

Executive Summary

COACHING[®] CORPS



We improve the health, educational and social outcomes for kids living in struggling communities through the power of service and sports.

Coaching Corps: 310 8th Street, Suite 300, Oakland, CA 94607: 510-663-9200: CoachingCorps.org

 <https://twitter.com/coachingcorps>

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COACHES HAVE A LIFE-LONG IMPACT ON YOUTH

Most of us can remember that special coach or teacher who made a life-long impression on our lives. We can also remember playing on sports teams with our friends in our neighborhood.

Yes, it seems pretty obvious to all of us that coaches and sports can have an impressive and critical impact on the development of America's youth. We are not the only ones.

The fact is, extensive research, as well as guidance from the **President's Council on Physical Fitness and Sports**, substantiates everyone's own experience and common sense.

“ **Coaches** . . . (are) special adults who **make a difference** in the quality of youths' experiences and personal skill development. Studies consistently show that coaches . . . (impact) higher self-esteem, perceived competence, enjoyment, and self-determined motivation, and continued physical activity participation. ”

There is “ a **moral imperative** to provide physical activity access and opportunity for all youth. Without focused consideration of equitable access and opportunity, many youth are excluded from physical activity . . . When access and opportunity bring youth to engage in optimal physical activity contexts, **evidence shows achievement of a multitude of developmental health outcomes** for participants . . . Motor, physiological, psychological, social, and academic benefits are supported by the literature. ”

President's Council on Physical Fitness and Sports, Research Digest, Series 10, No. 3



THERE IS A LARGE INEQUITY IN SPORTS PARTICIPATION

and thus youth development, especially in under-resourced neighborhoods.

PERCENT PARTICIPATION OF YOUTH IN SPORTS

Only **37% of low-income parents** report that their children participate in organized sports, compared to **64% of higher-income parents**.

AND IT IS ONLY GETTING WORSE.

\$1.5 billion
cut from school sports
programs in 2010

40% of programs
moving to fee for play ...
accelerating the divide

- ✓ Kids Want To Play
- ✓ Places To Play Are Available
- ✓ Sports Equipment Is Available
- ✗ Coaches Are Not Available

Coaching Corps
has a straight forward solution:
We provide character and sports development to low-income youth through highly trained, and free, athletic coaches.

EVERYONE HAS A ROLE TO PLAY

in delivering the value of Coaching Corps to kids who need coaches and sports.

Coaching Corps

- Target specific geographic markets based on need and reach
- Recruit, train and place volunteer coaches in communities of need
- Provide free coaches to afterschool programs in low-income neighborhoods
 - Monitor and manage quality and impact

With a Team of Support

Coaches

- Complete Coaching Corps' leadership and coach training certification
- Mentor and lead by example
- Complete quality and impact reports
- Recruit other coaches
- Gain an appreciation for sustained civic action

AfterSchool Programs

- Recruit Youth Participants
- Organize teams
- Arrange facilities, equipment

Colleges and Universities

- Provide support and process to engage students for volunteer coaching
- Support formation of chapters

Donors and Foundations

- Fund Coaching Corps
- Attend events, if desired
- Help eliminate the health and achievement gap for low-income youth
- Introduce new supporters
- Advocate for low-income youth

Corporations

- Fund chapters and Coaching Corps
- Co-brand local teams
- Provide employee coach volunteers
- Access Coaching Corps coaches for future employment
- Build relationships with local colleges
- Build positive community relations

Kids benefit

- Build self-esteem, discipline, enjoyment, self-determined motivation, teamwork
 - Learn and grow with a role model and mentor
 - Play sports and get exercise
 - Have fun

MEET OUR KIDS



“ Playing sports with my coach makes me feel free. ”

— Eddie



“ My coach teaches me how not to be scared anymore and how to get my confidence up and just do it! ”

— Maya



“ My coach keeps me thinking about school before sports, rather than the other way around, which is how it used to be. ”

— LaRod

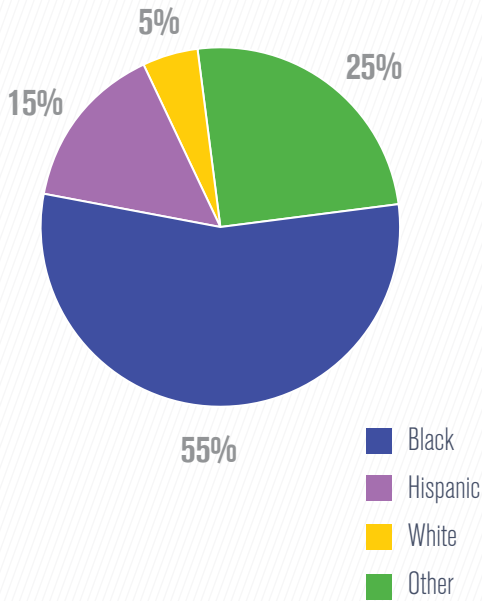


“ I like playing sports because I can get active and I can have fun. ”

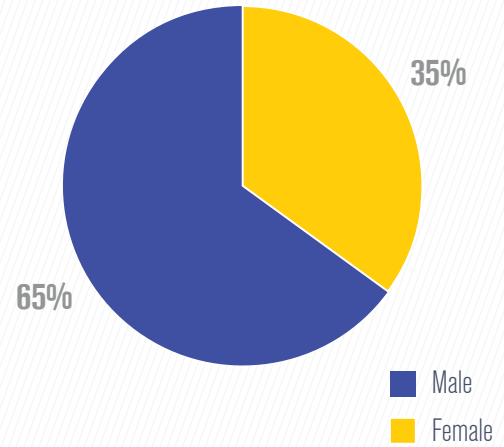
— Fabian

HERE'S A SNAPSHOT OF THE KIDS IN OUR PROGRAMS

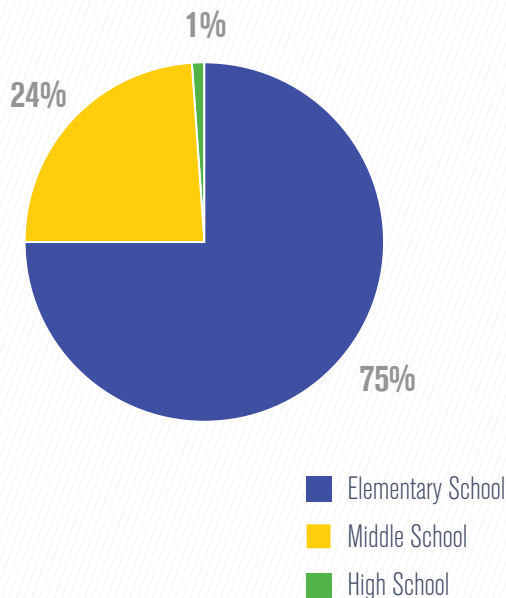
Race



Gender

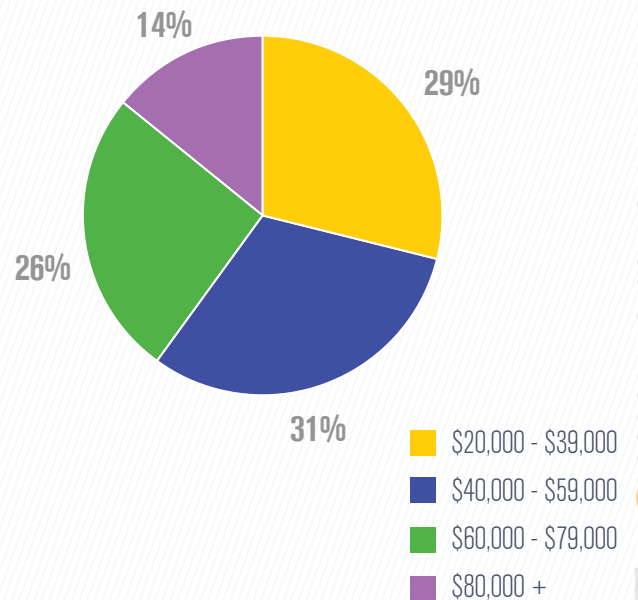


Grade Level



Household Income Across Coaching Corps Communities

Source: Census - American Community Survey



MEET OUR COACHES



“ I want to help create opportunities for kids in underprivileged communities that don't have some of the things that we took for granted growing up. ”
— **Coach Alisha Adam**
President, Stanford Coaching Corps chapter



“ For me, and for Coaching Corps, 'winning' means that kids are improving their health and fitness and fulfilling not the prophecies others have for them, but going beyond that and beyond their wildest dreams. ”
— **Coach Cameron Hajialiakbar**
Founder and President, UCLA Coaching Corps Chapter



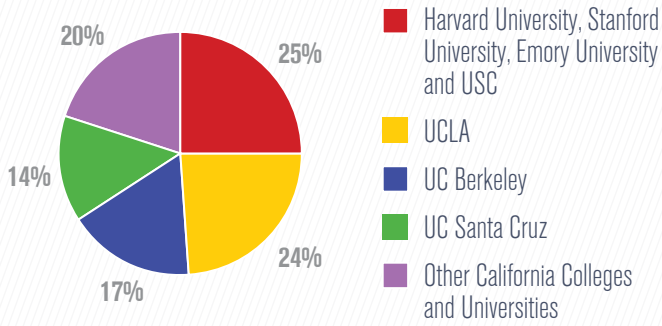
“ I had sports growing up as a kid, but the kids I work with wouldn't have sports if I wasn't here. The kids need the role models and they need the structure. ”
— **Coach Darusz Wodziak**
Stanford University



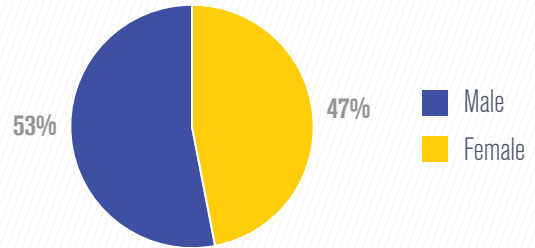
“ Every time we recruit a new coach, I know 10 to 15 kids are going to have an amazing mentor or adult in their lives that can impact them positively. Knowing that makes it all worth it in the end. ”
— **Coach Sahar Osmani**
*Founder and President, Coaching Corps Chapter
San Diego State University*

OUR COACHES AT A GLANCE

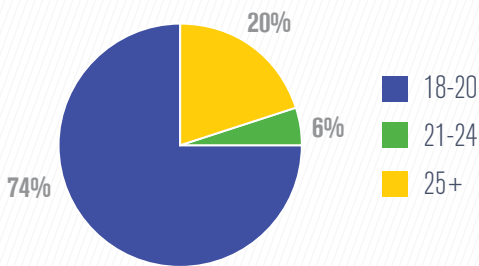
Colleges Enrolled



Gender

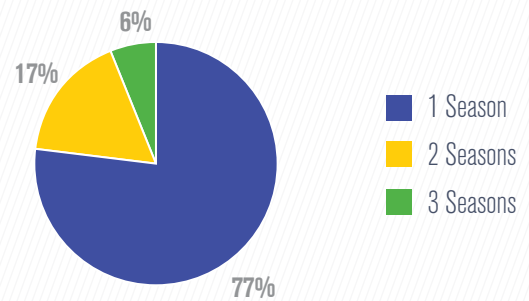


Age

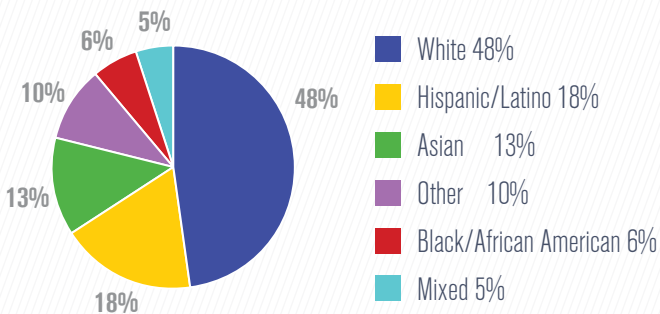


Coaching Corps Tenure

2013 Spring Season



Race/Ethnicity

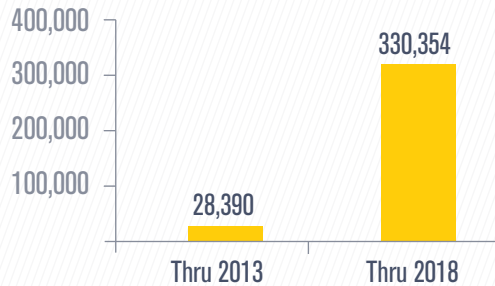


WE HAVE REACHED THOUSANDS OF KIDS

thanks to the work of our extraordinary coaches and generosity of our donors. Look at the **2018 impact** of our movement!

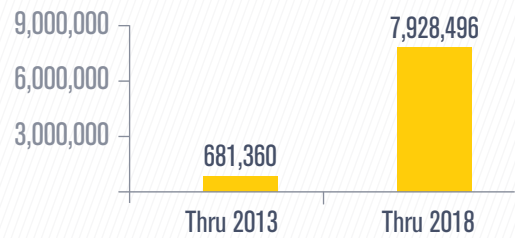
NEARLY **30,000** KIDS' LIVES ALREADY IMPACTED...

Kids served



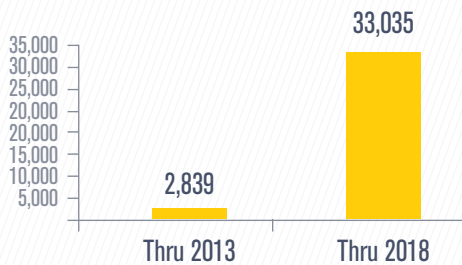
THRU OVER **700,000** HOURS OF FACE-TO-FACE TIME WITH TRAINED COACHES

Mentor/role model hours delivered



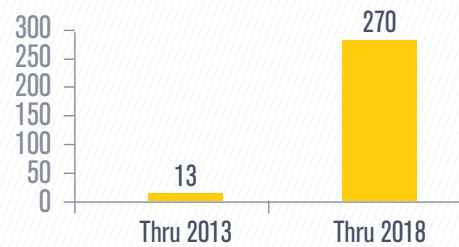
NEARLY **3,000** TEAMS CREATED THAT OTHERWISE WOULD NOT HAVE EXISTED...

Teams created



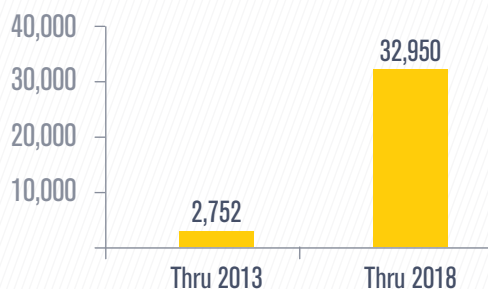
WITH **13** CHAPTERS RECRUITING VOLUNTEERS

Chapters



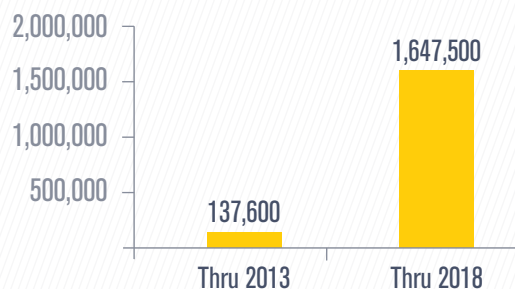
NEARLY **3,000** COACHES RECRUITED AND SET UP WITH AFTER SCHOOL PROGRAMS...

Coaches



...WHO RECEIVED AN ASTONISHING **137,000** HOURS OF COACHING AND LEADERSHIP TRAINING

Hours of leadership and coaching training delivered



THERE ARE MILLIONS OF KIDS WHO DESPERATELY NEED US



Coaching Corps Has A Solid Track Record



- Proven impact on youth development
 - Focus on the key constraint (coaches) to reach low-income youth through sports
 - Proven coaching and leadership training modules
 - Relationships with afterschool programs, and access to places to play and equipment
- Track record of success and chapters in 27 cities
 - Solid financial systems
 - High quality and respected Board of Trustees and management team
 - Presidential recognition at the White House for Champions of Change



HOW YOU FIT IN:

We need:

Regional Steering Committee Leadership to align corporations, universities, and donors with the most important part of the equation ... THE KIDS

Infrastructure funding:

2014: \$1,475,000

3-year: \$4,050,000

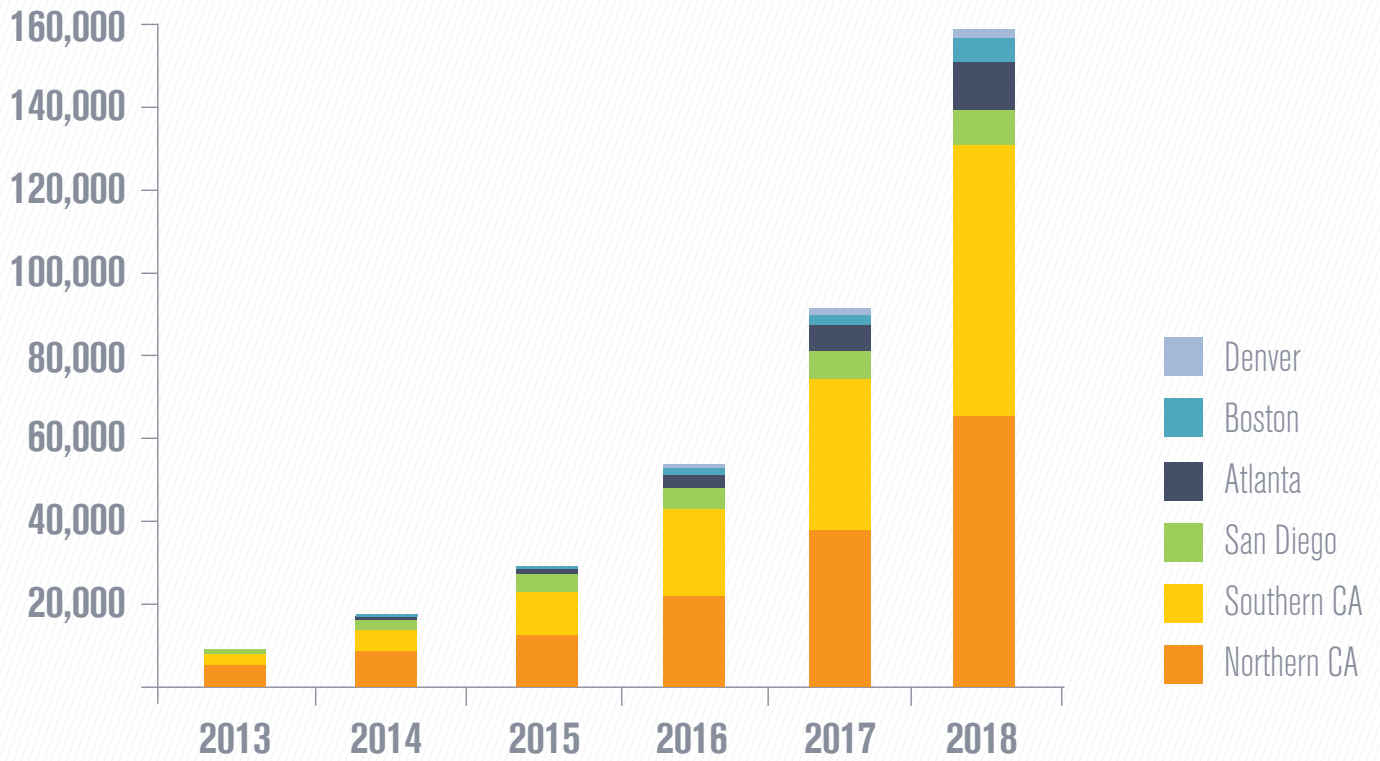
Growth capital:

2014: \$2,372,500

3-year: \$10,390,000

INVESTMENTS WILL ALLOW FOR SUBSTANTIAL IMPACT

in Northern California with expanded impact in Southern California, as well as in new regions throughout the country.



REGIONAL GROWTH PROJECTIONS
FOR KIDS SERVED