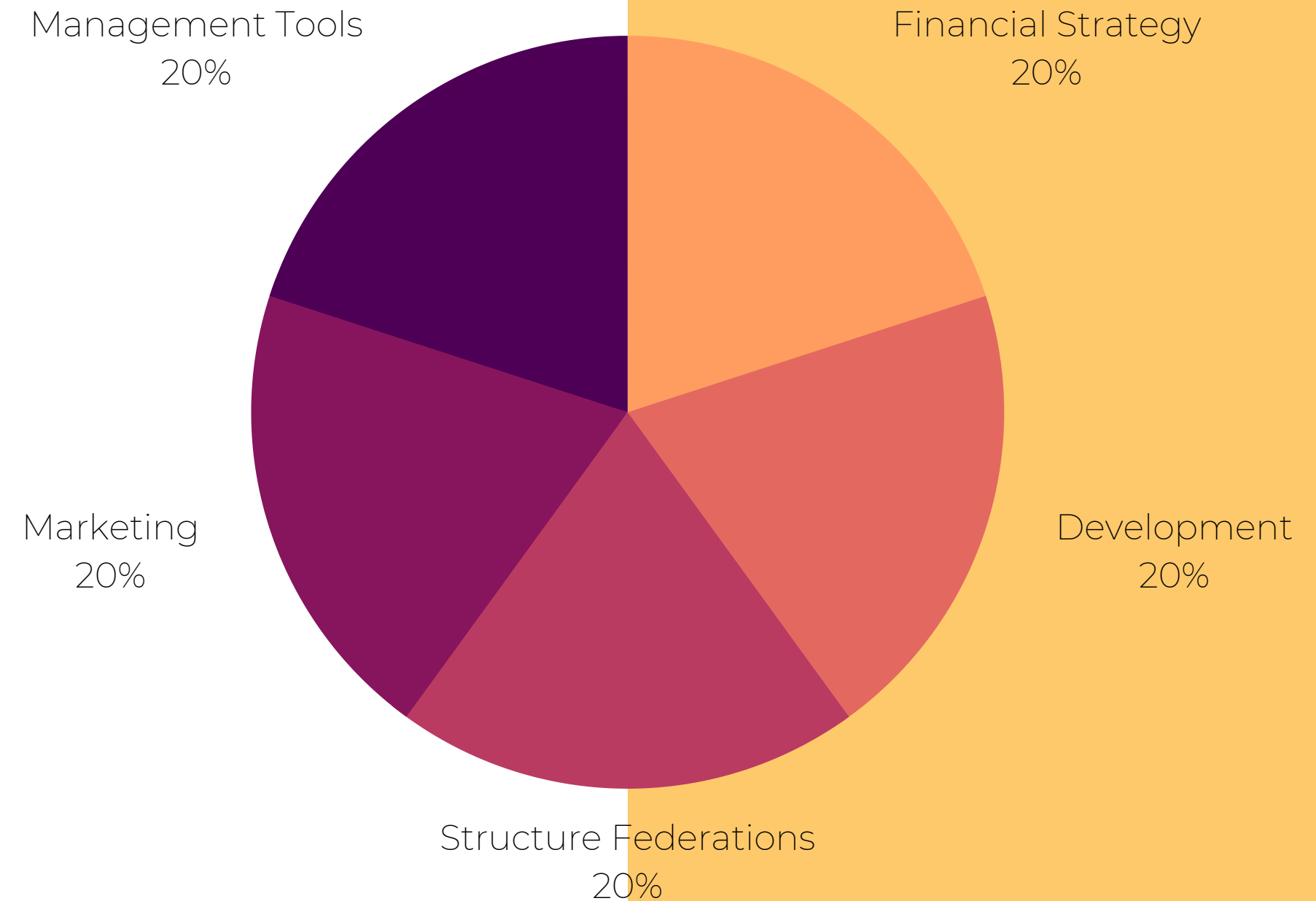




EVERYBODY DESERVES

# EQUAL ACCESS

A well-structured NF is a crucial condition that is necessary to gain sustainability. In official partnership with the Dutch NF (Nevobo), we have access to management knowledge at a high level. Therefore LKTBF can share knowledge.



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WORKSHOPS

# INSPIRATIONAL IGNITION

In order to get a good start and feel we have developed multiple workshops and inspiration sessions. We can deliver all of our workshops & presentations virtually but prefer physical meetings for an optimal learning experience.



3.





SPORTS FOR DEVELOPMENT

## **INSPIRATIONAL**

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CONTROL PERFORMANCE

## **LEARNING MINDSET**

How to deal with fear and stress



VOLLEYBALL ENGAGEMENT

## **ACTION VOLLEY**

Volleyball is fun

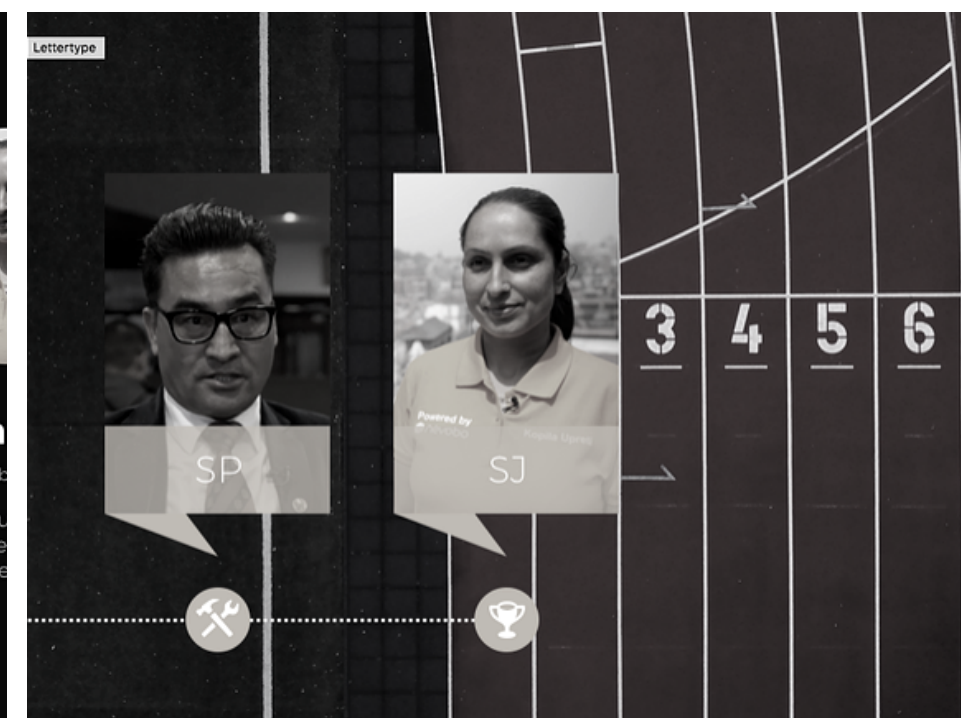
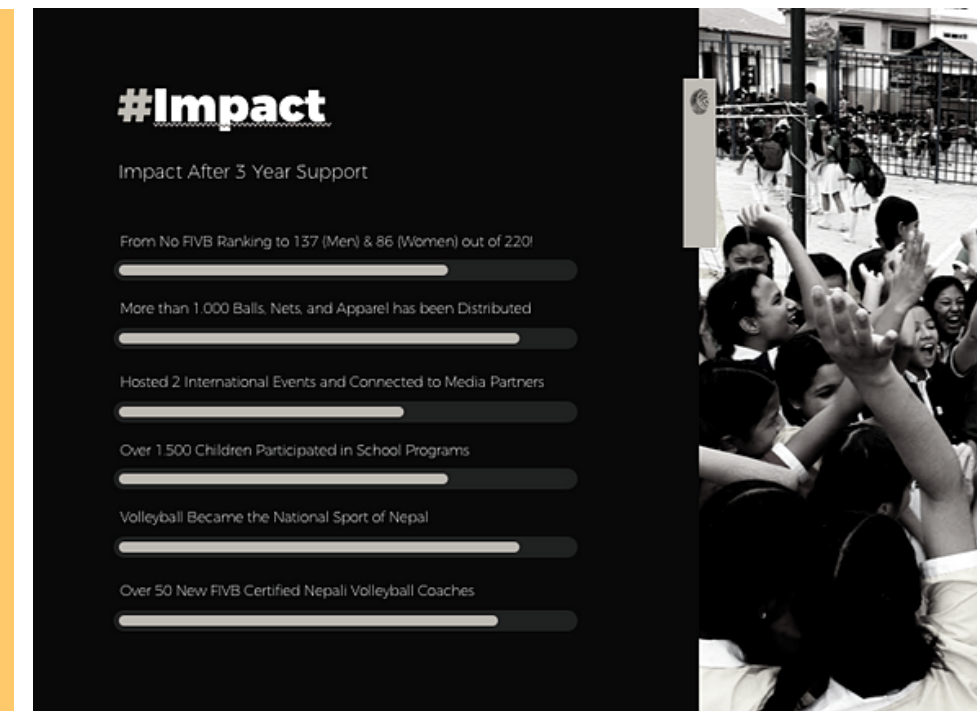
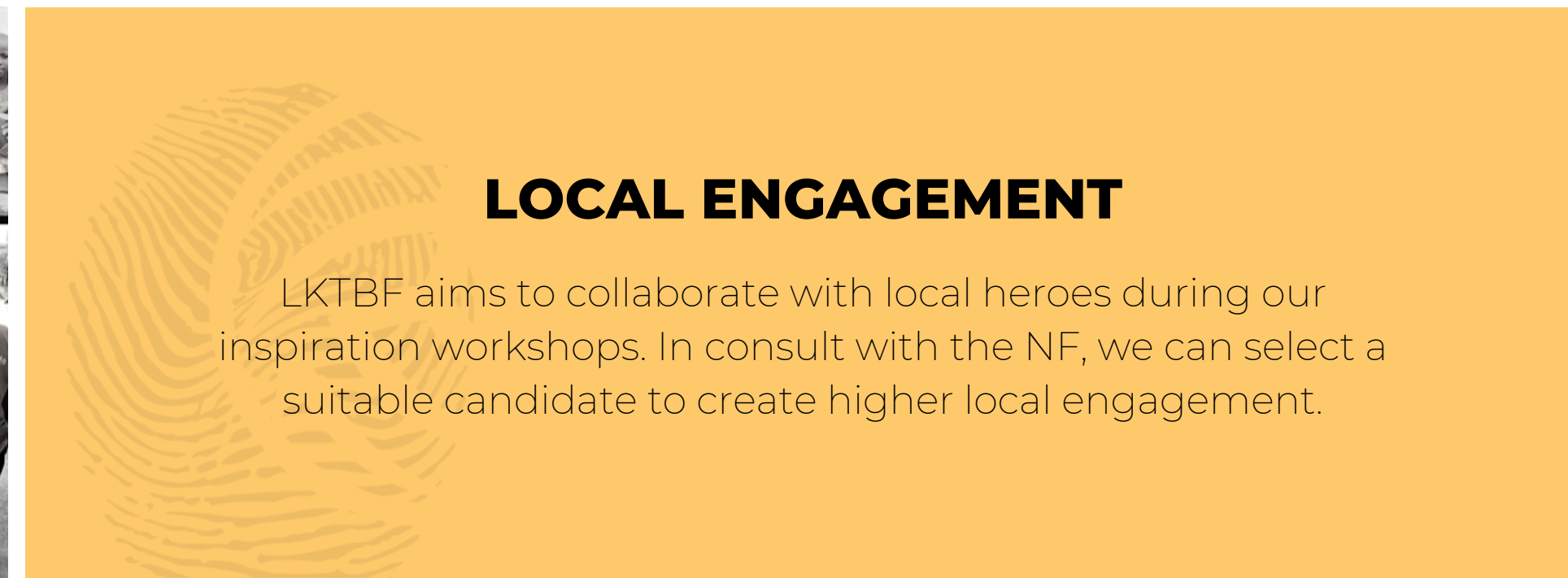


ENHANCE

## **TEAMWORK**

Championship Culture







ACTION VOLLEY

# COACH THE COACHES

Years of experience have proven that the coach is the most vital figure to make a real change! They are the makers or breakers of many sports activities. They are the backbone of developing the sport. Coaches are the masterminds behind the athletes and teams' success.



4.





# MAKE A REAL CHANGE

LKTBF has experienced that only organizing clinics for kids at schools will not increase participation in the long term. To have people play volleyball for a longer period, it's the coach that makes the real difference. Therefore it's required to invest in coach education at several levels, from grassroots to international level. Coaches learn best in practical on-court scenarios. Research into coach development suggests only 10% of coach learning occurs in formal training, 20% in informal training and discussions with other coaches, and an astounding 70% of

coaching skill is developed in practical on-court scenarios (Charles Jennings, 70:20:10 model). Therefore part of our development programs is our coach-the-coaches workshops where coaches can see, discuss, try, and do it themselves in collaboration with our and local experts.

We advise our partners and instructors to extend their stay during the coach the coaches course to organize school demos and clinics around the country together with local top players. This will contribute to the growth of the

game. Kids will be stimulated to participate in their own environment, at their own school.

By sending coaches and top players the youth can not only learn about the game, but it also will create role models for them. It will give them a perspective on their life path. Top volleyball players are an example of achieving a personal goal by working hard for it. Together with the National players, our instructors will give demos and clinics at schools to teach them these valuable lessons of life.





ACTION VOLLEY

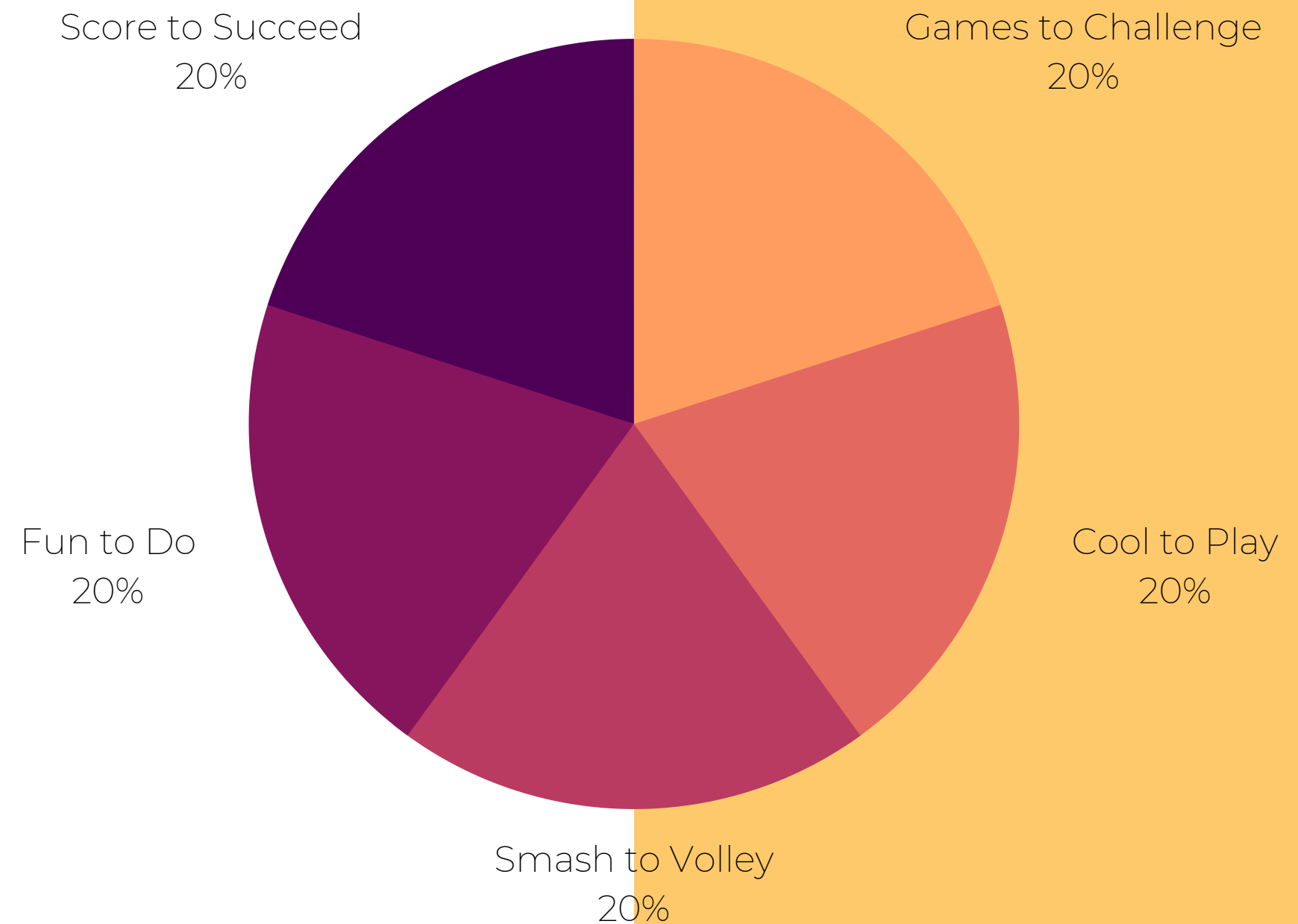
# SPECIALIZED INSTRUCTORS

Action Volley gives an extra dimension to volleyball combining athletics, tennis, skills, competition, and volleyball together, truly emphasizing the power of engagement.

Action Volley is a great experience for grassroots and youth programs, as well as making volleyball more fun for high-performance teams.



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**TO BE A LEADER,  
YOU HAVE TO MAKE  
PEOPLE FOLLOW  
YOU, AND NOBODY  
WANTS TO FOLLOW  
SOMEONE WHO IS  
MAD AND ANGRY  
ALL THE TIME!**



DIGITAL

# PRESENTATIONS

All practical materials are supported by digital presentations and sheets made available for all participants.





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HAPPINESS PROJECT

# EQUIPMENT SUPPORT

The Let's Keep The Ball Flying Foundation uses our Happiness Project operations to collect gear and equipment in privileged countries and redistribute them to places in need.



5.





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JOIN US & SUPPORT

# OUR COMMUNITY

By reusing and redistributing we empower communities to support each other within our global family. We contribute toward a circular economy, sustainable use of materials, and establish multi-stakeholder partnerships.

Ask us about the possibilities.





# HAPPINESS PROJECT

#LKTBF

We believe that everyone deserves an equal opportunity to experience the power of volleyball.



“  
The meaning  
of life is to  
find your gift.  
The purpose  
of life is to  
give it away.

#LKTBF



Development 12/08/2020

## 'LET'S KEEP THE BALL FLYING' FOUNDATION HARNESSING POWER OF VOLLEYBALL TO DRIVE SOCIAL DEVELOPMENT



Lausanne, Switzerland, August 12, 2020 – Let's Keep the Ball Flying, a non-profit foundation which drives social development worldwide, is leveraging the power of volleyball to tackle social imbalances and bring about positive social change.



EQUALITY

## A WAY TO GIVE BACK

We gave her one of the donated jerseys and she put it on. All the girls wore the same jerseys. At that moment, she smiled from ear to ear and said: *"This is the first time I've belonged to a group because we all wear the same jersey."*





6.

## START A FUNDRAISER

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As LKTBF's founder, I have decided to leave my personal coaching career behind for a while, to be less selfish, and start helping others. Sharing knowledge and helping others is a core value laying a solid foundation under LKTBF.



CREATE

# AWARENESS & ENGAGEMENT



We will help our global volleyball family to start thinking about a meaningful way to give back to our community, as together we reflect more often on what sports has brought us all:

Meaningful friendships, wonderful travels, important life lessons, and unforgettable memories.

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*Let's create a special moment together!*





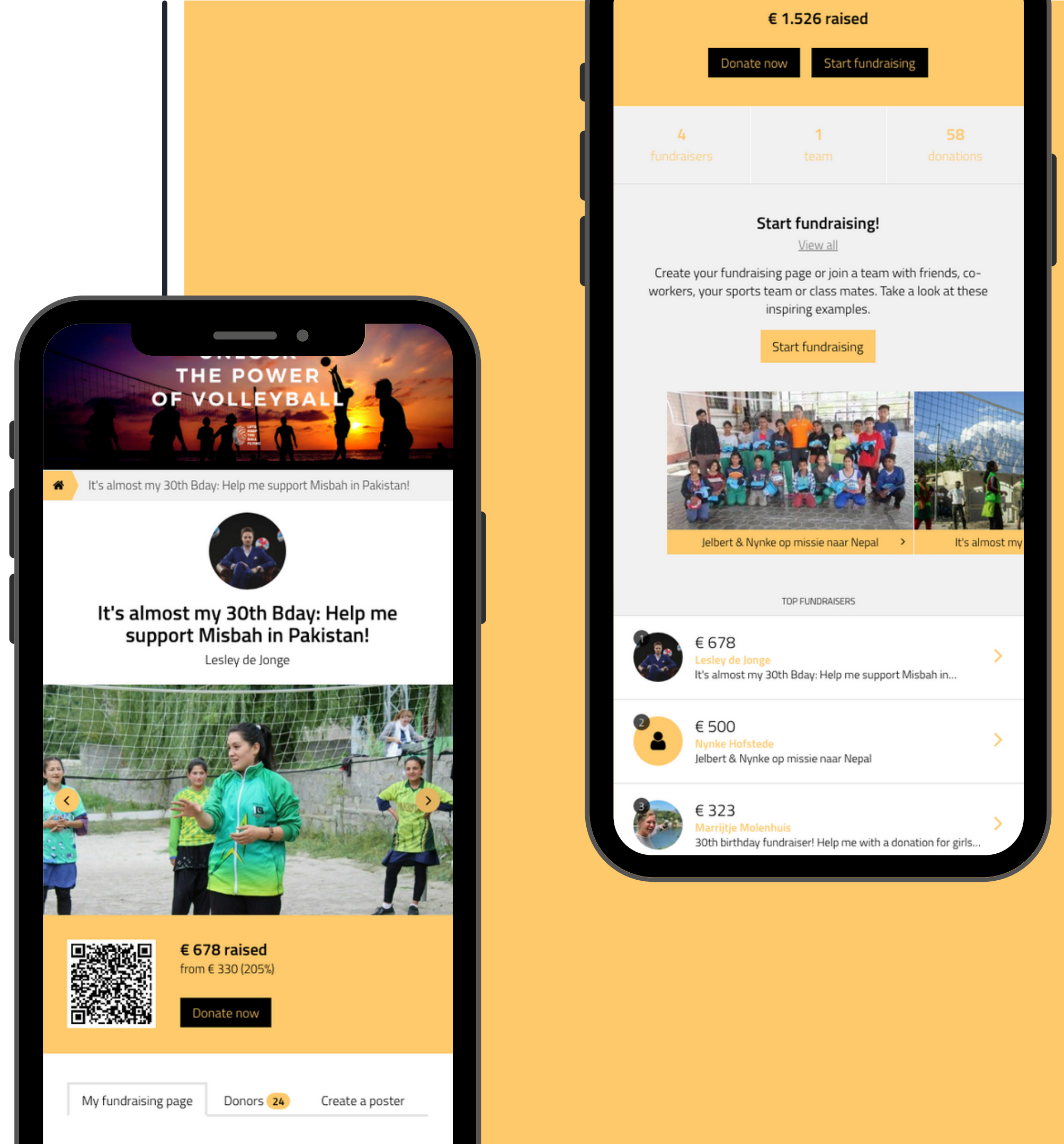
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IMPACT PLATFORM

# FUNDRAISING

Start your own Fundraiser on our impact platform and start making a difference.

Create your own activity page where you can raise funds and check your progress.











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# BRAND

#MYFINGERPRINT

We introduce to you: *Fingerprint!* With Fingerprint, you can buy amazing sustainable products that help our planet and support our social volleyball projects all over the globe.







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# CONNECT OUR

## GLOBAL VOLLEYBALL FAMILY

For our foundation to create maximum impact and awareness we create special opportunities for sponsors and partners to co-create in our programs.

Join us in building a sustainable legacy.  
Ask us about the possibilities.







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It is Not just about style,  
it's about making an impact with your style!

#fingerprint #lktbf

# GET IN TOUCH

LET'S KEEP THE BALL FLYING FOUNDATION





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#LKTBF

## CONTACT US



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The Netherlands



@LetsKeepTheBallFlying









# SYNCHRONIZATION

Let's Keep The Ball Flying enhances your existing programs with the help of our dedicated team of experts contributing to your cause. Together we support national federations and local communities from National Teams to the grassroots level, synchronized to Olympic Solidarity, United Nations, and the FIVB Project Platform projects and goals.

## FIVB Project Platform Synchronization

- Coaching support for technical and tactical development of national teams
- Volleyball equipment
- Coach the coaches

## Olympic Solidarity

- Assisting the NOCs in the preparation of their athletes and teams for their participation in the Olympic Games
- Developing the technical sports knowledge of athletes and coaches
- Improving the technical level of athletes and coaches in cooperation with NOCs and NFs
- Training sports administrators
- Collaborating with organizations and entities pursuing such objectives particularly through Olympic education and the propagation of sport
- Encouraging joint bilateral or multilateral cooperation programs among NOCs

## KAZAN Action Plan & the UN Social Development Goals

- Improve health and well-being of all, at all ages (SDG3 | KAP II.1)
- Provide quality education and skills development through sport (SDG 4 | KAP II.3)
- Enforce gender equality/Empower girls and women (SDG 5 | KAP I.5)
- Foster empowerment and inclusive participation (SDG 10 | KAP I.7)
- Establish multi-stakeholder partnerships (SDG 17 | KAP I.2)







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