



**Activity
report 2024
PLAY TO SAVE**

Dear friends, partners and supporters,

What an incredible adventure 2024 has been for **Play to Save** !

This project, born of a simple dream by four passionate young people, has exceeded our wildest expectations. Together, we proved that solidarity and determination can move mountains, even for a team with no previous experience.



Thanks to your support, your kindness and our collective work, we organized much more than a tennis tournament. It wasn't just a sporting competition, or even a solidarity event. It was the culmination of an in-depth effort to mobilize our generation, raise awareness of the power of sharing, and awaken consciences. What we built was a living message: proof that we can achieve great things despite our age, thanks in no small part to collective action.

More than just a fundraiser, a community

The sum of **CHF 47,850** raised for the **CanSEARCH** Foundation is just one of the tangible results of this project. What's important to us is proving by example that young people, armed with passion and ambition, can make a real impact. It's about building a committed intergenerational community, united by the conviction that every gesture counts, and that together, nothing is impossible.

We belong to a generation that masters communication tools like second nature. But this year, we've also discovered the immense power of words, ideas and deeds. **This network we're weaving is not just a social network : it's a human, vibrant network, through which we want to spread essential values such as mutual aid, commitment, the need to be informed, to understand, and to mobilize.**

But this is just the beginning

Play to Save is still in its infancy. The year 2025 promises even **greater challenges, even more ambitious projects, and even stronger ties.** We'll open more doors, continue to build bridges between generations, and explore new fields such as art and music. We'll set up other events, but we'll also build on existing initiatives to cross networks and offer our community the chance to explore other experiences.

Everything remains to be built. We want to dream bigger, act stronger, bring people together. **Stay with us, because the Play to Save story is just beginning.**

Introducing the team



Valentin Brunie

Co-President and Co-Founder
Third year at Collège Emilie
Gourd, Geneva
Member of the Geneva Youth
Council



Matteo Aïm

Co-President and Co-Founder
Fourth year at Collège Emilie
Gourd, Geneva
Member of the Geneva Youth
Council



Thomas Da Silva

Vice-president
Third year at Collège
Claparède, Geneva



Théo Cancela

Treasurer
Law student at the
University of Geneva
(Master's degree)



The Tennessee Tournament: a founding success

On September 14 and 15, 2024, we took a decisive step forward with the organization of the **Tennessee Tournament, our very first event**. This tournament brought together eight of the best under-18 tennis players in Romandy at the Tennis club des Eaux-Vives, offering the public in attendance a high-level competition and a moment of sharing around a cause that is more than important: the fight against pediatric cancer.

From the outset, our objective was clear: to combine sporting performance with a commitment to solidarity. To achieve this, we mobilized all our resources to ensure the smooth running of the tournament, from logistics to communications, including the search for partners and the implementation of an effective awareness-raising strategy.

Impact in numbers

The response to the event exceeded all our expectations:
Amount raised for the CanSEARCH Foundation: CHF 47,850.

- **200,000** views on our Instagram reels
- **89,000** accounts reached on Instagram
- **5,000** profile visits and 500 new followers in one month
- **1,200** views on our website
- **87** broadcasts of our commercial on the Léman Bleu channel

These figures reflect not only a high level of visibility for our association

and our cause,

but also

the support

of a wide

public to

our project.



Breakdown of expenditure

■ Donation to CANSEARCH :

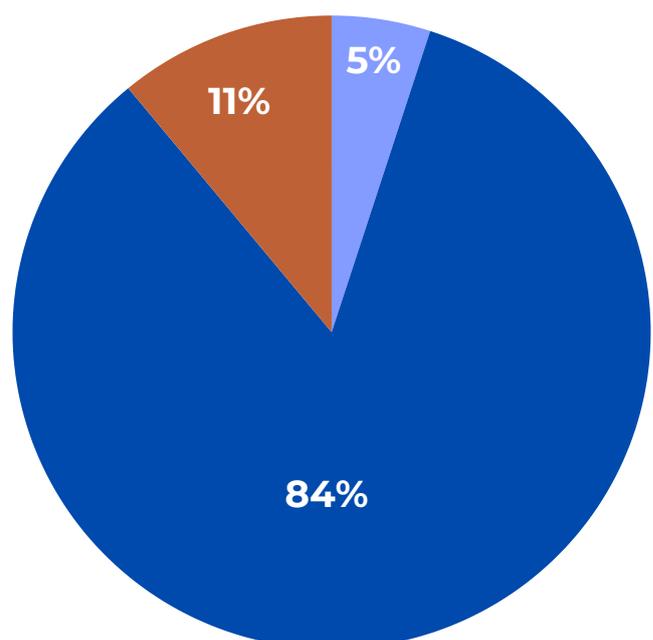
Main objective of the event.

■ Monetary reserve:

Reserve amount for the start of operations 2025

■ Expenses and fees:

Miscellaneous payments made outside the main donation.



Committed media coverage and partners

We were able to count on solid partnerships that enabled us to amplify our impact. The city of Geneva, local businesses, sports institutions and the media were all there to support this youth-led initiative.

Highlights of the coverage included

Two articles in the Tribune de Genève

- A week of advertising on Léman Bleu, boosting our visibility throughout the region.
- Publications relayed by local influencers and athletes, giving even greater prominence to our project.
- Growing recognition of Play to Save as a committed player among Geneva's youth.

A huge thank you to our 2024 sponsors and partners.



What lies ahead: heading for 2025

On the strength of this initial success, we have no intention of stopping there. The year 2025 will mark a new phase of development for Play to Save, with renewed ambitions and even more impactful projects.

Our priorities include

- Establish the Tennis Tournament as a key annual event.
- Explore new event formats by integrating other sporting and artistic disciplines.
- Multiply our collaborations with associations, companies and institutions that share our values.
- Strengthen our roots in youth* by enabling new members to become actively involved in the association.

*It's all in the mind

We're convinced that this is just the beginning of the adventure.

With your support, we'll continue to turn our ideas into concrete action and demonstrate that young people have the power to change things.



Thank you to everyone who believes in us
and supports us in this mission.
Together, let's keep playing to save.