

*Amateur Athletic
Foundation
of Los Angeles*

*A Legacy of Sport
for Youth*



***Amateur Athletic
Foundation
of Los Angeles***

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by the Amateur Athletic Foundation of Los Angeles.*



AAF: Serving the Youth of Southern California

A Letter from the Chairman

Four years ago we celebrated the Los Angeles Olympic Games with the entire world. Brought together by athletic excellence, we embraced the 1984 Games and made them the most successful ever.

But that was just the beginning.

The Games produced a surplus. Forty percent — approximately \$90 million — was entrusted to the Amateur Athletic Foundation of Los Angeles (AAF), created by the Los Angeles Olympic Organizing Committee (LAOOC) to invest Southern California's Olympic legacy in youth and sport. The remainder went to the U.S. Olympic Committee and sports National Governing Bodies.

Today, the Amateur Athletic Foundation continues to serve youth, creating opportunities for participation in high-quality sports programs for young people of all ability levels. Priorities for the commitment of AAF funds are placed on expanding programs for low-income youth, girls and the handicapped. Efficient utilization of existing community resources including facilities, equipment and expertise is also emphasized.

Since the Los Angeles Games, the Amateur Athletic Foundation has committed more than \$25 million to youth sports, our own regional sports programs and development of the Paul Ziffren Sports Resource Center. Hundreds of thousands of boys and girls, as well as their parents and communities, have benefitted from our Olympic endowment, and they will be joined by millions more in the coming years.

The Amateur Athletic Foundation's role is to be an innovator in youth sports and coaching, and to increase opportunity for athletic excellence at every level.

This year we completed construction of the Paul Ziffren Sports Resource Center, named after the Foundation's first chairman, who also served as chairman of the LAOOC. With its library of film and books, rare memorabilia and meeting facilities, the Ziffren Center enables the Foundation to serve as the nation's premier information center for sport.

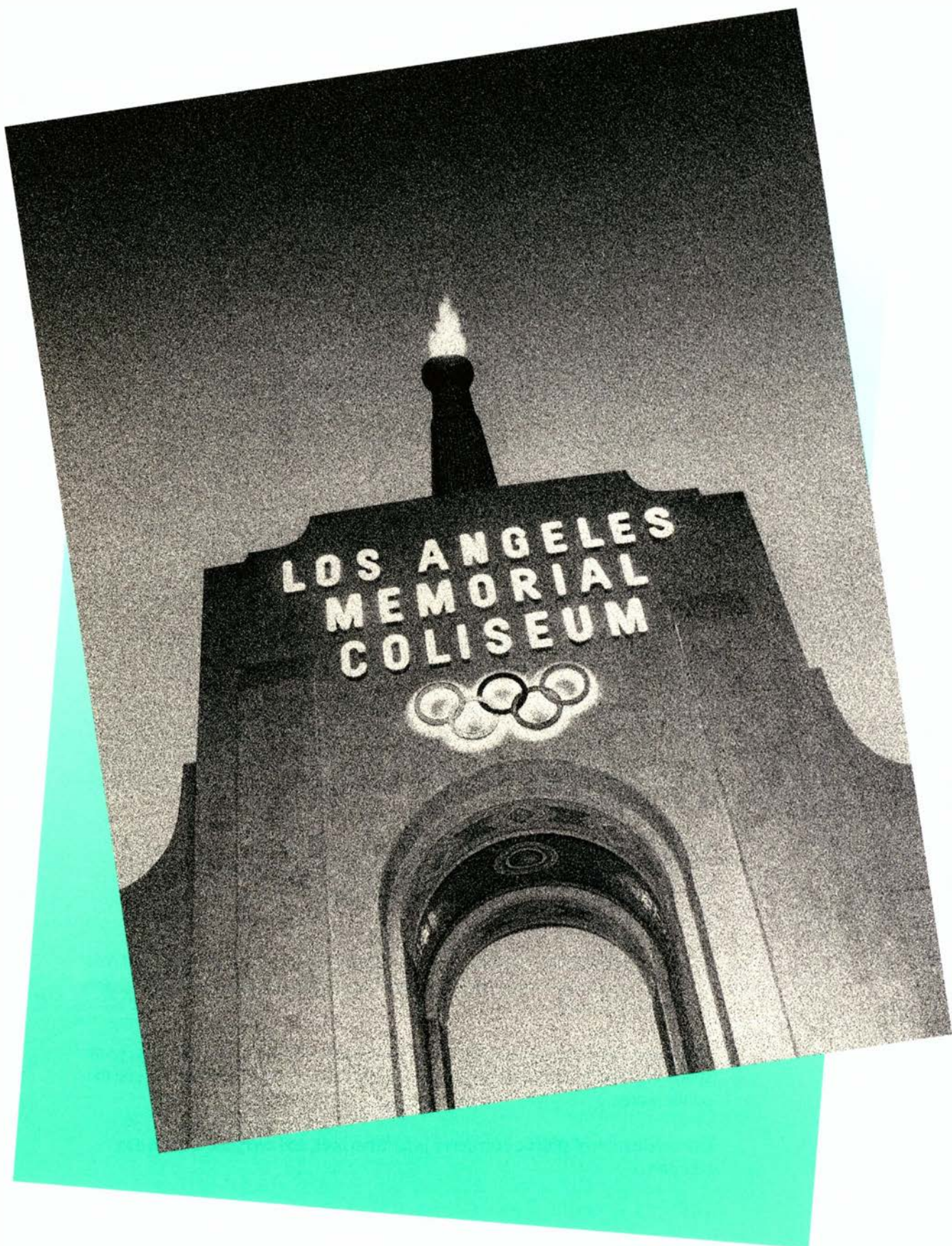
We also intend to expand our existing Coaching Program by bringing the best coaches in the world to Los Angeles to teach American coaches new techniques. We can lead the way for the nation — while improving the quality of sports for youth in Southern California.

Volunteers, through the AAF Friends of Sport support group, are working with AAF Programs and the more than 200 youth sports organizations that have received grants from the Foundation.

Once again, the people of Southern California are the key to success: coaches, youth sports organizers, referees, community volunteers, the business community and the public sector.

Our celebration of athletic excellence is far from over, and everyone is invited to take part.

David L. Wolper
Chairman





AAF: Expanding Opportunities through Sport

A Message from the President

Four years ago, Olympians from around the world gathered in Los Angeles and provided us with an extraordinary display of courage and excellence as they competed for the honor of becoming Olympic Champion. Their efforts inspired us. More important, the Games generated the opportunity to create a lasting legacy — the Amateur Athletic Foundation of Los Angeles (AAF). This institution has created a new tradition of service to the Southern California community — serving youth through sport.

Through our grants and programs, we have been able to reach over 200,000 boys and girls, able-bodied and disabled, to help them learn the skills of sport. They realize that they can achieve and become successful while learning about judgment, decision making and teamwork.

Much like the 1984 Games, our success has been built on a partnership with a dedicated and determined corps of volunteers. Friends of Sport, our volunteer organization, is helping us with our youth sports programs and competitions.

The completion of the Foundation's Paul Ziffren Sports Resource Center has greatly expanded our ability to teach. The library at the Ziffren Center is state-of-the-art, with the most extensive collection of teaching videos on sport in the nation. Coupled with our memorabilia collection from the Helms Athletic Foundation, we can provide the student, scholar, athlete, coach and sports enthusiast with all of the tools to explore sport.

The corporate world has helped us in serving youth, and will continue to do so. Some old friends from Olympic days are with us; other new friends have joined us. First Interstate Bank, an Olympic Sponsor, provided us with the gift of our headquarters, the Britt House, where we have built the Paul Ziffren Sports Resource Center. New partners, like Glendale Federal Savings and Loan, are making investments in our work for the future.

Southern California is both our laboratory and our showcase as we develop new and better ways to serve our youth through sport. We invite the public, the corporate sector and those organizations that have an interest in how sport can serve the community, to join us and help in continuing the tradition of excellence which created the AAF. We are the living legacy of the 1984 Olympic Games and we want you to continue to play a part in history.

Anita L. DeFrantz
President

Paul Ziffren Sports Resource Center



The Amateur Athletic Foundation's Paul Ziffren Sports Resource Center is the first and only facility of its kind in the nation. It enables the AAF to serve as an educational and research center for sport—a leading forum for the advancement of coaching, the exchange of ideas and exploration of important issues in sport.

The Ziffren Center combines modern technology with the words, images and artifacts chronicling the history and culture of sport, as well as the achievements of athletes. The Ziffren Center features state-of-the-art computers and video equipment, audio-visual viewing areas and an extensive sport library with an Olympic emphasis.

The Ziffren Center is named in honor of the chairman of the Los Angeles Olympic Organizing Committee and the first chairman of the AAF.

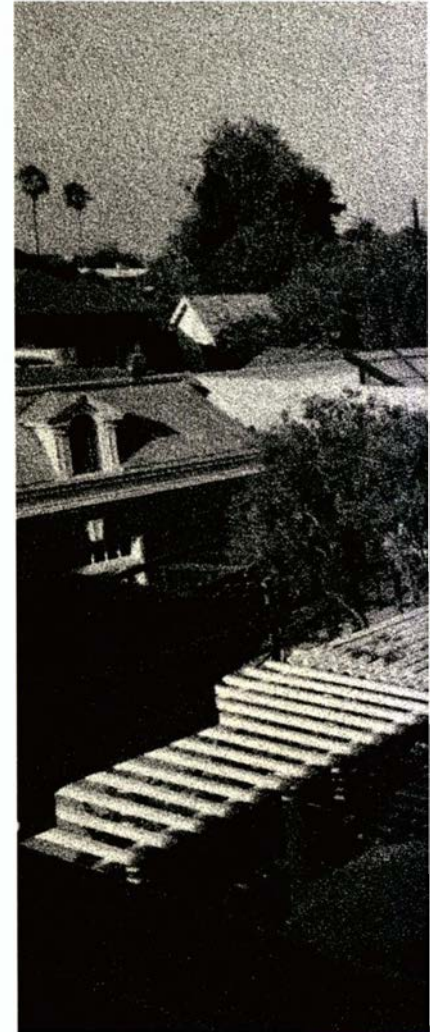
Highlights of the library collection include:

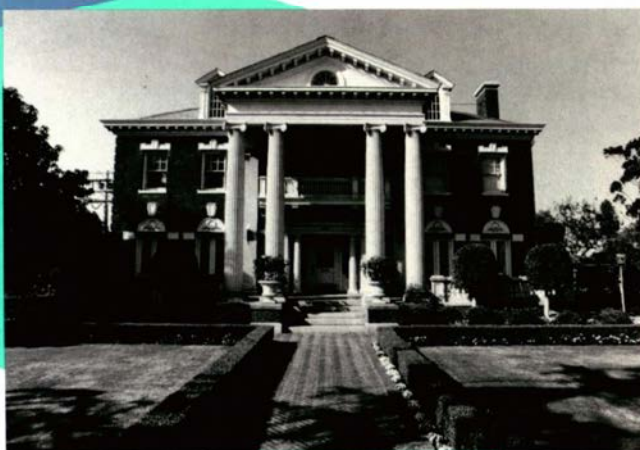
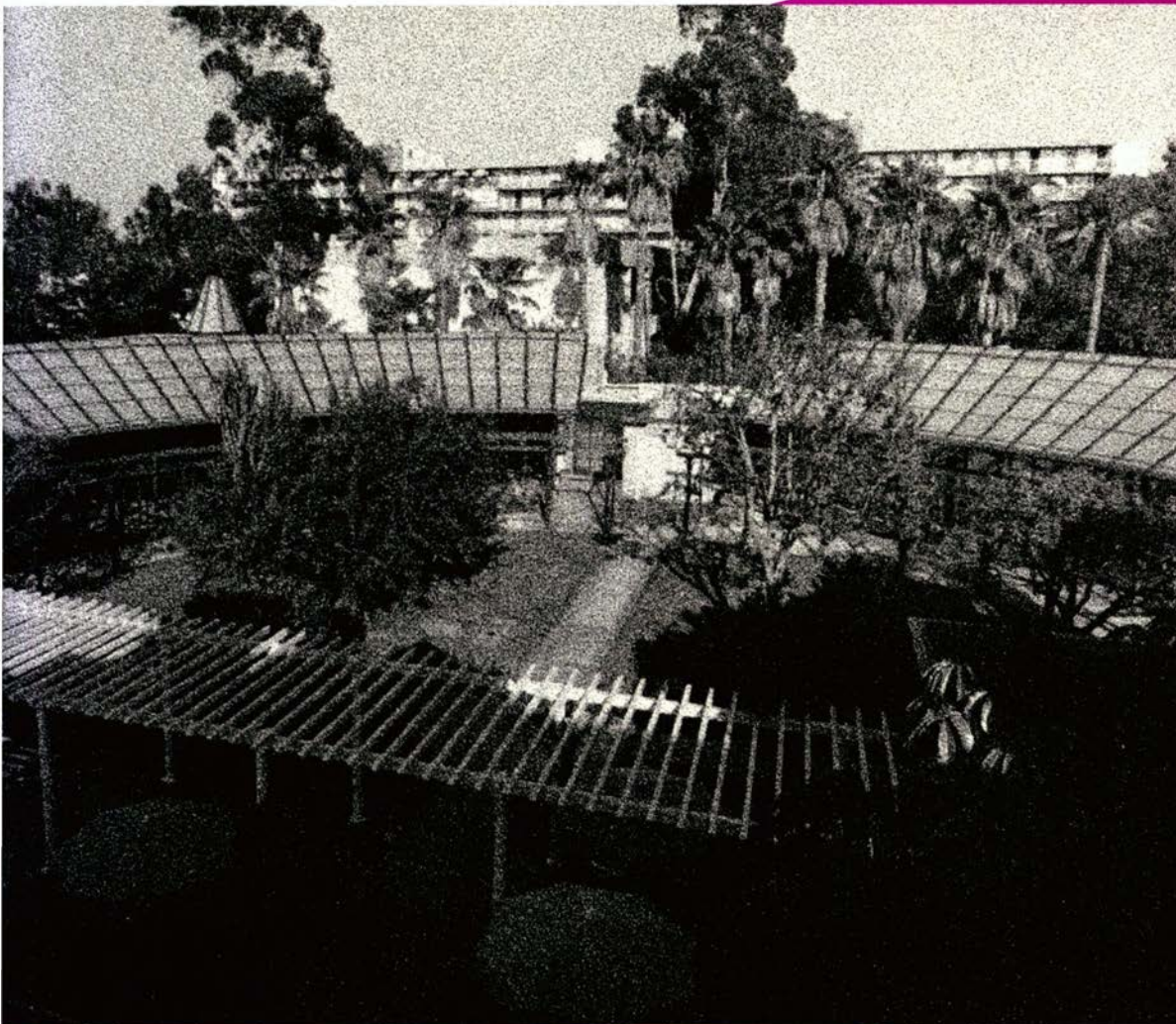
- More than 1,000 volumes of archival Olympic publications dating back to the turn of the Century.
- The Avery Brundage Collection—a compilation of his papers and correspondence over more than 60 years contained on 149 reels of microfilm.
- Current subscriptions to more than 150 periodicals covering all areas of sport.
- The **Los Angeles Times** sports section dating back to 1930
- Over 40,000 photographs
- Annual guides in several sports
- Oral histories of 50 Southern California Olympians who competed prior to World War II

A library staff with expertise in sport assists visitors to the Center. A computerized public catalog is available to the athletes, coaches, academic researchers, sports journalists and others who use the facility.

The Ziffren Center's multi-purpose pavilion is designed for conferences on sport, coaching workshops, showings of sports films and videotapes, special exhibitions and meetings with youth sports organizations.

Thousands of people will visit the Paul Ziffren Sports Resource Center each year as the center continues to increase the knowledge of sport and its impact on society, while improving the delivery and conduct of sport for future generations.



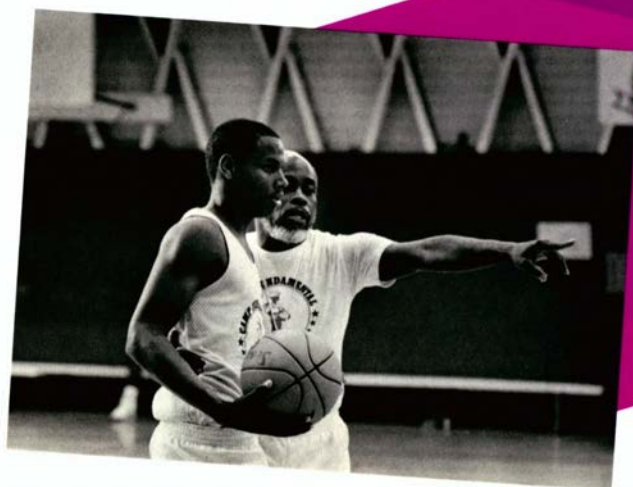


The Britt House

The historic Britt House, built in 1910 by attorney Eugene Britt, is the headquarters for the Amateur Athletic Foundation. The house sits on one-and-one-half acres, and was one of the first to be designated as a Los Angeles Cultural Historic monument.

The Britt House was purchased by First Interstate Bank in 1982 and restored to its original splendor. It was opened to the public in 1983 as the Helms Athletic Foundation Museum. The Helms collection contains more than 50,000 items of sports memorabilia, books and photographs collected over a 50-year span by its founders, William "Bill" Schroeder and Paul Helms. The books, film and photographs are important elements of the Paul Ziffren Sports Resource Center's library.

In the summer of 1985, First Interstate Bank donated the building and its collection to the Amateur Athletic Foundation.



Programs

Teaming Up with the Local and Business Communities

The Amateur Athletic Foundation fosters programs promoting innovation and opportunity.

Summer Games '85

To keep youngsters active in sports related activities during the summer of '85, approximately 350 school and park playgrounds were kept open for extended hours of operation. The program culminated with regional and championship events in a variety of sports.

Summer Swim

In 1986, the AAF joined forces with Los Angeles city, county and YMCA pools to create SUMMER SWIM, a pilot project teaching boys and girls not only the skills but the sport of swimming and providing competition opportunities. The program was expanded to every city and county pool in 1987 and 1988, with coaching workshops provided for every instructor. More than 75,000 boys and girls have participated in the last three years, with thousands more to participate in 1989.

Youth Cycling Program

The AAF Youth Cycling Development Program was initiated in 1986 to expose youth to the skill, excitement and lifelong benefits of cycling. This program has evolved to incorporate the efforts of the Southern California Cycling Federation, area bicycle shops and clubs with instruction and training at existing Encino, 7-Eleven and San Diego velodromes. The AAF Cycling Program has already spawned such successes as Chris Bevan and Amanda Henry. These teenagers went from novice cyclists to the Junior World Championships in two short years.

AAF Sports Programs

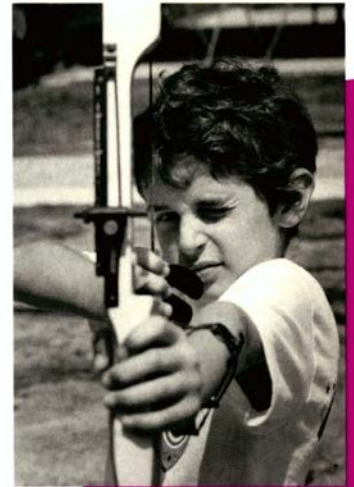
Similar joint ventures with youth-serving organizations and corporate sponsors have introduced soccer, running, volleyball and gymnastics to youth where no program existed. During the months leading up to the 1988 Olympic Games, 38 Los Angeles-area locations became AAF Sports Centers offering instruction and competition in 13 Olympic sports — from archery to rowing. More than 100,000 youngsters participated free of charge, learning new skills and achieving new goals.

Corporations, philanthropic institutions and individuals are invited to contact the AAF to discuss new opportunities for joint ventures.

Growth through Sports

Programs offered by the Foundation served many purposes, not the least of which is growth through involvement in sports. A young girl in the AAF Tennis Program wrote, "I enjoyed the program so very much that I'll come back next year and the year after. My tennis game has improved dramatically and I am **proud**."

A participant's mother at one of the AAF Youth Sports Centers describes the positive effect the program had on her son — he had never been athletic and, in fact, was often ridiculed by his class-





mates in junior high school. Suddenly he found a sport he liked — archery. He practiced regularly, and as he became more proficient in archery, his self-esteem increased. Now his friends don't tease him.

At another AAF Youth Sports Center, a father went the "extra mile" to give his two sons and three of their friends a quality sports experience. Three afternoons a week during the summer he took the time to escort the youngsters to the Center. That in itself makes for a nice story, but this father didn't have a car; the trip was made by bus each time.

Often as not, parents bring their boys and girls to AAF program sites and become involved themselves. One mother, typical of many, was determined to offer her daughter every possible opportunity to participate in sports because she had been denied that chance herself as a young girl. The offer by parents to help out has even grown into an interest in coaching, and eventually enrollment in one of the AAF's Coaching Workshops.

AAF Coaching Workshops

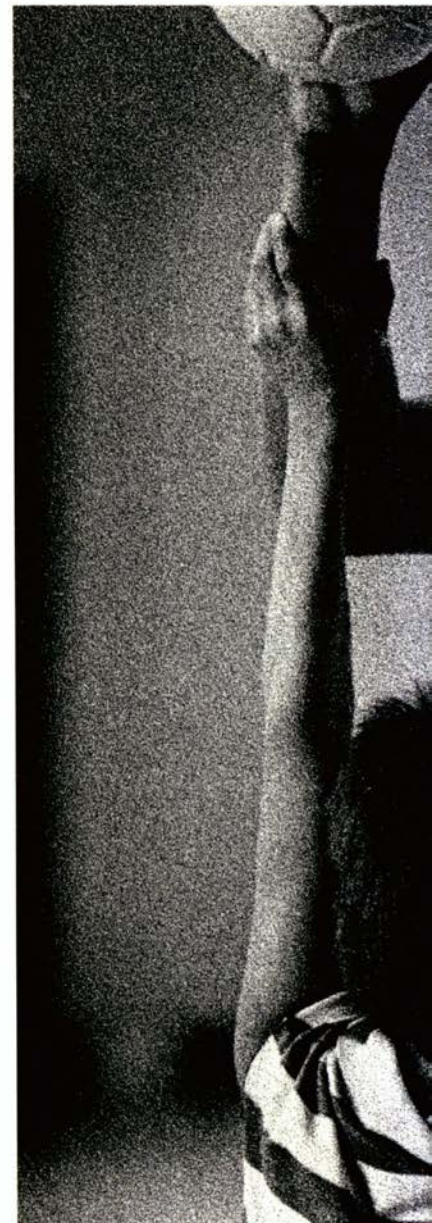
It is a tenet of the AAF that quality coaching and a positive sports experience go hand-in-hand. All too often someone unqualified is handed a whistle and clipboard and directed to a group of youngsters and told "go coach them."

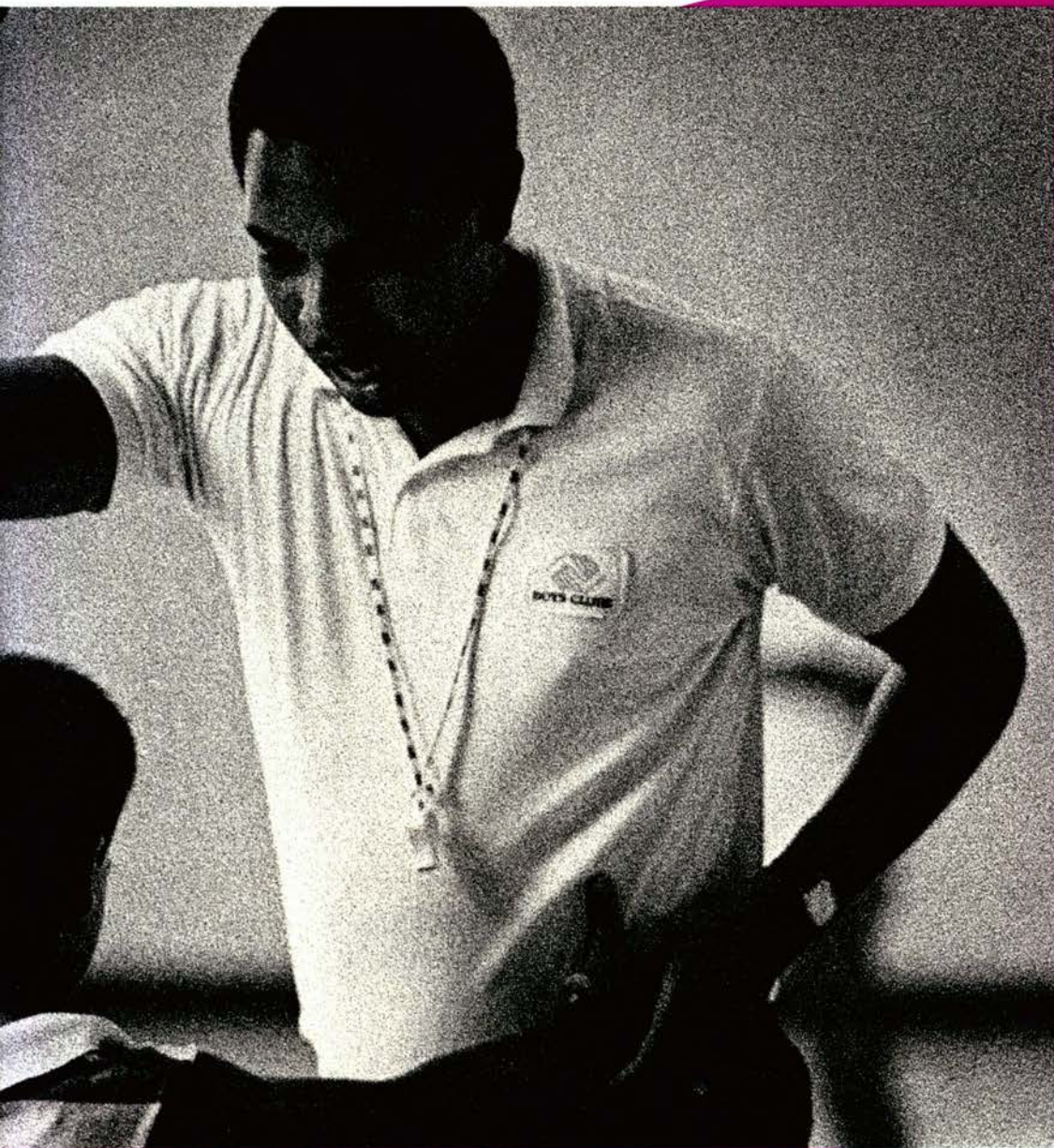
Through the AAF Coaching Workshops, adults get the skill they need to be good coaches. The Coaching Program is comprised of two three-hour sessions. The first session is sports theory, while the second is sport-specific. The AAF has published coaching manuals for each of its five core sports — basketball, soccer, swimming, track and field and volleyball.

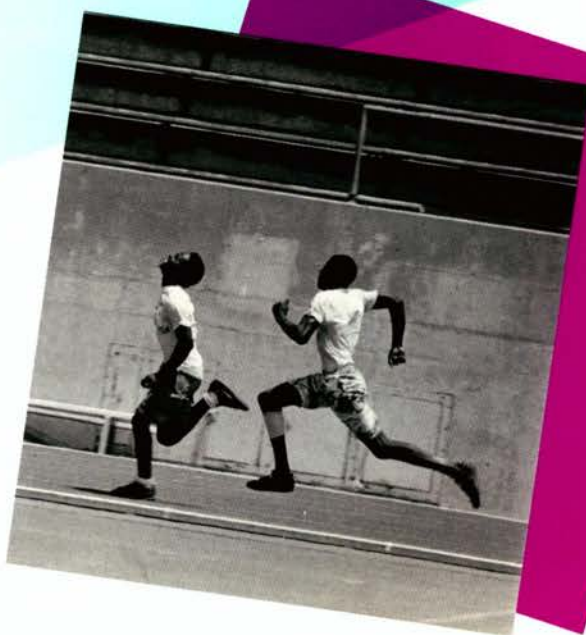
Just one of the Coaching Program's success stories is a woman named Barbara. Barbara had never coached before, and in fact had no background in basketball at all. She took copious notes at the workshop and asked questions constantly. After the course, she undertook to teach her assigned team man-to-man defense, a task the other coaches assured her would be too difficult for the kids to learn. But Barbara had faith and managed to convince the parents of her youngsters that it would work. And work it did. By the end of the season, her team led the league standings and the rest of the teams were imitating her coaching techniques and asking how to enroll in the AAF coaching workshop. This is the ripple effect so essential to perpetuating the Foundation's work.

The goal of the AAF Coaching Program is to reach every youth sports coach and make sure each is prepared for the important task of teaching our youth the proper fundamentals.

Through its Paul Ziffren Sports Resource Center, the Foundation seeks to elevate the level of coaching expertise throughout Southern California. In addition to serving as a host site for Coaching Workshops, the Ziffren Center offers coaches and athletes an opportunity to learn more about sports through books, photographs, film and video.







Friends of Sport

The success of the 1984 Olympic Games was due in large part to the unselfish effort put forth by more than 50,000 volunteers. It seems fitting that as the legacy of the 1984 Games, the Amateur Athletic Foundation also enjoys the support of volunteers through a special group known as "Friends of Sport."

During the period following the 1984 Olympic Games, many of the volunteers experienced a sense of loss. So powerful and contagious was the effect of the Olympic movement on those involved that many wished the Games had never ended.

As the Amateur Athletic Foundation came into its own following the 1984 Games, it became apparent that to do the job it had been charged with — bring to every boy and girl in Southern California the opportunity to participate in sports — volunteers would be needed. Friends of Sport was born shortly thereafter with a membership of nearly 5,000 from the family of Olympic volunteers.

There are many wonderful stories from the members of Friends of Sport; stories about volunteers committed to youth sports whether its by making banners, baking cookies, sewing identification patches in fencing uniforms or distributing information to local schools about AAF programs. And stories about volunteers such as the two who drove 110 miles each Sunday to help out at an AAF track and field program.

As one of Friends of Sport's most ardent volunteers explained: "We see a love match developing. The volunteers develop a great deal of respect for the coaches and what they are doing. And the coaches seem to be enjoying what the volunteers add. They all love the kids and the sport."

In the future, as the Amateur Athletic Foundation's influence spreads throughout Southern California, the effect of a strong volunteer group will become even more pronounced.

Volunteers assist in any number of ways. Some help on the field of play as coaches or in a support role. Others lend their expertise in event management or as administrators. And still others help by ensuring that youngsters involved in AAF events receive a quality experience.

Anyone wishing to join this unique network of volunteers is encouraged to call the AAF.



Grants

Commitments to Achieve Goals



The Amateur Athletic Foundation has committed more than \$25 million to youth and sport since the 1984 Olympic Games, with allocations in the following areas:

- More than 200 grants
- Summer Games '85
- AAF Coaching Program
- AAF Sports Centers
- SUMMER SWIM '86, '87 and '88
- AAF Junior High School Running Program
- AAF Youth Cycling
- Youth Soccer Development
- AAF Youth Gymnastics

When making grant decisions, the Foundation encourages programs that:

- Emphasize the learning of sports skills and good coaching.
- Expand sports experiences for girls, disabled children and other historically underserved young people.
- Promote family and community support of youth sports.
- Make maximum use of existing facilities.
- Demonstrate the ability and commitment to be self-sufficient and enduring.
- Strengthen underdeveloped Olympic sports.

Grant guidelines adopted by the AAF Board of Directors can be obtained by writing or calling the Foundation. The AAF staff participates fully in all phases of the grants process, evaluating all funding requests, working face-to-face with prospective grantees and providing guidance. Once a grant is approved by the Board, the staff monitors the progress of programs, offering assistance when needed.





Amateur Athletic Foundation Grants: 1985–1988

Summary of Grants Awarded During the Period from Inception to September 1988

Organization	Award		
Summer Games '85	\$2,000,000	North Valley Athletic Club	5,000
Los Angeles Festival	2,000,000	Our Lady of Guadalupe	5,000
		Our Lady of Victory	5,000
		Paramount Phillies	3,000
<i>December 1985</i>		Riverside YWCA	5,000
Aliso-Pico Recreation Center	\$ 21,619	San Val Little League	5,000
Cleland House Community Center	75,000	Simi Valley PTA	5,000
Community Youth Gang Services	349,990	Thousand Oaks Baseball	5,000
Foothill Division PALS	7,000		
Fundamental Foundation	128,752	<i>June 1986</i>	
Junior Archery Development Program (Easton)	65,000	AYSO–Corona/Norco	\$ 25,000
LAPD Central Explorer Post	5,000	Boys Club of Pasadena	100,000
LAPD Northeast Boxing Program	9,000	Cal State Long Beach	167,772
Monterey Park Girls and Boys Club	150,000	City of Long Beach	41,600
Mount San Antonio Relays	45,000	City of Bellflower	10,000
Saint Mary's Summer Girls' Basketball League	21,050	Crippled Children's Society	24,250
Santa Barbara Rowing Club	13,920	Cycling Youth Development	103,000
Santa Teresita After-School Sports Program	16,000	Fillmore Swim Association	11,500
Saybrook Park Athletic Association	17,242	Golden State Boy's Basketball	47,118
Southern California Tennis Association	80,000	Jim Gilliam Recreation Center	61,667
Southern California Women's Basketball	23,396	L.A. County Parks & Recreation	16,424
Westside Fencing Center	20,000	L.A. Sheriff's Youth Athletic League	133,128
		La Playa Comm. Sports Assoc.	137,500
<i>March 1986</i>		Olimpias Girls Development	22,596
Athletes For Youth	\$ 33,465	Santa Barbara Girls Club	40,000
Balboa Park Stadium	116,670	Sugar Ray Robinson Youth Foundation	71,251
Boys Clubs of America/Pacific Region	201,200	Tri-Valley Little League	30,000
Boy Scouts Waterfront Youth Sports Program	550,000	Widney High School	69,272
Buenaventura Youth Basketball	12,346	Asthma and Allergy Foundation of America	5,000
Constitutional Rights Foundation	100,000	Center for Human Interdependence	1,500
First Christian Church of Bell	10,200	Del Rey Surf Club	5,000
Hollenbeck Youth Center	250,000	Irvine Baseball Association	5,000
Holy Cross Youth Center	14,759	Jackie Robinson Youth Sports	5,000
Ladera Little League	15,000	Japanese Community Center	4,000
Long Beach Rowing Association	100,000	LAPD Foothill Karate Club	2,500
National Foundation of Wheelchair Tennis	53,000	Lynwood Area Sheriff's Youth Athletics	5,000
Opportunities Industrialization Center/CHE Churches	18,628	Ontario Western Little League	3,000
Southern California Badminton Association	51,000	Rancho Simi Rec and Park	5,000
Ventura Youth Sports Association	75,000	Tustin Pony Baseball League	3,500
Volunteers of America of Los Angeles	25,047	West Valley Soccer League	5,000
West Los Angeles Throwing Center	46,308		
YMCA–Metropolitan Los Angeles	152,300	<i>September 1986</i>	
Highland Little League	3,000	Camarillo Soccer Club	\$ 2,500
Inglewood Little League	5,000	Diamond Edge Figure Skating	5,000
Jackie Robinson Babe Ruth	5,000	Pomona Parks and Recreation Department	100,000
		Rosebowl Aquatics Center	250,000
		SCA/TAC Racewalk Committee	5,000
		TAC National Cross Country Championships	5,000
		<i>December 1986</i>	
		American Amateur Karate Federation	\$ 15,400
		Barstow Park and Recreation District	24,000
		Boys Club of Hollywood	59,359
		La Casa de la Raza, Santa Barbara	17,136

Lynwood Sports Association	20,340	Hi-Desert Aquatics Swim Team	35,000
Mt. San Antonio College Relays	50,000	Hollenbeck Youth Center Outreach	35,000
National Foundation of Wheelchair Tennis	83,000	La Canada Youth House	10,000
Newport Aquatic Center	115,000	Long Beach Rowing Association	25,000
San Diego Association of Diving	92,000	Los Angeles Valley College	35,000
Simi Youth Baseball League	10,000	Metropolitan YMCA	152,300
South Bay Summer Basketball League	11,298	National Fitness Foundation	30,000
Southern California Tennis Association	80,000	Salle Gascon Fencing Club	23,950
Westchester-Playa del Rey Youth Foundation, Inc.	55,500	San Clemente Gymnastics	10,000
<i>December 1986</i>		Southern California Women's Basketball	26,515
Agoura Pony Baseball	\$5,000	AYSO Region 59	5,000
Boys Pikes Gymnastics Team	2,500	Boy Scouts of America/Orange County	5,000
California Association for Blind Athletes	2,000	Central Mountain Little League	5,000
Conejo Youth Basketball Association	2,000	Compton Track Club	5,000
Granada Hills Little League	5,000	El Monte Fillies	5,000
Long Beach Pony Baseball League	5,000	Equestrian Experience-Avery Stables	5,000
Murphy Ranch Little League	5,000	Hawthorne Pony Colt League	5,000
Girls Club of Southwest Los Angeles	3,000	Lemon Grove-Spring Valley Bobby Sox	5,000
Tennis Association for the Mentally Retarded	5,000	Manhattan Beach Pony Baseball	5,000
Upland American Little League	5,000	North Torrance Girls Softball League	5,000
West Valley Girls Softball Association	5,000	United Cerebral Palsy Assoc./San Diego Co.	4,500
<i>March 1987</i>		<i>September 1987</i>	
The Anaheim Athletic Club	\$ 9,040	Los Angeles County Sheriff's Dept.	\$77,400
Boys Clubs of America/Pacific Region	200,000	Southern California Badminton Assoc.	61,000
The Carson Athletic Association	13,000	Byakko Judo Institute	5,000
Challengers Boys and Girls Club	21,300	Los Angeles School of Gymnastics	5,000
The King Football Conference	75,000	Manual Arts High School Volleyball	5,000
Los Angeles Boys and Girls Club	80,000	North Valley Girls Softball League	5,000
Monarchs National Gymnastics Center	38,039	Pasadena Youth Athletic Club	5,000
Rhino Youth Football League	10,000	Pasadena Youth Football League	5,000
Southern California Amateur Hockey Association	15,620	<i>December 1987</i>	
Ventura Olympic Canoe Club	20,000	Conejo Hockey Association	\$ 10,490
Downey Senior and Big League	5,000	Metropolitan YMCA of LA/East LA	100,000
Five Acres	3,800	Mount San Antonio Youth Day	50,000
Los Angeles Blues	5,000	Southern California Field Hockey/Minkey	38,528
Oceanview Pony Baseball League	5,000	Southern California Tennis Assoc.	85,000
Southeast Youth Soccer Association	5,000	Wilmington Boys and Girls Club	110,755
Verdugo Hills Pony/Colt Baseball	2,500	YWCA of Los Angeles	66,479
Westlake-Agoura Girls' Softball	5,000	El Monte Pony-Colt League	5,000
Whittier Pony Baseball League	5,000	Encino Baseball, Inc.	5,000
<i>June 1987</i>		Las Virgenes Soccer League	5,000
Broadway Gymnastic School	\$ 35,000	Montebello Youth Football Association	5,000
California Youth Tennis Foundation	12,500	Santa Ynez Valley Pony League Baseball	5,000
Casa Colina	100,000	Shoshin-Ryu Jujitsu Club	5,000
City of Los Angeles Dept of Rec and Parks	1,300,000	South Bay Girls Softball League	5,000
Constitutional Rights Foundation	115,126		
Glendale Gymnastic School	35,000		
Goleta Valley Youth Sports Assoc.	120,000		
Gymnastics Olympica	25,000		
Heartland Swimming Association	25,000		

March 1988

So. Calif. Youth Hockey-	
Ca. Amateur Hockey Assoc.	\$ 61,000
Barstow Swim Association	23,282
Boys and Girls Club of the Hi-Desert	25,000
Boys and Girls Club of Echo Park	25,000
United Friends of the Children	119,800
Girls Clubs of America	103,188
American Indian Little League	5,000
Blue Shadows Mounted Drill Team	5,000
El Monte Eastern Little League	5,000
Long Beach Marathon	5,000
Special Olympics	1,000
Westlake Baseball Association	5,000
West Long Beach Athletic Association	5,000
Whittier Girls Softball League	5,000
William S. Hart Pony Baseball and Softball	5,000
Woodland Hills Sunrise Little League	5,000

June 1988

Southern California Badminton Association	\$ 61,000
Constitutional Rights Foundation	100,794
AAF/Mt. SAC Relays Youth Days	59,500
National Foundation of Wheelchair Tennis	48,000
Carpinteria Community Swimming Pool Assoc.	100,000
Eastside Boys and Girls Club	17,894
Pacific Coast Gymnastic Club	20,000
Camp Fire Council	5,000

Phoenix Athletic Club	5,000
Brea Pop Warner Football	5,000

September 1988

Ladies Professional Golf Assoc.	\$155,000
Santa Barbara Rowing	153,700
Boys Clubs of America	146,700
Personal Involvement Center	55,195
Field Hockey Federation, Inc.	40,000
Braille Institute	22,000
Community Youth Sports & Arts Fdn.	11,073
Santa Barbara Swim Club	11,000
Alhambra Thunderbirds Football Inc.	5,000
L.A. Dept. Rec. and Parks Aquatics	5,000
Diamond Bar Little League	5,000
Lemon Grove Little League	5,000
Ontario National Little League	5,000
Palmdale Little League, Inc.	5,000
Northrop University	800

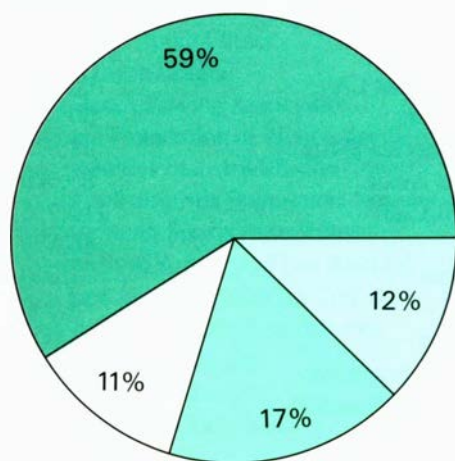
RECAP

Total 1985 Grants	\$ 5,047,969
Total 1986 Grants	4,082,534
Total 1987 Grants	3,387,842
Total 1988 Grants	1,450,996
TOTAL: (219 grants)	\$13,969,341

Amateur Athletic Foundation of Los Angeles

Analysis of Expenditures from Inception to September 30, 1988

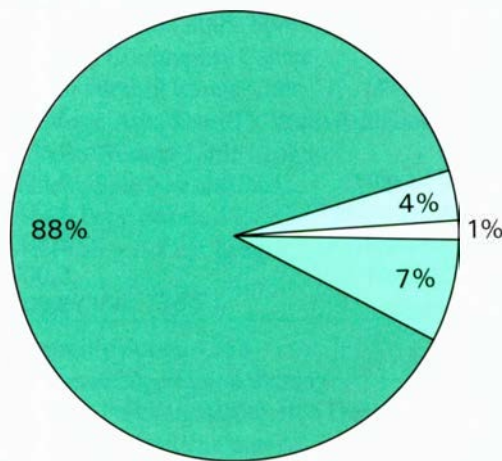
\$25,000,000 Cumulative



- Grants to youth sports organizations
- Foundation initiated sports programs
- Paul Ziffren Sports Resource Center and operations
- Facilities, administration and general

Analysis of Investment Portfolio

\$88,600,000 Invested Funds, at Amortized Cost



- Cash equivalents
- U.S. Government Securities
- Guaranteed Investment Contracts (GIC's)
- Common Stock *

* Wells Fargo South Africa Restricted Equity Index Fund

*“Thank you for allowing me
to take your new program.
Without you, it would only be a dream.”*

A 7-year-old participant in an
Amateur Athletic Foundation sports program.

*The Foundation prepares financial statements which are audited on
an annual basis by the Foundation's independent public accountants,
Arthur Young & Company. These statements are available upon request
by contacting Conrad Freund, Vice President, Finance and Administration.*



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