



— UNDER THE AEGIS OF —  
FONDATION DE LUXEMBOURG

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

## 2019 ANNUAL ACTIVITY REPORT

31 December 2018 – 31 December 2019





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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 and appointment of a new technical coordinator (K. Abakar).
- ➔ **2019:**
  - Celebration of Champ'seed Foundation's 5-year anniversary
  - 5-year partnership renewal with Fondation de Luxembourg
  - Broadening the donor network
  - Tax accreditation in Spain

### OUR MAIN STRENGTHS AND KEY FIGURES IN 2019

- ➔ **15** children supported (34 since Champ'seed Foundation's creation)
- ➔ **13** different nationalities from 3 continents
- ➔ **WINNER OF 2 JUNIOR GRAND SLAMS**  
Boys Australian Open and Boys French Open
- ➔ **WINNER OF 3 WORLD JUNIOR MASTERS**  
WTA Future Stars Shenzhen Girls (Under 14s)  
ITF Junior Masters Chengdu Boys  
Red Bull Next Gen Milan Open Boys
- ➔ **WINNER OF THE *LES PETITS AS* TOURNAMENT**  
Girls' Singles and Doubles
- ➔ **No. 2 BOYS JUNIOR WORLDWIDE**



## **EDITORIAL**

As this annual report is released at the end of May 2020, the world is experiencing an unprecedented global health crisis. Our players have to live a unique period during which international tournaments are cancelled and training sessions are vastly affected. This historical situation reveals the most basic human needs - health and the importance of friendships and family relationships.

At the time of writing, it is too early to know what the full effect of COVID-19 will be on the great Champ'seed family. As we continue to commit to our young up-and-coming athletes to build their tennis careers, we will be aware of the impact this virus will have on the world of sports and the non-profit sector. We hope that we can overcome this crisis with the help of all those who have always supported us so generously, and that we can protect the sporting future of our young players.

Given this unprecedented situation, Champ'seed Foundation's 2019 results are even more encouraging. This past year was a year of confirmation, duly celebrated around an exceptional gala celebrating our 5 years of existence.

Following in the footsteps of their glorious elders, Stefanos Tsitsipas (who became No. 6 in the ATP rankings) and Cori Gauff (who became No. 68 in the WTA rankings, having won her first WTA title in Linz and a Round of 16 at Wimbledon), our young players dazzled all the international tennis courts with their talent.

2 Junior Grand Slam tournaments won in Melbourne and Paris, 2 Junior Masters titles in the boys' category, 1 victory in singles and doubles in the girls' category at the prestigious Petits As tournament (the world's biggest reference in the under 14 category) and 1 victory at the 'Next Gen' Masters in the girls' category in the under 14s category... What astounding success!

Under the aegis of Fondation de Luxembourg, Champ'seed Foundation has already enabled 34 youngsters, aged 10 to 21, to be awarded grants to cover their sports training and education, their physical preparation, their medical expenses and their costs related to the use of sports facilities and equipment. 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.

As we look toward the future, we are committed to carrying out our action in line with the human and sporting values of the great family that is Champ'seed.

Patrick Mouratoglou  
President and Founder of Champ'seed Foundation

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

### 1. 2019 Beneficiaries

The year 2019 enabled the allocation of grants to 15 players who, for lack of resources, could never have pursued their educational and sports project and revealed their full potential.

These children and young adults, aged 10 to 21 years old, are:

- **Karman Thandi (India)**  
Born in 1998  
No. 569 WTA
  
- **David Ionel (Romania)**  
Born in 2002  
No. 52 ITF Junior (14 places better in 2019)  
No. 556 ATP (1346 places better in 2019)  
Winner of 4 ITF Futures tournaments
  
- **Lorenzo Musetti (Italy)**  
Born in 2002  
Winner of the 2019 Australian Junior Open Grand Slam  
No. 1 ITF Junior in June 2019  
No. 360 ATP (222 places better in 2019)  
Winner of 2 ITF Futures tournaments
  
- **Holger Vitus Nodskov Rune (Denmark)**  
Born in 2003  
No. 2 ITF Junior (28 places better in 2019)  
Winner of the 2019 French Junior Open Grand Slam  
Winner of the 2019 ITF Junior Masters 'World Tennis Tour Junior Finals' in Chengdu  
Winner of the 2019 ATP Junior Masters 'Red Bull Next Gen Open' in Milan  
No. 1 ITF Junior in October 2019  
No. 1019 ATP
  
- **Constantinos Koshis (Cyprus)**  
Born in 2004  
No. 258 ITF Junior (1524 places better in 2019)  
Winner of 2 ITF Junior G4 tournaments in Turkey
  
- **Linda Fruhvirtova (Czech Republic)**  
Born in 2005  
No. 13 ITF Junior (314 places better in 2019)  
No. 809 WTA— her first WTA ranking  
Winner of the 2019 *Les Petits As*, Singles and Doubles  
Singles and Doubles Runner-up of the U18 Tournament in Cape Town (Grade A)

- **Lennon Jones (Japan)**  
Born in 2005  
No. 1246 ITF Junior (956 places better in 2019)  
Winner of the Stade Français U14 Tournament (Cat 1)  
Singles Runner-up and Doubles Winner of the U14 Tournament in Palermo (Cat 1)
- **Michaela Laki (Greece)**  
Born in 2005  
No. 162 ITF Junior (244 places better in 2019)  
European Champion in the U14 category
- **Marc Majdandzic (Germany)**  
Born in 2005  
No. 11 in Europe Category U14 in 2019  
Winner of the Kremlin Cup U14 Tournament (Cat 1)  
3 Times Winner in U14 Cat 2 Tournament (Talinn, Budapest and Hoehr-Grenzhausen)
- **Clervie Ngounoue (United States)**  
Born in 2006  
No. 412 ITF Junior– her first ITF ranking Junior  
Winner of the WTA Future Stars in Shenzhen in the U14 category  
Orange Bowl Finalist in the U16 category
- **Henry Searle (Great Britain)**  
Born in 2006  
No. 43 in Europe Category U14 in 2019
- **Brenda Fruhvirtova (Czech Republic)**  
Born in 2007  
Winner of the U14 Tournament (Cat 1) in Stockholm  
Winner of the 2019 *Les Petits As* Doubles  
Semi-finalist at the Orange Bowl in the U16 category
- **Shanice Roignot (France)**  
Born in 2007  
No. 1 French Girls in the U12 category  
Winner of the 3 main tournaments in U12 (Cat 1): TCBB, Auray, Passagespoirs
- **Ksenia Efremova (Russia)**  
Born in 2009  
Winner Girls of the U10 Tournament at the Smrikva Bowl 2019  
One of the most gifted players worldwide in her age category
- **Svit Suljic (Slovenia)**  
Born in 2009  
Winner Boys U10 Tournament at the Smrikva Bowl 2019  
One of the most gifted worldwide in his 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.

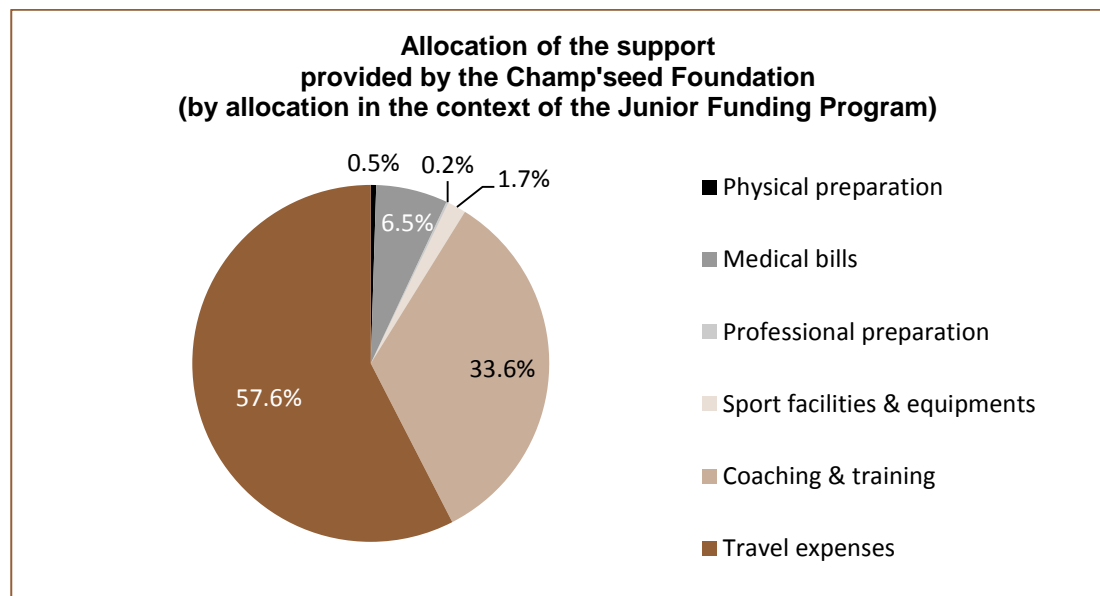
**2. Support provided by the Champ'seed Foundation**

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 15 youths in 2019 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. 2019 HIGHLIGHTS

### 1. 2019 Pro-AM & Champ'seed Gala

On the weekend of 22 & 23 June 2019, the fifth Champ'seed Foundation Charity Gala was held. A special tribute was paid to our guests of honour, tennis star Serena Williams, world boxing icon Mike Tyson and 2-time Oscar winning actress Hilary Swank.

The event was a resounding success for all the participants. As every year and for a whole day, 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.



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 Serena Williams, we were pleased to welcome Séverine Beltrame, Heidi El Tabakh, Tatiana Golovin, Sébastien Grosjean, Boris Kodjoe, Alizé Lim, Iva Majoli, Anastasia Pavlyuchenkova, Camille Pin, and Shaun T.

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\*\*\*\*.



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 precious and legendary prizes, including original tennis rackets belonging to Serena Williams and Stefanos Tsitsipas, boxing gloves signed by Mike Tyson and a "Red Carpet" event with Hilary Swank. One thing is for sure, our masters of ceremonies Christina MacFarlane and Josh Cohen were able to form an amazingly entertaining duo throughout the evening before giving up the dance floor to mythical Bob Sinclar.

## **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, a major gathering took place in 2019 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 2019



**Lorenzo Musetti** (Italy) continued his impressive progress by claiming the Junior Grand Slam title at the Australian Open in Melbourne. He was not lagging either on the main ATP circuit as he finished the year close to the top 350!

For **Holger Rune** (Denmark), 2019 has confirmed his emergence on the junior circuit where he played the leading roles. He won the French Open at Roland Garros Junior and finished the year ranked second in the world junior rankings.



In 2019, **Linda Fruhvirtova** (Czech Republic) fulfilled the hopes placed in her by winning the prestigious *Les Petits As* title and finished the year in the top 15 best players in the world junior rankings.

Her sister, **Brenda Fruhvirtova**, won the double of the 2019 *Les Petits As* with her. She also won the prestigious Stockholm Under-14 tournament and was a semi-finalist at the Orange Bowl in the under-16 category at just 12 years old.





**Clervie Ngounoue** (USA) won the Under 14 Masters. An Orange Bowl finalist in the under-16 category, she obtained her first ITF Junior rankings at just 13 years of age and finished the year ranked 412<sup>th</sup> in the world.

Let's hope that 2020 will be just as fruitful!





### III. GOVERNANCE AND MANAGEMENT: THE TEAM

#### 1. Board

Established in October 2014 on 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 (New York)  
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>

## **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 agent
- 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



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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

"DOCTORS WITHOUT BORDERS" VOLUNTEER



**JEREMY CHARDY**

PROFESSIONAL TENNIS PLAYER



**LAURENT RIZZO**

FORMER PROFESSIONAL TENNIS PLAYER

FORMER AGENT FOR OCTAGON AGENCY

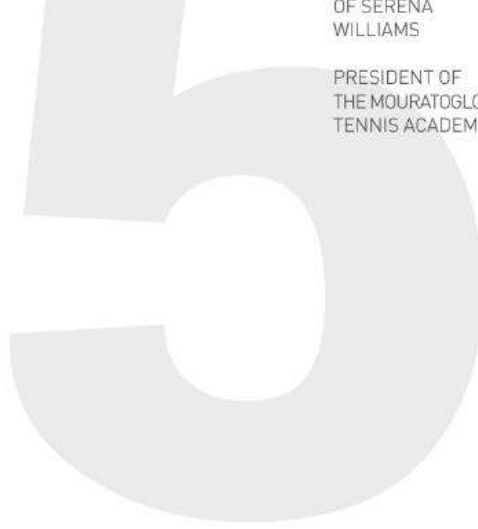
CURRENT WEALTH MANAGEMENT ADVISOR



**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**

Firstly, new players will come to show their talent throughout the year and, in addition, a new week of training and selection week should take place in 2020 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 2020 Partners Evening**

As it is now a ritual every year, the Champ'seed Foundation Gala was expected to raise major funds but also gather current and potential donors.

To our great regret, this gala, originally scheduled for 20 & 21 June 2020, has now been postponed due to the coronavirus pandemic. At the time of publishing this report, we are considering different options for the possible organization of an alternative partners evening, when we can do it without fear of physical contact.

We will certainly keep our partners quickly informed of the new date, if the organization of such an event becomes possible in 2020.

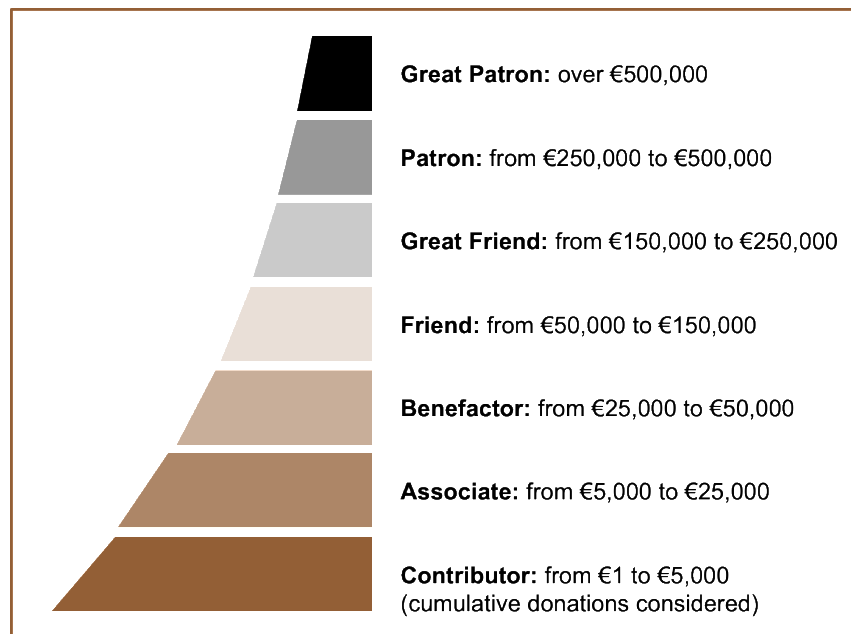
## V. OUR DONOR PROGRAM

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 “Guests 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 James Reynolds
<b>Great Friend: from €150,000 to €250,000</b>
Jean-Philippe Blochet Stefan Bollinger Thibaut Large
<b>Friend: from €50,000 to €150,000</b>
Olaf Diaz-Pintado Yannick Fedele Antoine de Guillenchmidt Maryline Mertz Michael Sherwood Shaun T
<b>Benefactor: from €25,000 to €50,000</b>
Jean-François, Cécile & Noëlle Demole Loïc Fery Alexander Jansen Jean-Christophe Kerdelhue Xavier Mayer Eric Murciano Alexis Ohanian Guy Saidenberg Pablo Salame Ed van Wyk

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

<b>Associate: from €5,000 to €25,000</b>
Archibald Ciganer Edouard Hervey Nico Hülkenberg Erik Petersson Dmitri Potishko
<b>Contributor: from €1 to €5,000</b>
3A The Excellence of Art Gauthier Amiot Olivier Belaich Orianne Collins Jared Donaldson Rudi Falat Jeremy Goldstein Tim Huiszoon Diana Kyllmann Xavier Menguy Cyr Paillard Riccardo Riboldi Brian Robinson Senka Softic James Spooner Tie Break Tens Arthur Villard

*1. Statement as of 25 May 2020. 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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