



— UNDER THE AEGIS OF —  
FONDATION DE LUXEMBOURG

# Champ'seed Foundation (under the aegis of Fondation de Luxembourg)

## 2018 ANNUAL ACTIVITY REPORT

31 December 2017 – 31 December 2018





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### OUR MILESTONES

- ➔ **2014:** Creation of Champ'seed Foundation in October
- ➔ **2015:** Recruitment of a technical coordinator in June (B. Ebrahimzadeh)
- ➔ **2016:** Donor network expansion and first "gift matchings" in cooperation with a partner bank
- ➔ **2017:** Tax accreditation in the United Kingdom, Germany, France and Switzerland (in addition to Luxembourg) and further donor network expansion
- ➔ **2018:**
  - Tax accreditation in the United States
  - Appointment of a new technical coordinator (K. Abakar).

### OUR MAIN STRENGTHS AND KEY FIGURES IN 2018

- ➔ **17** children supported (28 since Champ'seed Foundation's creation)
- ➔ **13** different nationalities from 4 continents
- ➔ **No. 1 BOYS JUNIOR WORLDWIDE**
- ➔ **No. 2 GIRLS JUNIOR WORLDWIDE**
- ➔ **WINNER OF 3 JUNIOR GRAND SLAMS**

French Open Girls & Boys and Wimbledon Boys.

- ➔ **RUNNER UP IN 2 JUNIOR GRAND SLAMS**

Australian Open Boys and US Open Boys.



## **EDITORIAL**

2018 is a blossoming year for the Champ'seed Foundation!

Like their glorious eldest and "big brother" Stefanos Tsitsipas (now no. 8 in the ATP world ranking), our young players - thanks to the support of our generous donors - have dazzled all the tennis courts in the world with their talents.

5 Grand Slam finals out of eight possible, including 3 won, 1 world champion title for the boys, 2 victories for the girls in the under 12 and under 18 categories at the prestigious Orange Bowl tournament (the world's greatest reference aside from the Grand Slams). The Champ'seed Foundation has come so far since its creation in October 2014!

Under the aegis of Fondation de Luxembourg, Champ'seed Foundation has already enabled 28 youngsters, aged 10 to 22, to be awarded grants to cover their sports training, their physical preparation, their medical bills and their costs relating to the facilities and equipment needed for their education and training. Champ'seed Foundation also allocated grants to cover their travel costs for their attendance to practice and tournaments as well as to help these youngsters prepare their entry in the professional world, on and off a tennis court. These young talents were able to benefit from the expertise of Champ'seed Foundation collaborators and the facilities of the Mouratoglou Tennis Academy which are made available to them, free of charge.

This report is the opportunity to thank all the donors and partners of Champ'seed Foundation for their generosity and their support which enable our players to build their outstanding future as athletes. This chance for a professional career, the children also owe it to the commitment of the technical training staff, the caregivers and the volunteers implicated on the board and in our group of experts. May they all be warmly thanked for their investment in this project.

2019 will, I am sure, be the year of all possible opportunities at the highest global level and the occasion to celebrate our 5 years of existence.

Patrick Mouratoglou

President and Founder of Champ'seed Foundation

## I. FIGURES FOR THE YEAR: BENEFICIARIES AND ACTIVITIES

### 1. 2018 Beneficiaries

The year 2018 enabled the allocation of grants to 17 players who, for lack of resources, could have never pursued their educational and sports project and revealed their full potential.

These children and young adults, aged 10 to 19 years old, are:

- Alexei Popyrin (Australia)  
Born in 1999  
No. 147 ATP (475 places better in 2018)
- Dalayna Hewitt (United States)  
Born in 2000  
No. 72 ITF - reached 29<sup>th</sup> place in 2018
- Wojciech Marek (Poland)  
Born in 2001  
No. 48 ITF (37 places better in 2018)  
No. 1396 ATP (298 places better in 2018)
- Chun Hsin "Jason" Tseng (Taipei)  
Born in 2001  
No. 1 ITF  
No. 486 ATP (969 places better in 2018)  
Winner in 2018 of 2 Junior Grand Slam titles (French Open and Wimbledon), and  
Runner-up in the 2018 Junior Australian Grand Slam
- David Ionel (Romania)  
Born in 2002  
No. 66 ITF (264 places better in 2018)  
No. 1902 ATP
- Lorenzo Musetti (Italy)  
Born in 2002  
No. 4 ITF (78 places better in 2018)  
Runner-up in the 2018 Junior US Open Grand Slam
- Fatima Keita (Romania)  
Born in 2003  
No. 235 ITF (731 places better in 2018)
- Noa Krznaric (Croatia)  
Born in 2003  
No. 236 ITF (324 places better in 2018)

- Daria Lopatetskaya (Ukraine)  
Born in 2003  
No. 26 ITF  
No. 492 WTA  
US Open Junior semi-finalist in 2018, and first wins on the WTA circuit in Turkey and Hungary
- Holger Vitus Nodskov Rune (Denmark)  
Born in 2003  
No. 30 ITF (218 places better in 2018)  
First participation - and victory - in the Davis Cup at only 15 years old
- Constantinos Koshis (Cyprus)  
Born in 2004  
No. 1782 ITF (603 places better in 2018)  
Quarter finalist at the Orange Bowl in the under-14 category in 2018, and semi-finalist at the Eddie Herr in the same category
- Cori "Coco" Gauff (United States)  
Born in 2004  
No. 2 ITF (53 places better in 2018)  
No. 686 WTA (her first WTA ranking)  
Junior French Open Winner, 2018  
Quarter Finalist Wimbledon Junior, 2018  
Quarter Finalist Junior US Open, 2018  
Orange Bowl winner in the under-18 category, 2018
- Linda Fruhvirtova (Czech Republic)  
Born in 2005  
No. 327 ITF (718 places better in 2018)  
Winner in Stockholm in the under-14 category, 2018
- Lennon Jones (Japan)  
Born in 2005  
No. 2202 ITF (725 places better in 2018)
- Marc Majdandzic (Germany)  
Born in 2005  
One of the most gifted worldwide in his age category
- Clervie Ngounoue (United States)  
Born in 2006  
Orange Bowl Winner in the under-12s, 2018  
Finalist Eddie Herr in the under-14s, 2018  
One of the most gifted players worldwide in her age category
- Brenda Fruhvirtova (Czech Republic)  
Born in 2007  
Eddie Herrb Winner in the under-14s, 2018  
Auray Winner in the under-12s, 2018  
One of the most gifted players worldwide in her age category



All these players get the support of the Champ'seed Foundation. Without the contribution from the foundation to their human and athletic fulfilment, they would have never had the opportunity to reach such a level of excellence.

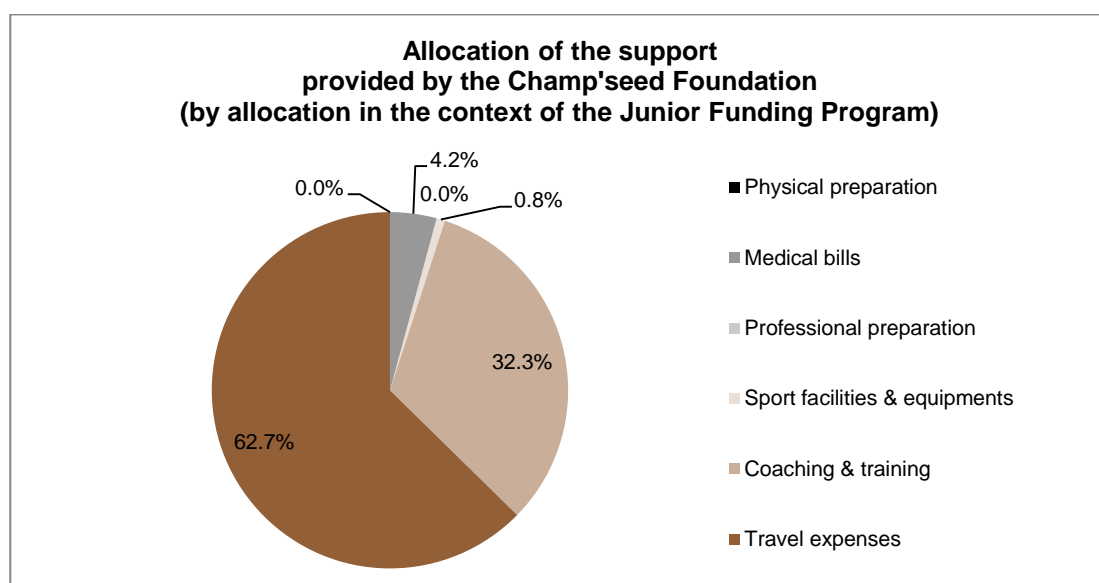
## 2. Support provided by the Champ'seed Foundation

Champ'seed has for mission to select the most promising youths who don't have the needed resources and to empower them to achieve their potential in the sport they have chosen to compete in professionally.

With the support of 17 youths in 2018 as part of the charitable Junior Funding Program, Champ'seed Foundation continued to pursue the objectives of its mission statement:

- Seek to build sustainable relationships with the players thanks to our donors' support
- Make the average level progress for all the players eligible for grants provided by the foundation
- Take part in major international tournaments and win titles at the highest level worldwide.

The players were able to count on the assistance of the Champ'seed Foundation to finance a coach, a fitness trainer, medical monitoring, contribute towards travel expenses (accommodation, train and plane tickets, meals) in order to attend international competitions. These expenses are often doubled for these youths as they cannot travel alone.



### **3. Schooling and sports education**

Education is crucial for all youngsters, that they be gifted tennis players or not. Champ'seed Foundation seeks to encourage all players to actively pursue their academic education.

Champ'seed Foundation's commitment is specifically limited to the promotion in the public interest of the education of youngsters in need through tennis in any way the Board might find useful, including by:

- The attribution of grants to these youths based on capabilities to finance their practice, physical preparation, medical expenses and the use of necessary facilities and equipment for their education and training;
- The allocation of subsidies to cover travel expenses linked to the pursuit of such an education;
- The assistance and preparation of these youngsters to enter the professional world, on and off the courts.

The importance of a continuing education is recognized by the adapted schooling program, that the studies be pursued in a public or private school or through distance learning.

Champ'seed Foundation also has a relationship with the Mouratoglou Tennis Academy (MTA) which offers students a high-level sports and academic curriculum enabling to best combine intense training, tournaments and academic programs throughout the year. The ultimate goal is to guarantee to students a proper life project around sports and education leading to the professional circuit or an American university program with a focus on sports.

Champ'seed Foundation supports all players in the same way that they study at the MTA or follow another school education system.





## **II. 2018 HIGHLIGHTS**

### **1. Pro-AM & Champ'seed Gala**

On the weekend of 16 & 17 June 2018, the fourth Champ'seed Foundation Charity Gala was held. A special tribute was paid to our guest of honor Martina Hingis, who came to celebrate with our group the end of her fabulous career on the tour.

The event was a resounding success for all the participants. Throughout the day on Saturday, the donors were given the opportunity to play in mixed doubles with the young talents of the Champ'seed Foundation who gladly played along for the occasion.

All the participants then traded their tennis gear for elegant evening attire to enjoy a traditional charity gala dinner that took place around the tennis-racket shaped swimming pool of the Beachcomber French Riviera Hotel\*\*\*\*. The theme of the evening was the white outfits of Wimbledon, the grand slam that was beginning a few weeks later.

One of the evening's highlights, was the fundraising auction organized by the Champ'seed Foundation, the profits of which were donated to the Junior Funding Program to support our current and future young talents. Guests were able to win prizes as precious as they were mythical, including the original racket with which Serena Williams won her tenth grand slam with Patrick Mouratoglou, the twenty-third of her career. Naming the Central Court of the Mouratoglou Academy was also a great success.

The next day, donors set foot on the courts again to participate in the Pro-AM tournament organized for the occasion with our celebrities. Among the guests around Martina, we had the pleasure of counting Marion Bartoli, Iva Majoli, Tatiana Golovin, Heidi El Tabakh, Varvara Lepchenko, Sébastien Grosjean and Thomas Enqvist.

### **2. Weeks of training and selection**

The periods of training for the players selected by Champ'seed Foundation stretch out throughout the year. As regards their respective programs, these young talents come to adjust their game and get advice from Patrick Mouratoglou and the rest of the team.

In addition to regular training periods, three major gatherings were held in 2018 to scout new talent. It is under the expert eye of Patrick Mouratoglou and Kerei Abakar, the technical coordinator, that some of these talents were invited to become members of the Champ'seed Foundation.

### 3. Champ'seed Foundation's sporting successes in 2018



**Alexei Popyrin** (Australia) continued his meteoric rise and finished 2018 at the 147<sup>th</sup> place in the ATP ranking. It is the largest advancement in the ranking of players within the top 200 players in the world!

**Chun Hsin “Jason” Tseng** (Taipei) became the first Champ'seed Foundation player to be officially awarded the title of World Junior No. 1-ranked tennis player in 2018. In 2018, he won two Grand Slam tournaments in France at Roland Garros and in London at Wimbledon. He finished 2018 by ranking No. 486 in the ATP.



**Lorenzo Musetti** (Italy) reached his first Junior Grand Slam final in New York at the US Open, he finished 4th in the Junior World Ranking.



**Holger Rune** (Denmark) won his first Davis Cup match at just 15 years old against a player ranked No. 317 in the ATP World Ranking! 2019 should see him play leading roles.

**Cori "Coco" Gauff** (USA) won the French Open at The French Junior Open at only 14 years old. She is in the top 4 of the youngest winners at Roland Garros Junior Girls, behind Martina Hingis, Jennifer Capriati and Gabriela Sabatini. She also won the prestigious Orange Bowl title and finished second in the Junior world rankings.



In 2018, **Linda Fruhvirtova**, at only 13 years old, obtained her first ITF Junior ranking and finished the year ranked no. 327.

Her sister, **Brenda Fruhvirtova** won the Eddie Herr tournament in her age category, she is one of the most promising young players in the world.

2019 promises to be an exciting year!





### III. GOVERNANCE AND MANAGEMENT: THE TEAM

#### 1. Board

Established in October 2014 upon creation of the Champ'seed Foundation, the Board takes all necessary measures to steer the action of the Foundation. The Board determines the Foundation's action plan, selects its beneficiaries and determines any potential partnerships.

The members of the Board are:

- Patrick Mouratoglou  
President and Founder of the Champ'seed Foundation (under the aegis of Fondation de Luxembourg)  
President of the Mouratoglou Tennis Academy  
Serena Williams's coach  
TV & Press Consultant
- Pierre Benichou  
Managing Director at Goldman Sachs (London)  
Competitor and tennis passionate
- Anne Kremer  
Professional player from 1999 until 2014  
Former No.18 WTA  
Current executive assistant at CK Sportcenter (Luxembourg)
- Tonika Hirdman  
General Director at Fondation de Luxembourg

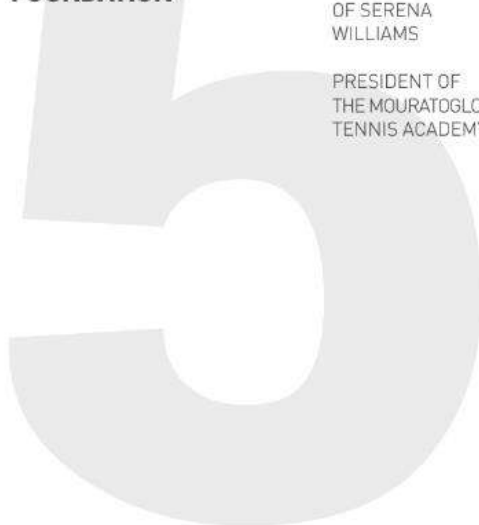
 <p><b>PATRICK MOURATOGLOU</b> Founder &amp; President of the Champ' Seed Foundation, under the aegis of the foundation of Luxembourg; President of the Mouratoglou Tennis Academy Coach of Serena Williams TV &amp; Press consultant</p>	 <p><b>PIERRE BENICHOU</b> Managing director at Goldman Sachs(London) Competitor &amp; Tennis passionate</p>	 <p><b>ANNE KREMER</b> Former professional tennis player (1999-2014) Former WTA n°18 Executive assistant at CK Sportcenter (Luxembourg)</p>	 <p><b>TONIKA HIRDMAN</b> General Director at Fondation de Luxembourg</p>
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## **2. Group of experts**

5 members form the selection committee whose role is to put forward beneficiaries in accordance with the objectives of the Champ'seed Foundation:

- Patrick Mouratoglou  
President and Founder of the Champ'seed Foundation (under the aegis of Fondation de Luxembourg)  
President of the Mouratoglou Tennis Academy  
Serena Williams's coach  
TV & Press Consultant
- Laurent Rizzo  
Former professional player and former agent at Octagon
- Luis Moris  
Clinician psychologist  
Former tennis coach  
Doctors without Borders Volunteer
- Stéphanie Testard  
Former professional player  
Tennis and School Manager
- Jeremy Chardy  
Professional tennis player

**THE COMMITTEE IS FORMED OF 5 EXPERIENCED MEMBERS WHOSE MISSION IT IS TO SELECT CANDIDATES ELIGIBLE FOR THE SUPPORT PROVIDED BY THE FOUNDATION**



**PATRICK MOURATOGLOU**

COACH OF SERENA WILLIAMS

PRESIDENT OF THE MOURATOGLOU TENNIS ACADEMY



**LUIS MORIS**

CLINICIAN PSYCHOLOGIST  
FORMER TENNIS COACH



**LAURENT RIZZO**

FORMER PROFESSIONAL TENNIS PLAYER

FORMER AGENT FOR OCTAGON AGENCY

CURRENT WEALTH MANAGEMENT ADVISOR



**JEREMY CHARDY**

PROFESSIONAL TENNIS PLAYER



**STÉPHANIE TESTARD**

FORMER PROFESSIONAL TENNIS PLAYER

TENNIS & SCHOOL MANAGER



### **3. Technical coordination**

Kerei Abakar has been the technical coordinator of the Champ'seed Foundation since January 2018.

Born on 24 February 1985, Kerei used to be second series in France and played in the American college division. Kerei is also and mainly a high-level coaching expert. He namely brought the French tennis player, Jérémy Chardy to his highest ranking in 2013 (ATP No. 25). Kerei likes getting involved on the courts in collaboration with players' individual coaches and he is the coach of Stefanos Tsitsipas with his father Apostolos Tsitsipas since 2015: they trained him towards his best tennis yet with a No.8 ATP ranking as of 10 April 2019.



In his role, Kerei is responsible for forwarding the files to the Group of Experts for review and validation.



#### **IV. OUR ONGOING PROJECTS**

##### **1. New week of training and selection**

A new training and selection week should take place in 2019 to support new promising tennis talents that don't have the necessary financial resources to reach their highest potential.

It will give the opportunity to the best juniors to show off the extent of their talent to Patrick Mouratoglou, President and Founder of the Champ'seed Foundation, Kerei Abakar, the Technical Coordinator, and an ad-hoc team of coaches from the Mouratoglou Academy.

##### **2. Champ'seed Foundation 2019 Gala**

As it is now a ritual every year, this event must enable the foundation to raise major funds but also gather current and potential donors.

Many celebrities but also business owners and other high-level athletes will attend the gala this year to support the foundation.

The 2019 Gala will also be an opportunity to put the Foundation in a new spotlight for its five years of existence.



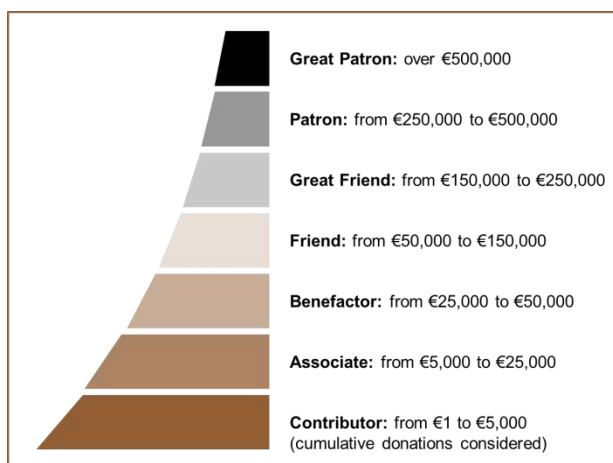
## V. OUR DONOR PROGRAM

All donors are partners of the Champ'seed Foundation effort. They are, in that respect, associated with its achievements and successes.

All donors:

- have their name written in the annual activity report
- are subscribed to our newsletter

The categories of donors are illustrated in a pyramid:



The donors belonging to the categories “Great Friend”, “Patron” and “Great Patron” will be listed on the Donor Wall of the Champ'seed Foundation website and “guest of honor” at the annual Champ'seed Weekend.

## DONOR WALL<sup>1</sup>

Champ'seed Foundation is delighted to be able to count on the generosity and loyalty of the following donors to give young talents a chance to achieve their careers as professional tennis athletes. Certain donors have decided to stay anonymous and are not included in the list below. We thank all the donors profusely for their support: without them, the foundation could not pursue its mission.

<b>Great Patron: over €500,000</b>
Patrick Mouratoglou
<b>Patron: from €250,000 to €500,000</b>
Pierre Andurand Guillaume Rambourg
<b>Great Friend: from €150,000 to €250,000</b>
Jean-Philippe Blochet Stefan Bollinger Thibaut Large James Reynolds
<b>Friend: from €50,000 to €150,000</b>
Antoine de Guillenchmidt Olaf Diaz-Pintado Maryline Mertz
<b>Benefactor: from €25,000 to €50,000</b>
Yannick Fedele Loïc Fery Alexander Jansen Jean-Christophe Kerdelhue Xavier Mayer Eric Murciano Guy Saidenberg Pablo Salame
<b>Associate: from €5,000 to €25,000</b>
Edouard Hervey Erik Petersson Dmitri Potishko



**DONOR WALL<sup>1</sup> (CONTINUED)**

<b>Contributor: from €1 to €5,000</b>
Gauthier Amiot
Olivier Belaich
Orianne Collins
Jean-Francois Demole
Jared Donaldson
Rudi Falat
Jeremy Goldstein
Tim Huiszoon
Diana Kyllmann
Xavier Menguy
3A The Excellence of Art
Tie Break Tens
Riccardo Riboldi
Brian Robinson
Senka Softic
James Spooner
Arthur Villard

*1. Statement as of 18 June 2019. Includes cumulative donations paid out and/or pledged to Champ'seed Foundation and/or the Junior Funding Program, taking into account the "annual giving funds" programs, and potential "gift matchings" and "gift aids".*



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**Champ'seed Foundation (under the aegis of Fondation de Luxembourg)**

12 Rue Erasme  
B.P. 281  
L-2012 Luxembourg  
Luxembourg

Website: [www.champseedfoundation.com](http://www.champseedfoundation.com)  
E-mail: [patrick@mouratoglou.com](mailto:patrick@mouratoglou.com)