



je-crois

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JC-Backgrounder

Short profile

The organisation «**Je-crois**» **en moi (JC)** (french. I believe in myself) was started 2008 by Jörg Saabel for the purpose of promoting the fair play idea in sport, particularly, and for promoting an anti-doping prevention campaign. The JC-philosophy «Your trust in your strength is your success» is brought to the public of top level- and mass sport by means of a support program for hopeful young talents who bindingly commit to honest sport without doping. The athletes serving as ambassadors, receive financial and material support from «Je-crois».

The young talents support program primarily finances itself through the sale of functional JC-sports and leisure wear, through high quality JC-symbol jewellery, as well as patron donations. Associated projects, such as the JC-Comeback- Prize or the JC-seminars for children and adolescents, underpin the social commitment and help to educate the awareness that you can reach your goals if you believe in yourself.

founder and owner

Jörg Saabel

websites

<http://www.je-crois-sport.ch>

<http://www.je-crois-schmuck.ch>

ambassadors

seit 2008: Vera Güntert, Inline-Skating

seit 2010: Désirée Ehrler, Cycling

seit 2013: Gian Struzina, Athletics

seit 2013: Jasmin Güntert, Inline-Skating

residence

Baar, Kanton Zug

profile and services

Support organisation for honest sport without doping, single proprietorship

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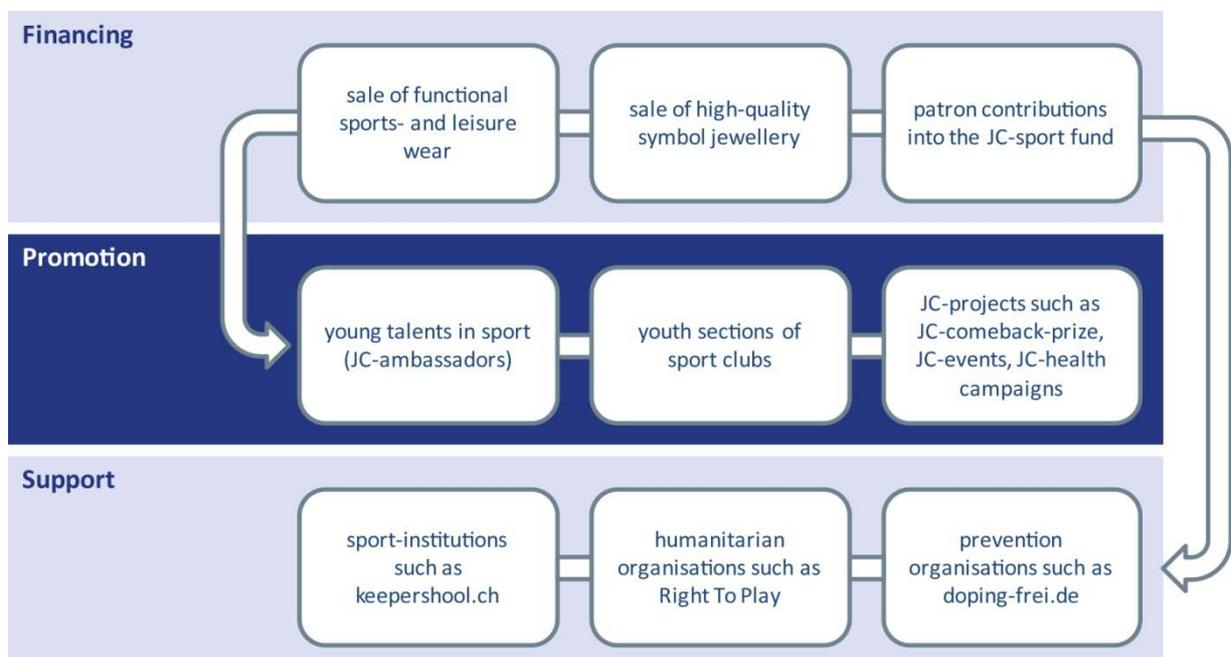
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The organisation

«Je-crois» en moi (JC) (JC) (french: I believe in myself) is synonymous with having the trust to reach your goals if you believe in your performance ability. In sport, it stands for the renunciation of unauthorised performance enhancing substances. Since the main task of «Je-crois» is the promotion of honest sport without doping, concepts for sport clubs and juniors in sport have been developed in order to bring the JC-philosophy to the public, following the slogan: Believe in yourself and your strengths, not in doping!

«Je-crois» supports the youth sections of sport clubs since this is where the cornerstone for fair competitive conditions is laid. Especially in these sectors it is important to initiate the necessary measures on behalf of the sport clubs.

The founder and owner, Jörg Saabel, is himself an active footballer and youth coach.



Organizational structure «Je-crois»



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The JC-mission statement

«Je-crois» concentrates all its activities and efforts towards not accepting doping in sport as standard. We want to raise awareness, especially among athletes, that the reflection on one's own abilities and skills is an essential factor for success. We recognise every collaboration, whether with our ambassadors, clubs, patrons, clients and suppliers, as a personal relationship based on mutual trust, fairness and durability. We generate an appealing amount for our support programs and projects and communicate openly and comprehensibly about financial contributions. We pursue an appropriate expansion of the organisation and collaboration with like-minded committees in order to introduce and raise awareness of the JC-philosophy among the wider public.

The JC-support program

JC-support program for young talents in sport

The JC-support program for hopeful young talents provides financial and material contributions:

- Annual fixed fee
- Travel costs contribution inland and abroad
- Mental training with a Swiss Olympic licensed coach
- Shopping voucher for sportswear
- Commission on the sold jewellery and clothing worn for leisure

JC-support program for youth sections of sport clubs

Sport clubs which assume the JC-philosophy and contribute to the sales of the JC-products are supported by Je-crois. The cooperation is clearly regulated in a sponsoring contract and has the aim to be financially and ideally profitable to all parties involved.

JC-support program for JC-projects

The supported JC-projects have the general goal to increase the level of awareness of Je-crois, while at the same time add value to all parties involved. As these projects cannot, for the most part, be self-sustaining, they are partially funded through the sales proceeds of the JC-products as well as through sponsoring- and patron donations.



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The JC-projects

JC-Comeback-prize

The JC-Comeback-Prize is an annual public choice award for athletes who fought their way back doping free after an illness or injury and are able to participate in competitions again. It is only advertised for young talents born as of 1995 who are members of a sports club. Its aim is to use the example of a winner personality concerning their anti-doping attitude, to give courage to other athletes and also the wider public. In cooperation with the Zuger Woche, the prize is launched at the beginning of each year, and the winner is announced in November. It is our goal to develop the JC-Comeback-Prize from a cantonal campaign into a national campaign.

JC-seminars

JC not only supports hopeful young talents in sport, but specifically the development of awareness that you can reach your goals if you believe in yourself. The trust in oneself is the essential condition for one's own success. Whether in sport, at school, in a club, within the circle of friends, in your family...to find one's way in seemingly hopeless situations and to do the right thing at the crucial moment, requires courage and willpower. The trust in oneself enables the extraordinary. But you don't need to have super powers to accomplish heroic deeds. Mental strength and personal attitude can decisively influence the performance and finally even determine victory or defeat. How to master fears and stress is taught by the JC-seminar, especially developed for children and adolescents. Supported by a Swiss Olympic recognised mental coach and a top athlete of cycling, participants discover in a playful fashion how to be «in charge» of their mind and are encouraged to give it a try. Everything for believing in yourself.

JC-health campaign in kids football



«Warm clothing for cold sports days»: Children in football play in September, October, March and April, with sometimes low temperatures around 3 degrees celsius and risk catching a cold. The JC-thermo-clothing offers an extensive protection from a cold on cold sports days for children and adults (football, skiing, rowing, etc.) Clubs which join the health campaign receive money for their youth section.

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The JC-sport- and leisure collection

The functional clothing products in the JC-range are perfected and established on the market due to their quality, durability, and the great price/quality ratio. They are obtained from local dealers, provided with the JC-symbol and the JC-slogan «the trust in your strength is your success», and then sold on for a uniform discounted price. The aim is to receive sufficient means through the sales to finance the JC-support programs. Though above all, it is important to «Je-crois» that the buyer wear the JC-clothing with pride, sending out a message in their sporty everyday life.

<http://www.je-crois-sport.ch/en/produkte.php>

The JC-jewellery collection

The owner of «Je-crois», Jörg Saabel, is also a designer. He creates jewellery and accessories to promote drug-free sport. A goldsmith from Zug then turns the design into high quality products. The JC-jewellery collection received the Swiss label for the fulfilment of the highest Swiss quality standards in 2011. From pendants to tie clips, the pieces of jewellery made of stainless steel, 925 sterling silver, or 18 carat gold, symbolise what «JC» wants to express, believe in yourself and the awareness that you can reach your goals if you trust your own abilities.

<http://je-crois-schmuck.ch/en/produkte.php>



The JC-sports fund

With the JC-sports fund, other sport enthusiasts have the opportunity to support young athletes on their road to top level sport without doping. Patrons have the option to enter their amount into the overall fund. Every patron is sufficiently informed about the progression and the development (annual report).

JC-patron 100: specific funding of young talents from socially underprivileged families

JC-patron 200: funding of hopeful young talents

JC-patron 400: funding of JC-top athletes



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The JC-ambassadors

«Je-crois» (JC) has been providing active prevention work for over five years. They support hopeful young talents from various sport disciplines who consciously decide against any kind of doping. As ambassadors, they not only serve as shining examples to their training mates, but also receive material and financial support. The support package includes first class sportswear, mental coaching, travel allowance inland and abroad, earnest money, as well as a creation from the current JC-jewellery collection.

Vera Güntert, Inline-Skating
from Alosen ZG, born 1997



<http://www.veraguentert.ch/>

Jasmin Güntert, Inline-Skating
from Alosen ZG, born 1999



Désirée Ehrlé, Cycling
from Steinhausen ZG, born 1991



<http://www.girls-cycling-team.ch>

Gian Struzina, Athletics
from Steinhausen ZG, born 2001



<http://bestlist.swiss-athletics.ch/athletics/bestlist;id=BC4645846AA9842942A6B74A699539EF?mode=bestlist&listtype=athlete&athlete=CONTACT.WEB.133719&disziplines=akb20-wde60f-ekl6qigr-1-ekl6sax2-a2&categories=akb20-wde60f-ekl6qigr-1-ekl6sc36-d4&firstname=Gian&lastname=Struzina&count=30&showAllDisciplines=true>

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The JC-goals and upcoming projects

2013

- The first JC-seminar for children and adolescents, «So ticken Superhelden» (this is how super heroes think), takes place in November.

2014

- Realization of the first JC-public day. At this public event interested persons are introduced to the support organisation «Je-crois», they can get to know the supported young athletes and ask them questions and also buy JC-products.
- JC-Comeback-Prize for young athletes (canton ZG)
- Signing of a new cycling talent as JC-ambassador
- Remit amendment of Désirée Ehrler
- Obtaining of popular figures or opinion leaders who identify with the JC-philosophy, wear the JC-jewellery and thus promote the marketing thereof.

2015

- Marketing of the athletes
- Implementation of the JC-club card, committing holders to support the athletes financially and entitling them to the free participation of various «Je-crois» events.

2016

- JC-Comeback-Prize for young athletes (cantons ZH, ZG, AG, SZ)

The JC-events

JC-evening

We hold an annual JC-evening. All JC-contributors, from athlete to graphic designer, meet and get to know each other at this event. We inform about all past and future activities and events taking place in the <<Je-crois>> year and thus making the diverse results and tasks comprehensible and easy to associate with. Furthermore, an invited guest speaker from politics and business talks about a topic closely related to the JC-philosophy.



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The JC-owner



Jörg Saabel, born 1963, Ger

As the son of an agricultural machines wholesaler, his assistance in the company, which was managed over generations, started at an early age. «I knew every screw and every machine» For the company succession, he completed the corresponding training and let himself be fascinated by his father's entrepreneurial thinking. He was to believe in himself, trust his abilities and thus reach his goals. Even though father and son went their separate ways, these words were characterising for his present support organisation «Je-crois». Jörg Saabel first started designing jewellery for friends and relatives and from the motivating idea «I believe in myself», created the symbol giving initials «JC». Not only as a football coach, did he encounter reports on doping offences. A «Cool and Clean» ambassador himself, this fact kept occupying his thoughts. He began to develop concepts for athletes and clubs based on the JC-philosophy. Today, his inventive commitment long since includes numerous campaigns and projects which develop further each year, and each year find more supporters and sympathizers.

Jörg Saabel is married and a father of two sons.