



THE **TRUE ATHLETE** PROJECT

CHANGE THE WORLD, ONE TRUE ATHLETE AT A TIME.





WHAT IF WE RE-IMAGINED
SPORT AS A TRAINING GROUND
FOR COMPASSION, MINDFULNESS
AND GOOD MENTAL HEALTH?



OUR VISION

What if we re-imagined sport as a training ground for compassion, mindfulness, and good mental health?

What if we re-imagined the idea of an athlete as someone who develops mind and body, in order to help others, and make the world a better place?

Our practical, mindfulness-based approach to changing the culture of sport aims to improve athlete performance, nurture mental health, and cultivate a more compassionate society - all in one!

One in four suffer with mental ill health, and sport is well-placed to make a positive difference. However, 75% of young people engaged in sport experience emotionally harmful treatment (NSPCC). Clearly, sport is failing to live up to its potential as a tool to improve the mental health crisis of our time. We aim to change the status quo, and unleash the power of sport!



WHY MINDFULNESS?

Mindfulness improves focus, relaxation, and our ability to let go of negative thoughts that can affect our performance. Athletes find mindfulness helps them to be process-oriented and less anxious, allowing them to enjoy better health and improved performance.

Mindfulness can also:

- REDUCE NEGATIVE EMOTIONS, STRESS AND CHRONIC PAIN
- IMPROVE LEARNING, MEMORY, AND EMOTIONAL REGULATION
- FOSTER COMPASSION AND ALTRUISM
- ENCOURAGE HEALTHY HABITS AND BOOST THE IMMUNE SYSTEM
- IMPROVE SLEEP
- IMPROVE ACADEMIC PERFORMANCE

Elite sport stars around the world are turning to mindfulness to gain an advantage:

“The connection between mindful training and the experience of flow (or being ‘in the zone’) is clear enough to justify special focus on mindful practice. When you add in the numerous physical and mental health benefits of that very same practice, it becomes almost irresponsible to ignore.”

– LAURENCE HALSTED, OLYMPIC FENCER.

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IF EVERY 8 YEAR-OLD IN THE WORLD IS TAUGHT MEDITATION, WE WILL ELIMINATE VIOLENCE FROM THE WORLD IN ONE GENERATION.

- THE DALAI LAMA





THE **TRUE ATHLETE** PROJECT



**SERVICE TO OTHERS IS THE
RENT YOU PAY FOR YOUR ROOM
HERE ON EARTH.
- MUHAMMAD ALI, ATHLETE
AND HUMANITARIAN**



The butterfly is a universal symbol of transcendence, awakening and peace. It also symbolises the “butterfly effect”: the power of our actions, and how the values learned on the field-of-play truly matter and can make a difference.

The orange and blue represent the yin and yang - the calm and the passion, the strength and the sensitivity - needed by athletes to achieve excellence in sport, and in life.

Finally, the logo reminds us of Muhammad Ali, at whose inspirational Center, in Louisville, Kentucky, our project took flight!

OUR TEAM

A diverse team of world-class athletes, coaches, clinical and sport psychologists, mindfulness teachers, social pioneers and policymakers.



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I AM A STRONG SUPPORTER OF THE TRUE ATHLETE PROJECT. IT IS AN INSPIRED INITIATIVE TO DEMONSTRATE THE POWER OF SPORT AS A FORCE FOR GOOD. AND IT CAN BE OF MASSIVE VALUE TO INDIVIDUAL SPORTSMEN AND WOMEN, HELPING THEM ACHIEVE MENTAL WELL-BEING.
– NORMAN LAMB MP, FORMER UK HEALTH MINISTER



OUR FOUNDER

Sam Parfitt, Founder and CEO of The True Athlete Project

“Chattanooga’s Athletic Steve Jobs [...] Parfitt turns PE classes into a place where everyone is an athlete. He teaches kids about nutrition, positive imagery and gratitude. Sport becomes less about battle-ball and more about soul-craft.”

- DAVID COOK, CHATTANOOGA TIMES FREE PRESS

THE TRUE ATHLETE PROJECT IS THE PROUD RECIPIENT OF THE WORLD OLYMPIANS' & GB OLYMPIANS' PARTNERSHIP AWARD FOR OUR INNOVATIVE APPROACH TO DELIVERING SOCIAL IMPACT THROUGH SPORT.



**WORLD
OLYMPIANS**
ASSOCIATION



OUR PROGRAMS

○ IN THE ZONE: MINDFULNESS FOR ATHLETES

Learn how mindfulness can strengthen our ability to handle high-stress situations and pressure, work with doubt anxiety, help us overcome injuries, stay focused and present, prepare for competition, and much more!

○ CLASSES FOR SCHOOLS

We know that a wonderful experience of sport can improve children's lives, and promote lifelong physical and mental health.

We believe that sport-for-change efforts should begin with Physical Education classes. This is where we can change what sport means for young people. It's wholesome, not stressful. It's fun, not scary. It's about doing your best, not about being compared with others. It's about cultivating a true athlete spirit and taking that spirit into all of life's endeavors. Compassion, bravery, humility, positivity, mindfulness - it all starts here.

"No doubt this is the best Physical Education program I've ever seen in all my years as an educator. Thank you!" - DR. MARIA VIVES

"Thank you for teaching us mindfulness. Now I can feel like I'm floating in a cloud whenever I want!" - SECOND GRADER



**YOUR COACHING IS THE
BEST THING TO EVER
HAPPEN TO MY CHILD.
- PARENT**



OUR PROGRAMS

COACH DEVELOPMENT

Coaches – those on the front-line – should have the tools and skills necessary to provide high-quality mental and emotional support to their athletes.

We tailor workshops to a wide-range of organizations to help you achieve peak performance and transform lives through sport!

Since we cannot hope to compare in terms of financial support, participation numbers, or organizational capacity, we know that we must find smarter, more innovative ways to develop and improve.”

– DANISH FENCING

ATHLETE RETREATS

Our mindful retreats allow athletes the space to reflect, learn and transform. We also provide ongoing support once the retreat comes to a close, so that learning becomes habitual.

Our Costa Rica retreat participants experienced a dynamic mix of physical, mental and emotional training, including visualization and creative exploration techniques, night hikes in the rainforest, plant teachings, and meditation on the Caribbean coast.



OUR PROGRAMS

◦ MENTORING

Become a true athlete with TAP's Individualized Training and Mentoring program.

We match aspiring young athletes with Olympic and Paralympic champions.

Mentors support mentees through a ground-breaking curriculum designed to enhance performance, nurture well-being, and cultivate the next generation of socially-conscious athletes.

- PERFORMANCE
- IDENTITY AND VALUES
- MINDFULNESS
- COMMUNITY RESPONSIBILITY
- NATURE AND CONNECTEDNESS

“ IT HAS BEEN REALLY FUN TO GET TO KNOW FLORENCE. IT'S A VERY EXCITING EXPERIENCE!
 – MIRIAM SCHREIBER, SWEDISH FENCER.
 MENTORED BY FLORENCE SCHELLING,
 FOUR-TIME SWISS OLYMPIC ICE HOCKEY
 GOALKEEPER

“ SHE IS A WONDERFUL MENTOR AND FRIEND TO MY DAUGHTER.
 – PARENT OF KITSY NIPPER,
 MENTORED BY CARYN DAVIES.
 TAP MENTOR, TWO-TIME
 OLYMPIC GOLD MEDALIST, AND
 HARVARD'S MOST SUCCESSFUL
 OLYMPIAN.



GET INVOLVED

- **SUBSCRIBE TO TAP SPEAKS**

Receive the latest blogs, videos, and updates from our team!

- **BECOME A TAP ADVOCATE**

Grow your network, gain new skills, and unleash the power of sport in your community.

- **JOIN A PROGRAM**

Contact ADMIN@THETRUEATHLETEPROJECT.ORG to find out how we can tailor our programs to meet your needs.

- **SUPPORT US**

The True Athlete Project is a registered 501C3 non-profit organization. To make a difference, we need your support.

[DONATE HERE](#) or speak with our founder: SAM@THETRUEATHLETEPROJECT.ORG

The True Athlete Project is a 501(c)(3) non-profit organization under federal tax guidelines. Tax ID: 81-1063080

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www.thetrueathleteproject.org

THANK YOU!



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