



Heart values

Our heart values are the foundation that unites and guides us. These principles reflect our dedication to spreading positive messages, nurturing personal growth, and living according to ethical standards. They define where and how we pursue our mission, emphasizing the importance of teamwork, engagement, and partnerships.

Through these core values, we aim to harness the universal language of sport to connect with people of all ages and backgrounds, fostering a sense of community and shared purpose. Whether in community centers, sports arenas, or diverse global communities, our focus remains on promoting positive values, encouraging personal development, and adhering to our ethical principles, all while fostering unity and collaboration. Join us on this journey as we strive to transform lives and communities through the power of shared values and the spirit of play.

What We Do

Proclaim Positive Values: We are committed to spreading positive values that are essential for personal growth and community building. Emphasizing the importance of integrity and compassion, we aim to inspire others to share and uphold these values.

Foster Personal Development: Our mission is to guide individuals in their personal development journey, encouraging them to mentor and support others in turn. This involves ongoing, daily efforts to live by ethical principles and positive examples.

Uphold Ethical Principles: Our foundation is built on upholding strong ethical principles, which reveal the core of our character and plans. We diligently follow and promote these teachings as the guiding truths for our actions and decisions.

Where We Do It

Within Community Organizations: Community organizations play a crucial role in promoting positive values and personal development. Every member has a role, and these organizations function as communities of support and collaboration.

Through Sport and Play: Sport is a universal language that bridges cultural and societal gaps. It offers opportunities for fostering personal growth, leadership development, and community building, and even initiating new community projects.



In Every Country, Every Community: Our vision is global, reaching every country and community with our message of acceptance and compassion. This includes cities, villages, prisons, refugee camps, etc. reflecting the universal nature of our values and commitment.

How We Do It

In Teams: We work in teams based on relationships, trust, and mutual service. Each member has a unique role, and together, we fulfill our mission of promoting positive values and personal growth.

With Humility: Inspired by examples of humility, we lead by serving others. Our resources and efforts are directed toward helping others succeed and fostering a spirit of service within our communities.

By Partnering: We build partnerships within our community, encouraging collaboration and unity. This involves working together with various organizations and individuals to further our mission of spreading positive values.

These core values guide our movement to promote personal development and community building through sport and play, uniting us in our mission to share compassion and acceptance globally.



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