

LOS ANGELES

AMATEUR ATHLETIC FOUNDATION



A RENAISSANCE OF SPORT



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"Serving Youth Through Sport" is published biennially by the Amateur Athletic Foundation of Los Angeles. For additional information please write or call:
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Published August 1998

CHAIRMAN'S COMMENTS

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Each generation faces new challenges and opportunities. Today's youngsters are faced with an ever increasingly complex society. At the tips of their fingers they have the power to travel throughout the world using the Internet. At the same time, many boys and girls cannot cross a street to a park for fear of gangs. In an era of lessening conflict among nations, people of different races and ethnic backgrounds in our local neighborhoods continue to distrust each other. As our population grows, park and recreational space is not keeping pace.

In this complex society the Amateur Athletic Foundation (AAF) continues its mission to "Serve youth through sport." From an endowment of \$93 million received from the 1984 Los Angeles Olympic Organizing Committee, the AAF has invested back into the Southern California community more than \$83 million. These funds have been devoted to strengthening youth sports organizations, creating innovative youth sports programs, and educating coaches. And, through the services of the Paul Ziffren Sports Resource Center, we are increasing the understanding of the role that sport plays in all of our lives. We expect to continue these activities in perpetuity.

As we end the decade of the '90s and look to the next century, the AAF is well-positioned to continue playing an important role in all issues affecting youth sports. We will continue to seek out partnerships and collaborate with institutions seeking to strengthen the human and physical infrastructure of communities most in need. We will continue to encourage community members to volunteer in youth sports organizations and offer them the technical and financial support to carry out their work.

The AAF is committed to bringing the best possible sports experience to young people. We reflect the tradition of interest and support of athletes that has twice brought the Olympic Games to Southern California.

John C. Argue

PRESIDENT'S REPORT



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here is a feeling of excitement in the air.

A renaissance of sport is taking place in Southern California. Everyday, at hundreds of locations throughout Southern California, more and more youngsters are participating in sports. Under the supervision of caring individuals, boys and girls are learning sports skills. They also are learning discipline, teamwork, and how to handle the thrill of excelling as well as the disappointment of not always winning the contest. They are learning to appreciate yesterday's results, improving today, and looking forward to tomorrow and the next season. But, most important, they are having fun.

After the 1984 Olympic Games in Los Angeles a survey was taken to determine how best to apply Southern California's share of the surplus from those Games. It became clear, as a result of surveying over 500 individuals and organizations, that the time before Proposition 13 was viewed as a golden age of opportunities for youth in sport. Schools and parks had active programs for all children who wished to take part. Schools, especially those in the Los Angeles Unified School District, provided a wide selection of introductory and advanced sport opportunities. The phrase "pay to play" had yet to be introduced. While the late 1970s and early 80s might be viewed now as the Dark Ages for youth sports, the Amateur Athletic Foundation (AAF) is confident that we are moving toward an age of enlightenment as we lead a renaissance of sport.

Just as the Renaissance involved the arts and sciences, the AAF is utilizing the art and science of innovation to create a new era of opportunity in sport. We are seeking new partnerships through grant making to return sports programs to the school grounds. An excellent example of this innovation is our partnership with LA's BEST. This after-school enrichment program at elementary schools began with little or no sports. The AAF funded the sports component. We noticed there were few girls taking part. With AAF support, now nearly half of the children taking part in the sports program are girls.

Kids in Sports (KIS) is another program which the AAF supports. This organization uses both schools and parks to serve as youth sports sites. KIS was created by the AAF to develop sports clubs, lasting institutions in the parts of Los Angeles that provided few or no sports opportunities. KIS is unique in that it recruits and trains the parents to serve as sports club board members and coaches for the children in their own neighborhoods. With local management in place, the sports clubs provide year-round sports for their communities.

The AAF utilizes the expertise we have gained through grant making to operate our own programs, greatly expanding the number of young people we reach with sports. Our Learn & Play Olympic Sports Program combines the technology of the Internet, teaching unlimited numbers, with the opportunity for 8,000 elementary school children to learn new skills on the field of play. The play portion is conducted on the football field of Compton Community College. Transportation is provided by the AAF. The field is converted into a sports festival with skill stations in 12 Olympic sports. The play portion lasts only two weeks. Meanwhile, with the 24-hour availability of the AAF's Web site at www.aafila.org, children and adults learn about the Olympic Movement throughout the year.

In this report, covering the periods from 1996 to 1998, you will learn about other grants and programs by which the AAF fulfills its mission to serve youth through sport.

Central to our work is our coaching education program. We are pleased that the Boys & Girls Clubs of America and Nike P. L. A. Y. (Participating in the Lives of America's Youth) have adopted our community-based coaching program and its curricula nationwide. We also are proud that USA Track & Field has adopted our high school track & field and cross country curricula for their national program. Equally gratifying is the fact that during the last two years, 3,000 people in Southern California have experienced our community-based coaching program, and 2,000 others have completed our high school soccer, cross country and track & field programs. We are building a knowledgeable coaching cadre for our sports renaissance.



And finally, we offer educational opportunities through the use of the Paul Ziffren Sports Resource Center. In 1997, the center began to create an exciting "virtual" library. The first step was to redesign the AAF's Web site--www.aafila.org. Through the Web site, prospective grantees, coaches, scholars, students, sports and/or Olympic Games enthusiasts have a wealth of information at their fingertips. Visitors can access the library catalog, AAF Grant Guidelines, the 1932 and 1984 Olympic Games Final Reports, or various AAF studies and publications. Youngsters can access the *Olympic Games Primer* to learn the history of the Olympic Games or have fun playing specially-designed games.

To strengthen its collection the library has obtained several donations and made significant acquisitions in the last two years that include: NBC's complete 1996 Olympic Games coverage totaling more than 200 hours, program logs and the network's nine-volume set of research manuals; a complete set of results; and a collection of documents pertaining to the operations of those Games--including departmental manuals, contracts and brochures.

Promoting discussion of issues affecting all levels of sport is one of the important roles of the Paul Ziffren Sports Resource Center. In March of 1997, the AAF hosted the *Girls First Symposium* with SportsBridge (a girl's sports-mentoring program in San Francisco) and Nike. The symposium brought together 85 people from a national cross-section of organizations involved in providing sports opportunities for girls. The proceedings are available through the AAF's Web site.

In November of 1997, the Ziffren Center hosted the North American Sports Library Network annual meeting. Current issues affecting the development of sports libraries including the new technologies were discussed.

On April 24-25, 1998, the center hosted the Doping in Elite Sports Conference. The conference included 35 experts on this subject from the world of academia, media and sport. The papers presented at the conference will be published in the near future.

The AAF's CD-ROM *An Olympic Journey: The Story of Women in the Olympic Games*, considered to be one of the best compilations of information on the subject, has been distributed to local high schools and internationally to universities and libraries. *An Olympic Journey* was part of the 1996 Centennial Games Cultural Olympiad in an exhibit entitled *The Olympic Woman*. An installation of *An Olympic Journey* was exhibited at the Olympic Museum in Lausanne, Switzerland. CD-ROM versions are available in English and Spanish.

The High Jump Clinic, originally designed by the AAF as an interactive video disk, is now available in a CD-ROM format. This format change has allowed for greater distribution of information designed to teach coaches and athletes the history and technique of the high jump event.

Through its awards program the AAF continues to honor the Southern California Athlete of the Year, the World Trophy recipients, and presents the Rose

Bowl Award. The AAF/Wells Fargo High School Awards Program honored more than 1,300 high school athletes in Southern California each year in 1996 and 1997. Receptions at the AAF were held for the honorees in girls volleyball, girls basketball and boys basketball. The boys baseball and girls softball awards ceremony took place at Dodger Stadium.

Making use of its fabulous collections of sports memorabilia, posters and artifacts, the AAF mounted several exhibits in the last two years.

The AAF's traveling exhibit of 24 Olympic posters dating from 1900-1992, *Art and Sport: Images to Herald the Olympic Games*, was on display at the Fairplex in Pomona during the Los Angeles County Fair in 1996. It also was displayed at the City of Brea Art Gallery. In its tour across the country the exhibit has been seen by more than one million people. The exhibit is now available to millions worldwide through the AAF's Web site.

Items from the collection were used for special exhibits in the Britt House and the Ziffren Center. *Par Excellence--A Century of Golf Memorabilia* was on display throughout 1997. We invite you to visit the new exhibit



entitled *In From the Cold: Winter Sports Memorabilia from the AAF Collection*.

As of March 31, 1998, the AAF has expended a total of \$83,592,078 to carry out its work. From March 31, 1996, to March 31, 1998, expenditures were more than \$14 million. I am pleased to report that during the same period the AAF endowment increased by approximately \$50 million and is now valued at \$177 million. This strong financial position will benefit current and future generations of youth throughout Southern California.

The success of AAF programs is measured by each child who is given the opportunity to participate in sports. This success is magnified when sports experiences become a launching pad for lifetime success. Six years after being introduced to speed skating by the AAF-supported Southern California Speed Skating Association, Rusty Smith participated in the 1998 Olympic Winter Games as a member of the United States Short Track Speed Skating Olympic Team. Lauren Eckert, who was introduced to diving at an AAF-sponsored sports program, was recruited to be on the diving team of the U.S. Air Force Academy. She graduated this year and is now Lieutenant Lauren Eckert. Smith and Eckert have promising careers ahead of them.

The renaissance of youth sports we are experiencing will continue well into the next millennium. We know that sport participation by youngsters is a catalyst that brings community members together for the well-being of the entire community. It is important that everyone play a part. We are especially grateful to the AAF Friends of Sport volunteers who contribute 4,000 hours each year to assist us in our mission and to the other thousands of volunteers who give of themselves to help young people experience the magic of sports. You can be sure that together we will continue to do our best for the children of Southern California.

Anita L. DeFrantz



WHY COACHING EDUCATION IS IMPORTANT

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oaches are important because kids are important. Young athletes at every level experience sports through the guidance of their coaches. Good coaches develop better athletes, better students, and better citizens. Youth sports provide many youngsters with their first exposure to teamwork, learning and practicing skills within the cooperative structure of a team, and a code of conduct we call fair play and sportsmanship.

Interscholastic sports have been part of America's high school curricula for more than a century because educators recognized long ago that sports programs provide students with unique learning experiences that are not offered in the traditional classroom. The best coaches use practices and competitions as extended classrooms to open new vistas of personal growth to their athletes. Learning how to set goals, compete, take risks, deal with success and failure, and how to maintain emotional self-control are just some of the valuable lessons that are taught and learned through participation in interscholastic sports. Important values and virtues such as dedication, sacrifice, team responsibilities, personal accountability and self-confidence can also be learned along with mental toughness, persistence in the face of adversity, and respect for opponents and officials. These experiences are critical in preparing youngsters to achieve success and fulfillment in today's society, and they drive the AAF's mission to serve youth through sport.

Incredibly, today there are fewer opportunities available for formal training in coaching than ever before. Little of what is available focuses on youth sports coached by parents and community volunteers. With the exception of California's Title-5-mandated CPR/first-aid training, there are no training requirements to be a high school coach. All but a handful of America's colleges

and universities have dropped their coaching majors, and the bulk of what has been published focuses on how to perform a skill or event as opposed to how to coach it. This is why the AAF Coaching Program is such an important part of the work of the foundation.

The AAF Coaching Program is a three-tiered, coaching-education program. The AAF Community Youth Coaching Program offers six-hour workshops free of charge for parent and community volunteer coaches in baseball, basketball, diving, flag football, soccer, softball, swimming, track & field and volleyball. More than 150 such workshops are conducted annually. The newly-revised *AAF Youth Baseball Coaching Manual* is one of the most sophisticated and comprehensive sport-specific, youth-coaching manuals yet to be published. It is distributed by Little League Baseball, Inc. to its coaches across Southern California and the Western states. The *Coaching Athletes: A Foundation For Success* is a stand-alone publication that provides coaches of youth sports with the philosophical grounding and leadership guidance which is essential for keeping youngsters interested in sports. A new partnership with Nike and the Boys & Girls Clubs of America is extending the reach of the AAF Coaching Program nationwide.

The AAF/California Interscholastic Federation (CIF) Coaching Program is entering the 10th year of its coaching education partnership with the Southern, Los Angeles City and San Diego CIF

Sections to provide free training programs for Southern California high school coaches. The AAF/CIF coaching program began with soccer in 1989, added track & field in 1992, and cross country in 1993. The track & field coaching program has the endorsement of the sport's national governing

body, USA Track & Field. The soccer program has the support of the National Soccer Coaches Association of America. More than 12,000 coaches from Santa Barbara to San Diego have been served with regional coaching clinics in these sports. There are plans to add new sports in the future. AAF/CIF instructors have also presented the AAF/CIF track &

field and cross country programs at clinics in Arizona, New Mexico, Idaho, Michigan and Maine at the invitation of those states' coaches associations. These strong relationships and endorsements are making it possible for the AAF to have a significant impact in improving the education of coaches and, as a result, the sports experience of youngsters.

The AAF Coach Leadership Program continues to expand the coaching ranks with women, ethnic minorities and young individuals interested in coaching swimming and soccer as a profession. From 1992 to 1997, 73 coaches (37 women and 36 men) from this AAF program have become Level 2 Certified by the American Swimming Coaches Association. Since 1993 to 1997, 97 coaches (27 women and

70 men) have completed the soccer program. Many of them are working in coaching, teaching and managerial positions throughout Los Angeles County.

The AAF/CIF manuals continue to receive wide-spread acclaim as "the best high school coaching texts ever published for soccer, track & field and cross country coaches" from state high school federations and their respective sports' coaches associations and the national governing bodies. The sprint and hurdle chapters of the *AAF Track & Field Manual* are being rewritten to keep it at the cutting edge of applying the latest sport science research to coaching methodology and skill development. The addition of a Hot Topics Clinic to the track & field series for the past three years has enabled us to address the front-burner issues affecting track & field and stay in the front lines of new curriculum development. Equally important, however, is the fact that the AAF/CIF soccer, track and cross country programs have been credited by high school administrators for significantly increasing student participation, elevating team and individual performance levels, and cutting in half the high annual turnover rate among walk-on coaches for those sports across Southern California.

Skilled coaches are at the nucleus of the renaissance of sport in Southern California. The AAF Coaching Program will continue to be the major driving force in providing the coaches with the proper skills and tools to make the experience of the youngsters they coach an enjoyable one.

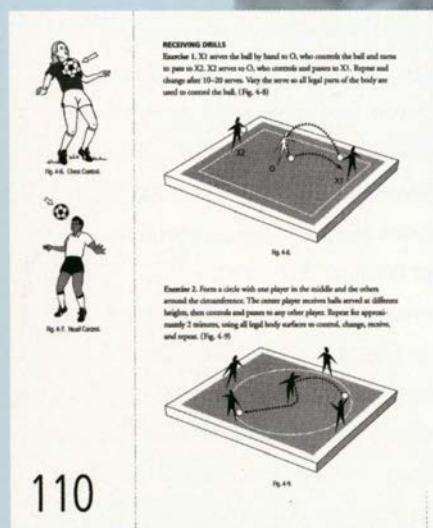
Skip Stolley
AAF Program Officer



AAF/COACHING EDUCATION PROGRAMS

AAF/CIF Coaches Education Program

The AAF/CIF partnership for coaching education offers training to high school coaches in soccer, track & field and cross country. The intensive program offers training in coaching philosophy, technical and tactical teaching methods, and management skills needed to build a successful program. The curricula are continually updated to keep the courses relevant to new and returning coaches. In the past two years more than 3,000 coaches have taken advantage of the program.



AAF Coaching Leadership Program (CLP)

This program is designed for individuals who have traditionally lacked the opportunity to enter the coaching ranks. The Coaching Leadership Program provides the proper training to adolescents (16 and above), ethnic minority individuals, and women so that they may become expert swimming and soccer coaches.

The two-week swimming program provides 60 hours of instruction in the theoretical, technical and methodological areas of swimming. This program is taught by AAF Coach in Residence Dr. Monika Schloder, professor in the department of kinesiology and coaching sciences at the University of Calgary. In 1997 she was assisted by Jessica Busher, a graduate of the CLP-swimming class of 1992. In 1996 and 1997, 24 coaches successfully completed the two-week sessions in swimming and were Level 2 Certified by the American Swimming Coaches Association.

The AAF Coaching Leadership Program also provides a course in soccer. In 1996 and 1997, a total of 31 participants successfully completed the intensive one-week soccer sessions. Orlando Brenes, director of soccer for men's and women's teams at Rio Hondo Community College, and Ruben Gonzalez, the assistant soccer coach at Rio Hondo Community College, worked with Dr. Schloder to deliver the program.

AAF Community Youth Coaching Program

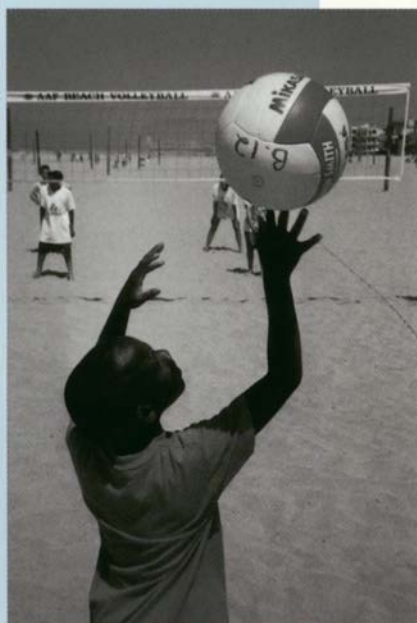
Coaches are at the heart of an effective youth sports program. They provide the leadership, mentoring and skills instruction that are essential to keep youngsters interested in sports. To improve the quality of coaching at this level, the AAF offers six-hour workshops free of charge to any group of 10 or more interested adults. In the last two years alone, the AAF has conducted more than 300 clinics in basketball, baseball, diving, swimming, track & field, soccer, flag football and volleyball.



AAF PROGRAMS

not content with sitting on the sidelines and only assisting youth sports organizations through grant making, the AAF initiates and operates its own programs.

AAF programs are continually fine-tuned to ensure they meet the needs of the populations they are intended to serve. The latest addition to the offering of AAF sports programs is the in-line hockey program. Similar to the beach volleyball program, the in-line hockey program brings a "hot" new sport to youngsters in areas where they may otherwise not have the opportunity to participate in the sport.



BEACH VOLLEYBALL PROGRAM

The AAF Beach Volleyball Program brings this sport from the beaches to the parks in the city. Boys and girls, ages 8-17, are able to learn the basics of the sport at beach volleyball courts built by the AAF at six L.A. city parks, as well as one park in Torrance and one in Gardena. The program features an excellent coaching staff, including members of the men's and women's professional volleyball associations. Approximately 150 youngsters participate at the various sites each summer.

IN-LINE HOCKEY PROGRAM

This program was initiated in 1996. The program is offered to boys and girls, ages 10-14, at Charles Drew and John Muir middle schools in Los Angeles. The players are properly outfitted and introduced to Ballistic Hockey™ by instructors from Hockey On Wheels, Inc. Ballistic Hockey™ is played four-on-four with no checking allowed and a small goal with no goalie. Approximately 50 youngsters participate at each site and play in the spring and fall.





LEARN & PLAY OLYMPIC SPORTS PROGRAM

After a one-year hiatus in 1997, this program is back and stronger than ever. Thousands of youngsters in grades three to five throughout school districts in Los Angeles County learn about the Olympic Games by accessing the *Olympic Primer* on the AAF Web site. Each year, during a two-week period, approximately 8,000 youngsters are transported to an athletic field to play and get actual hands-on experience in 12 different Olympic sports.

SUMMER SWIM & DIVE PROGRAM

The AAF Summer Swim & Dive Program is offered annually in conjunction with the AAF Rose Bowl Aquatics Center, County of Los Angeles, and the cities of Los Angeles, Long Beach, Carson, Santa Clarita and San Fernando. Each year approximately 6,000 youngsters take advantage of the free lessons that include stroke and competition training at more than 90 participating pools. The dive program was introduced in 1997 at 30 facilities with the proper equipment and interested coaches.

Those youngsters who participate in the swim program and meet specified qualifying standards are invited to compete in the season-ending Summer Swim Festival at the AAF Rose Bowl Aquatics Center. The annual festival attracts over 1,000 participants, coaches and parents. The finals for the diving program are held at East Los Angeles College.



RUN FOR FUN

This is the largest running program for school children in the nation. Offered as an after-school program, or as part of the school's physical education curriculum, this 10-week training program involves approximately 4,000 runners at middle schools in Los Angeles County. Each year, approximately 1,400 boys and girls, representing more than 50 middle schools, participate in the season-ending annual Run For Fun Festival at Griffith Park.

PAUL ZIFFREN SPORTS RESOURCE CENTER

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erving a national and international clientele, the AAF's Paul Ziffren Sports Resource Center continues to be a leader in the development of sport information services and the exploration of issues affecting sport. The library houses one of the world's great sports collections and can now claim to be the only sports library to answer a reference question from outer space. The staff responded to a question about the Russian soccer league from cosmonauts in the Russian Mir Space Station.

Visitors to the library have access to:

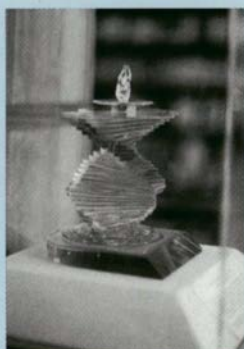
40,000 volumes of sports books and periodicals

90,000 photographs

More than 5,500 instructional and historical sports videos

Reference assistance, online data base searches, video viewing rooms, photocopy machines and microform reader/printers

The Paul Ziffren Sports Resource Center Library is open to the public Monday through Friday, 10 a.m. to 5 p.m.; Wednesday until 7:30 p.m., and on the first and last Saturdays of each month from 10 a.m. to 3 p.m., excluding holiday weekends. Elementary and preschool children must be accompanied by an adult. Appointments are recommended for research assistance. Please call (323) 730-9696. E-mail: library@aafla.org



MOVING INTO THE DIGITAL AGE

A

Los Angeles school teacher
reads the AAF's Olympic

Primer in preparation for a class lesson during a typical morning at the Paul Ziffren Sports Resource Center Library. A researcher from Australia browses through a collection of Olympic photographs. Meanwhile, a person from the Salt Lake City Olympic Organizing Committee spends an hour looking at the 1984 Olympic Games official report, while someone else from Africa searches the library catalog. In fact, by noon more than 100 people have used the library's resources, a remarkable accomplishment considering that the library seats only 25 people and does not open to the public until 10 a.m. How is this possible? Nearly all of the visitors are visitors to the AAF's Web site.

The rapid expansion of the World Wide Web has had profound implications for libraries. The Internet gives libraries the opportunity to provide new services to users and to reach far more people than ever before.



The most recent edition of the AAF's Web site, launched in February 1998, is an excellent example of the potential power of Web-based library services and resources. The new site contains a wide range of information offerings including the *Olympic Primer*; an Olympic photo exhibit; *Art and Sport*, a 50-page book on the history of Olympic posters; educational games about the Olympic Movement; photos and text on future Olympic cities; conference proceedings; AAF research reports; AAF newsletters; and, of course, the library catalog.

Future plans call for the conversion of approximately 20 Olympic Games' official reports to digital format for publication on the AAF site. The AAF, in early 1998, completed an agreement with the International Olympic Committee to digitize and Web-publish a 100-year run of the IOC magazine *Olympic Review*. Similarly, the North American Society for Sport History granted permission to the library to digitize back issues of the *Journal of Sport History*.

As these various conversion projects are completed, the AAF is rapidly amassing an impressive virtual library of sport resources that can be used by anyone with access to the Web. The value of such information on the Web has been demonstrated by usage of the new Web site. Library usage in effect has more than quadrupled since the February launch.

As the Ziffren Center explores new ways to provide people with information about sport, it has not neglected the more traditional aspects of library service. We continue to build the book collection, paying particular attention to Olympic

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materials. The library acquired, for example, dozens of publications about the 1998 Olympic Winter Games, as well as video copies of CBS's 160 hours of television coverage. AAF-sponsored field trips to the Ziffren Center by elementary school children remain a regular feature of library services. And the Ziffren Center continues to act as a catalyst of the examination of important issues in sport by hosting conferences. In April of 1998, 35 experts from the United States, Canada, Germany and Australia attended a symposium at the center to discuss doping in elite sport.

One of the challenges that the Ziffren Center faces as we approach the year 2000 is determining the correct mix of traditional and digital resources. The Internet is not a panacea. Virtual libraries create administrative problems as well as solutions. It is clear, though, that no serious information center can ignore the rapidly changing information environment. We do not know exactly how the Internet will evolve in the future, but we are committed to using it in ways that best serve our users and complement existing services and resources.



Wayne V. Wilson
AAF Vice President, Research

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AAAF AWARDS PROGRAMS

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he AAF continues a long and rich tradition of honoring athletes' achievements on the field of play. This tradition dates back to the 1930s and was started by W.R. (Bill) Schroeder and the Helms Athletic Foundation. Included are:

High School Awards

Each year the AAF and Wells Fargo honor more than 1,300 high school athletes in the sports of baseball, basketball, football, softball and volleyball. Selections are made by coaches associations. The Los Angeles Dodgers continue to host the baseball/softball awards.

World Trophy

This award recognizes the top athletes in each of the six major regions of the world: Africa, Asia, Europe, North America, Oceania (Australia and New Zealand) and Latin America (Mexico/Central/South America/Caribbean). International sports experts make the nominations and selections.

The winners for 1996 were: Penelope Heyns, Africa, swimming; Ghada Shouaa, Asia, track & field; Svetlana Masterkova, Europe (tied), track & field; Marie-Jose Perec, Europe (tied), track & field; Amy Van Dyken, North America, swimming; Susan O'Neill, Oceania, swimming; Deon Hemmings, South America/Caribbean, track & field.

For 1997 they were: Hicham El Guerrouj, Africa, track & field; Hiromi Suzuki, Asia, track & field; Martina Hingis, Europe, tennis; Mia Hamm, North America, soccer; Beatrice Faumuina, Oceania, track & field; and Claudia Poll, South America/Caribbean, swimming.

Recipients' names are engraved on a permanent trophy which is on display at the foundation.

Southern California Athletes of The Year

This award goes to the top male and female athletes in Southern California selected by Southern California sports authorities.

The 1996 winners were: WBC welterweight champion, Oscar De La Hoya and Atlanta Olympic Games gold medalist in softball, Dot Richardson.

In 1997 the winners were: The world's fastest woman in 1997, Marion Jones, and the year's No. 1 shot putter in the world, John Godina.

Rose Bowl Player of the Game

This award honors the Most Valuable Player of the annual Rose Bowl Game. Media representatives covering the game make the selections. The name of the player selected is engraved on a permanent trophy on display at the Tournament of Roses headquarters in Pasadena.

In 1997, the winner was Joe Germaine from Ohio State University. In 1998, the winner was Brian Griese from the University of Michigan.

AAF SPORTS MEMORABILIA & ART COLLECTION

Rotating exhibits of the AAF's collection of sports and Olympic Games' memorabilia complement the written word and film available at the Paul Ziffren Sports Resource Center Library.

Recent and current exhibits in the Britt House and Ziffren Center Library include:

Par Excellence--A Century of Golf Memorabilia--Depicted the history of the game of golf through unique golf-related artifacts.

In From the Cold: Winter Sports Memorabilia from the AAF Collection--Among the items included in the exhibit are: a clap skate (on loan from James D. Easton, Inc.), a 1980 skating costume worn by Peggy Fleming, skates and medals of world speed skating champ (1895-1900) John Nilsson, and skates of 1936 bronze medalist Leo Freisinger. To complement the exhibit in the library, the pavilion features Olympic Winter Games posters from 1924-1956.



FRIENDS OF SPORT

The AAF volunteer force, Friends of Sport, is an integral part of the youth sports landscape in Southern California. Friends of Sport contribute approximately 4,000 person-hours each year to ensure that children have a quality sports experience. They play an important role in the AAF Summer Swim Festival, Learn & Play Olympic Sports Program and Run For Fun Festival. Additionally, they assist in the library and with the AAF's collection of sports memorabilia. When needed, these dedicated individuals lend their support to grantee events like the AAF/Mt. SAC Youth Days and the Dodgers All-Star 5k Run.

Volunteers are the backbone of youth sports. We gratefully acknowledge the contributions of the AAF Friends of Sport and encourage others to become involved.



SPORTS AS A COMMUNITY BUILDING STRATEGY

Tnationwide, foundations have come to view "community building" as the key to success in battling inner-city crime, rejuvenating poor communities, and eradicating racial injustice. The premise of community building is that cities and neighborhoods with strong voluntary associations and social underpinnings will be more politically stable and economically viable. Put simply, places with a strong sense of community are better off, because people know how to work together in resolving problems.

For grantmakers, this often means that programs are not evaluated by hard outcomes alone, but by the relationships they create. In some cases, groups of foundations come together and look for ways to directly strengthen social systems at the neighborhood level. These efforts are called "comprehensive community-building initiatives," or CCIs. The AAF is participating in one such initiative -- the Los Angeles Urban Funders (LAUF). This collaboration includes 21 Southern California funders working to strengthen the social networks of three low-income neighborhoods: Pacoima, Normandie/Manchester, and Hyde Park.

As part of its involvement in this program the AAF is exploring ways that organized sports programs build the capacity of the community to tackle long-term problems. In particular this is true in Pacoima, where LAUF is helping residents to construct comprehensive work force development strategies on the local school-based parent centers. In this process, sports programs are emerging as an essential ingredient by playing the following roles:

- Establishing cross-generation mentoring relationships: The decline of urban neighborhoods is often associated with the lack of positive role models for young people. In Pacoima though, kids in the Pacoima Athletic Club's football, basketball and track teams are quick to identify their team captains as vital mentors who help them address life's challenges on and off the playing field. Drawing upon LAUF's efforts to organize residents through the schools, the Pacoima Athletic Club has enlisted parents from the school-based parent centers as coaches and volunteers, thereby strengthening families and overall community stability.
- Instilling a fundamental appreciation of team effort and cooperative problem-solving: Group skills are essential to productivity and happiness at all levels of society. One of the unexpected benefits of the Pacoima Athletic Club and the Valley Youth Conference has been the extent to which young athletes have "crossed over" to other team efforts. Some, for example, are now involved in Pacoima Beautiful, where young adults have helped to organize block clubs, carry out home repairs for elderly or disadvantaged neighbors, and undertake large-scale community tree-plantings.
- Creating organized youth groups which can be channeled into other programs and strategies: Team members at the Pacoima Athletic Club and Valley Youth Conference are a ready labor pool for job strategies. In both organizations, young adults are linked with academic tutoring and job fairs. Over the next two years, LAUF and other community stakeholders, including businesses from across the San Fernando Valley, are creating an infrastructure for a neighborhood work force preparation system. This will ensure that athletes interested in finding jobs will have a wealth of opportunities and relationships to draw upon when they are ready.



Clearly, if we only look at the benefits of organized sports in terms of the personal health and fitness of the participant, we are missing half of the picture. The community building perspective helps us to analyze, understand and make explicit the broader implications of organized sports and recreation for local communities. It helps us to better understand the relationships between sports and other issues, and the very real ripple effect that organized sports play in our society as a whole.

Elwood Hopkins

Los Angeles Urban Funders
Executive Director



AMATEUR ATHLETIC FOUNDATION OF LOS ANGELES

GRANTS AWARDED

JUNE 1996 TO JANUARY 1998

June 1996

AAF Rose Bowl Aquatics Center (\$75,032)

To offer swim lesson programs for middle and high school boys and girls during the school day and renovate the teaching pool to accommodate young children and those with special physical needs.

Hoover Street Gym (\$50,000)

Serves more than 360 youngsters from its location adjacent to the Olympic Auditorium, downtown Los Angeles. Funds to be used for part-time instructors, youth scholarships and facility rental.

Boys & Girls Clubs of America--Rio Hondo (\$45,990)

To resurface the existing sports areas and purchase basketball and floor hockey equipment. The club serves youth in the Bell Gardens and surrounding communities.

San Fernando Valley Japanese American Community Center (\$37,000)

For a new gym floor at this center, offering sports programs for youngsters in Arleta/Pacoima.

California Handicapped Skiers (\$33,388)

To continue offering ski instruction to handicapped youngsters in the Los Angeles area.

Young Golfers of America Association (\$30,000)

Introduces and teaches golf to financially disadvantaged youngsters at the Hollywood Park Golf Complex. Funds are for additional equipment, scholarships and site coordinator at a new Long Beach site.

California Street Hockey Youth Leagues, Inc. (\$29,525)

For equipment, scholarships and promotion for a popular roller hockey program for youngsters in Temple City, Duarte and Glendora.

Assistance League of Southern California (\$26,514)

For sports program serving youth in the Hollywood area. Funds are for sports coordinator, equipment and uniforms.

Constitutional Rights Foundation (\$26,240)

For its Sports and the Law program offered to youngsters in alternative and regular public schools.

Friends of the School Volunteer Program of Los Angeles (\$25,000)

For project coordinator to recruit volunteer coaches and coordinate implementation of the AAF's Run For Fun Program at Los Angeles Unified School District middle schools.

Kollege for Kids (\$24,675)

For personnel, uniforms and equipment to offer a girl's basketball league at Compton College.

Woodcraft Rangers (\$22,892)

For football and soccer equipment and uniforms for youngsters participating in after-school sports at middle schools in South Central Los Angeles.

Long Beach Canoe and Kayak Center (\$22,200)

For kayaking equipment and part-time coach to teach local youngsters the sports of sprint canoe and kayak.

Lula Washington Contemporary Dance Foundation, Inc. (\$20,300)

For program combining gymnastics, martial arts and dance offered to youngsters from low-income families in South Central Los Angeles.

YMCA - Ketchum/Downtown (\$20,000)

For personnel, uniforms and equipment to operate youth soccer leagues at the Field of Dreams in the downtown Los Angeles area.

Salvation Army--Compton Youth Center (\$19,700)

For sports coordinator, sports equipment and uniforms.

Boys & Girls Clubs of America - Pasadena (Mackenzie/Scott Branch) (\$19,350)

Serving boys and girls of Pasadena, Altadena, Monrovia, La Canada and South Pasadena; the club will use funds for equipment, uniforms and sports director.

Whittier Wahoo Swimming (\$17,980)

Assistance for uniforms, equipment and scholarships for swimming program serving youngsters in the Whittier, La Habra and Pico Rivera areas.

Big Brothers of Greater Los Angeles (\$17,300)

For its Sports Mentor Program matching a Little Brother with a Big Brother who teaches/coaches sports.

Mid Valley Youth Center (\$15,468)

For sports equipment, uniforms, leveling and reseeding of a playing field and repainting of basketball court at the Van Nuys center serving youth placed by the Department of Children and Family Services and Los Angeles County Probation Department.

South Bay Coalition - Late Night Sports Program (\$14,953)

Funding for uniforms, equipment and personnel to continue the late-night basketball games in Torrance.

Optimist Youth Homes (\$9,835)

For sports equipment and uniforms to continue sport programs for the youngsters in the Highland Park Resident Treatment Program.

Salvation Army - Weingart Youth Center (\$8,281)

Funds for sports equipment and uniforms for sports programs serving youngsters in the East Hollywood area.

Arthur Ashe Safe Passage Foundation Tennis Program (\$8,030)

For tennis equipment for youngsters participating in an introductory tennis course in the cities of Carson, Compton and Ladera Park, Los Angeles.

Recognition Grants

Boys & Girls Clubs of America - Lompoc (\$5,000)
 Boys & Girls Clubs of America - Santa Barbara (\$5,000)
 Boys & Girls Clubs of America - Simi Valley (\$5,000)
 Boys & Girls Clubs of America - Stanton (\$5,000)
 Coachella Valley Boxing Club (\$5,000)
 Commission for Desert Hot Springs Youth (\$5,000)
 Compton Community Soccer League (\$5,000)
 El Segundo In-Line Hockey Association (\$5,000)
 Greater Golden Hill Community Development Center (San Diego) (\$5,000)
 High Desert Sultans Youth Football (Hesperia) (\$5,000)
 Pop Warner Football - Bell (\$5,000)
 Sonlight Gymnastics (Yucca Valley) (\$5,000)
 Salvation Army - Anaheim Red Shield Center (\$3,500)
 LeRoy Haynes Center for Children and Family Services (La Verne) (\$3,400)
 Camp Laurel Foundation (Los Angeles) (\$3,300)

October 1996**New ADAGE Youth Development Program (\$148,030)**

To conduct flag football, basketball and softball programs serving more than 1,500 boys and girls at 17 inner-city middle schools.

AAF-Mount SAC Youth Days (\$98,300)

For a track and field instructional and competition program reaching more than 14,000 youngsters in the Los Angeles area.

LA's BEST (Better Educated Students for Tomorrow) (\$93,259)

To continue its successful girls sports programs at 22 elementary schools in Los Angeles serving more than 4,500 boys and girls, ages 5 to 12 years.

Heart of Los Angeles (HOLA) (\$83,079)

To continue its successful sports program reaching more than 700 at-risk boys and girls, ages 6 to 19 years, from the Rampart, Pico/Union, Hollywood and downtown Los Angeles areas.

Students Run LA (\$57,600)

To conduct an after-school running program to prepare 1,600 youngsters to complete the Los Angeles Marathon.

Four Seasons West Ski Club, Inc. (\$17,970)

To continue the learn-to-ski program for financially disadvantaged youths in Los Angeles.

PALS - West Valley Area (\$12,430)

To support the boxing program offered to 100 youngsters in the Reseda area.

Recognition Grants

Adaptive Sport & Recreation--Simi Valley (\$5,000)
 Queue Up--(Equestrian)--Compton (\$5,000)
 Starlings--(Volleyball)--San Diego (\$5,000)

January 1997**Kids in Sports, Los Angeles (\$500,000)**

To provide year-round sports programs at 12 park- and school-based sites to more than 5,000 youth in inner-city Los Angeles.

Boys and Girls Clubs of America-Watts/Willowbrook (\$250,000)

For the construction of a new gym and installation of a gym floor at this facility which serves 200 boys and girls daily.

AAF's USTA National Junior Tennis League (\$150,000)

For a summer tennis instructional program reaching more than 5,000 youngsters at 120 sites.

Little League Baseball, Incorporated (\$131,000)

To construct a new little league baseball complex in south Los Angeles at Gilbert Lindsey Recreation Center.

Fitness Alliance of Los Angeles (\$52,960)

To train additional high school students as coaches to supervise after-school sports programs serving youngsters at schools that are part of the Belmont Cluster in the Rampart District of Los Angeles.

Mount San Antonio College (\$50,000)

Challenge grant for the resurfacing and repainting of the Mt. SAC track which hosts the AAF Mt. SAC Youth Days, and the Mt. SAC Relays, and hosted pre-Olympic meets in 1984.

Boys & Girls Clubs of America - Burbank (\$35,605)

For personnel, uniforms and equipment.

Police Athletic League - Northeast Division (\$35,000)

To implement an in-line hockey program for approximately 350 youngsters at Aliso Pico Housing Complex, Mission Plaza Apartments, Salesian Youth Center, Northeast Area Police Station, Estrada Courts Housing Complex and Whittier Skateland.

Tenth District Women's Steering Committee/Urban Y.E.S. (Youth, Education, Sports) Program (\$28,073)

For basketball and baseball programs serving youngsters in the Alta Loma, Baldwin Hills, Cienega and Coliseum elementary schools.

Boys & Girls Clubs of America - Temecula (\$25,000)

For the construction of a multi-purpose playing surface for an in-line hockey program serving more than 1,500 youngsters.

Aquatic Foundation of Metropolitan Los Angeles (\$24,750)

To expand its during-school, swim lesson program for elementary and middle school youngsters in the Carson area from serving 900 youngsters to 1,400.

Vernon Lee Gymnastics Academy (\$9,827)

To replace and purchase new equipment to better serve the more than 120 youngsters from the Pasadena area who participate in the year-round gymnastics program.

Recognition Grants

Blake Little League--San Bernardino (\$5,000)

Boys & Girls Clubs of America--Anaheim (\$5,000)

COPA Policia--Orange (\$5,000)

Cucamonga Dodgers (\$5,000)

Five Acres--Altadena (\$5,000)

Little League Baseball-Culver City American (\$5,000)

Little League Baseball-Fairgrove (La Puente) (\$5,000)

Little League Baseball-Granada Hills (\$5,000)

Little League Baseball-Temple City National (\$5,000)

Little League Baseball-University Canyon Crest (\$5,000)

Los Angeles Jets Track Club (\$5,000)

Police Athletic League--El Centro (\$5,000)

Rancho Bernardo Girl's Softball (\$5,000)

San Gabriel Judo Dojo (\$5,000)

Valley Christian Athletic Association--San Fernando (\$5,000)

YMCA--Family of the Desert--Palm Desert (\$5,000)

Rising Stars Equestrian Therapy--Alta Loma (\$3,500)

Meadowbrook Amateur Boxing Academy, Inc.

San Bernardino (\$3,000)

June 1997

Boys & Girls Clubs of America

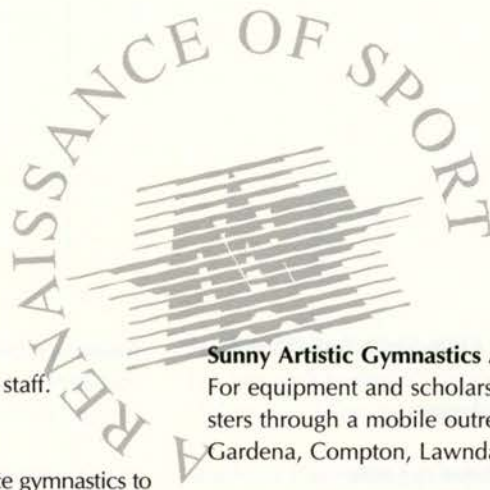
Challengers of Metro Los Angeles (\$150,000)

For improvements to gymnasium as part of the club's expansion.

University of Southern California

(USC)/Family of Five Schools (\$94,972)

For year-round, after-school instruction sports programs impacting 2,000 youngsters at five schools near USC.



Reviving Baseball in Inner Cities (RBI) (\$58,055)

For equipping the girls softball league and program staff.

Gymnastics Los Angeles (\$41,169)

For instructors, equipment and scholarships to introduce gymnastics to youngsters in the Pico Union- and South Central-areas of Los Angeles.

Mona Boulevard Community Services, Inc. (\$50,000)

For sports program staff and equipment to build a youth sports program in the underserved area near Mona Park in Compton.

Los Angeles Police Academy Magnet School Foundation (\$40,800)

To equip two training rooms to support the physical training and sports components of the police academy magnet school program at Wilson and San Pedro High Schools.

Southern California Speed Skating Association (\$38,980)

To expand the youth speed skating program to the Westminster rink and hire a world team-level coach.

Youth Outreach United (\$36,150)

To fund a youth sports program serving the Pacific Islander community in the South Bay-area of Los Angeles.

Catholic Big Brothers (\$35,000)

To train high school students to be sports clinicians and mentors to elementary school children in South Central Los Angeles.

Studio City Organization for Recreation Enrichment (SCORE) (\$35,000)

To be used as a challenge grant to raise funds for the construction of a multi-purpose roller hockey rink.

California Handicapped Skiers Foundation (\$30,050)

To continue offering ski instruction to handicapped youngsters in the Los Angeles area.

P.F. Bresee Foundation (\$22,686)

To continue and expand its karate and basketball program for middle and high school participants in the Pico Union- and mid-Wilshire-areas of Los Angeles.

Sunny Artistic Gymnastics Academy (\$19,893)

For equipment and scholarships to introduce gymnastics to youngsters through a mobile outreach program in schools in the Gardena, Compton, Lawndale and Carson areas.

Los Angeles Junior Chamber of Commerce/Safe Passage Tennis Program (\$19,806)

For year-round tennis instruction program at three sites in Los Angeles.

San Diego Velodrome Association (\$15,300)

To offer a supervised after-school velodrome cycling program for high school students.

Long Beach Swim Club (\$14,576)

For equipment and club scholarships.

California State University, Dominguez Hills Foundation (\$11,550)

To continue and expand the youth cycling program at the velodrome.

Boy Scouts of America - San Gabriel Valley Council (\$7,550)

For equipment and uniforms for the boys and girls participating in the Soccer Scouting Program offered at Hacienda Heights and Baldwin Park.

Recognition Grants

AYSO - South Central (Region 1031)--Los Angeles (\$5,000)

Baldwin Park Roadrunners Youth Football (\$5,000)

Charles Moore Diamonds Foundation--Los Angeles (\$5,000)

Chino Youth Boxing Club (\$5,000)

Friends of Los Baños Del Mar Pool--Santa Barbara (\$5,000)

High Five America--San Diego (\$5,000)

Junior All-American Football--Compton (\$5,000)

Junior All-American Football--East Los Angeles (\$5,000)

Junior All-American Football--Ontario Outlaws (\$5,000)

Junior All-American Football--Walnut/Diamond Bar (\$5,000)

Little League Baseball--East Altadena (\$5,000)

Pop Warner Football--Crenshaw Cougars--Los Angeles (\$5,000)

Pop Warner Football--East Valley Trojans--Simi Valley (\$5,000)

Pop Warner Football - Woodcrest Generals--Hawthorne (\$5,000)

Southbay Panthers Track & Field Club--Long Beach (\$5,000)

Turning Kids On (TKO) Youth Boxing Club--Santa Ana (\$5,000)
Coachella Karate Club (\$4,000)
St. Vincent Medical Center - Casa de Amigos
Los Angeles (\$4,000)
California Youth Karate Club--Hawthorne (\$3,000)
Rose City Flag Football--Pasadena (\$2,500)

October 1997

L.A.'s BEST (Better Educated Students for Tomorrow) (\$127,580)
To continue its successful sports program at 24 elementary schools in Los Angeles. The sports component is part of an after-school education enrichment program serving 5,000 boys and girls, ages 5 to 12.

New ADAGE Youth Development Program (\$99,400)
To conduct flag football, basketball and softball programs serving more than 1,600 boys and girls at 20 inner-city Los Angeles Unified School District middle schools.

AAF-Mount SAC Youth Days (\$98,300)
For a track and field instructional and competition program reaching more than 17,000 elementary and middle school youngsters in the Los Angeles area.

Young Golfers of America Association (\$70,536)
To continue its successful program of introducing and teaching golf to economically disadvantaged youths in the Los Angeles area.

AAF Rose Bowl Aquatics Center (\$48,000)
For innovative aquatics programs to introduce high school and middle school students to swimming.

Students Run LA (\$47,740)
To develop and implement a program specifically designed to recruit and train more girls to take part in the successful after-school running program preparing youngsters to complete the Los Angeles Marathon.

Boys & Girls Clubs of America
Harbor City/Harbor Gateway (\$29,031)
For staff, sports equipment and uniforms to better serve the area youth sports needs.

Assistance League of Southern California (\$25,588)
For sports equipment and implementation of swimming program for youngsters in an after-school care program in the Hollywood area.

YMCA - North Valley (\$20,600)
For scholarships and uniforms for the financially disadvantaged youngsters served by the club in the North Valley-area of Los Angeles.

YWCA - Santa Monica (\$20,100)
For sports coordinator and equipment to implement a girls volleyball program.

South Bay Coalition--Late Night Sports Program (\$12,636)
For sports coordinator, equipment and uniforms to continue this successful program for teenagers susceptible to gang involvement.

Recognition Grants

AYSO - Compton (Region 1151) (\$5,000)
Boys & Girls Clubs of America - Ramona (\$5,000)
Pro Kids Golf Academy and Learning Center, Inc.,
San Diego (\$5,000)
Inland Empire Basketball League, Ontario (\$5,000)
Santa Barbara Youth Track Club (\$5,000)
Imani Track Club, Cerritos (\$3,000)
Russian Jewish Community Cultural Center,
West Hollywood (\$3,000)

January 1998

Kids in Sports, Los Angeles (\$567,500)
To provide year-round sports programs at 12 park and school-based sites to more than 8,000 youth in inner-city Los Angeles.

AAF/USTA National Junior Tennis League (\$150,000)
For a summer and year-round tennis instructional program reaching more than 5,000 youngsters at 140 sites.

Pacoima Athletic Club (PAC) (\$85,636)
To provide after-school sports programs to more than 2,000 youngsters at six schools in Pacoima.

YMCA - Los Cerritos (\$53,416)

To provide soccer, basketball and volleyball to third-, fourth- and fifth-grade students from six area elementary schools.

United Cambodian Community, Inc.-Long Beach (\$46,059)

To support the Simona Rin Youth Sports Program serving 500 boys and girls of Cambodian and Southeast Asian heritage.

East Los Angeles College Foundation (\$37,000)

To establish a diving program for the youth of East Los Angeles.

Boys & Girls Clubs of America - Carson (\$35,830)

To strengthen the club's basketball and flag football program and add soccer and softball.

Tenth District Women's Steering Committee/Urban Y.E.S. (Youth, Education, Sports) Program (\$34,574)

To continue its basketball and baseball programs reaching more than 500 youngsters from elementary and middle schools in the Crenshaw District of Los Angeles.

Valley Youth Conference, San Fernando Valley (\$30,500)

To increase the participation in its football, basketball and track & field programs.

Santa Monica Bay Junior Rowing Association (\$30,000)

For the purchase of rowing equipment and scholarships for youngsters from low-income families.

Boys & Girls Clubs of America - Foothills (Monrovia) (\$28,975)

For the purchase of sports equipment and uniforms and to solidify the club's youth sports program serving more than 500 youngsters.

Boys & Girls Clubs of America - Hollywood (\$27,774)

For equipment for the youth boxing and martial arts program.

Orange County Asian Pacific Island Health Alliance (Garden Grove) (\$22,000)

For a basketball league for 300 Asian and Pacific Islander youth in the Garden Grove, Westminster, Santa Ana and Anaheim communities.

Starlings Volleyball Club-Los Angeles (\$21,150)

For free club volleyball opportunities for high school girls in the Hollywood, West Adams and Westchester area.

Southern California Cycling Federation, Encino Velodrome (\$17,820)

To continue the velodrome cycling program serving more than 350 youngsters.

Four Seasons West Ski Club, Inc. (\$14,250)

To continue its snow skiing program for underserved youngsters in Los Angeles.

LPGA Urban Youth Golf Program (\$11,280)

To implement an innovative team play program as the next step for young golfers recently introduced to the sport.

Recognition Grants

Alexander's Light'N Express Track Club--San Diego (\$5,000)

Antelope Valley Youth Sports Association (\$5,000)

Babe Ruth Baseball - San Gabriel Valley (\$5,000)

California State University, Northridge Aquatic Center (\$5,000)

Conejo Valley Girls Softball Association

Thousand Oaks (\$5,000)

Desert Heat Gymnastics Academy--Palm Desert (\$5,000)

Guadalupe Youth League--San Bernardino (\$5,000)

Homentmen - Glendale Chapter (\$5,000)

Little League Baseball--Hemet (\$5,000)

Little League Baseball--Lennox (\$5,000)

Little League Baseball--Lomita (\$5,000)

Little League Baseball--North Inglewood (\$5,000)

Little League Baseball--San Bernardino Lakeside (\$5,000)

Vista Del Mar Child and Family Services (\$5,000)

Aztlan Boxing Center--Norwalk (\$3,500)

Los Angeles International Church (\$3,500)

The Amateur Athletic Foundation of Los Angeles awards a "Recognition Grant" in acknowledgment of the good work done by an organization in serving the sports needs of youngsters in its community.



CRITERIA FOR ASSESSING GRANT REQUESTS

T

he Amateur Athletic Foundation of Los Angeles (AAF) is endowed with Southern California's share of the surplus from the 1984 Olympic Games. As one part of its overall effort to enhance the role that sport plays in the lives of citizens of Southern California, the Foundation operates a grants program. The program will consider requests from any bonafide organization devoted to amateur sport. However, the AAF anticipates receiving many more requests than it will be able to fund. In order to help make the difficult funding choices, the Board of the Foundation has adopted the following Grant Guidelines:

A. POPULATION TO BE SERVED

The Foundation intends to serve the same broad cross-section that contributed so much to the success of the 1984 Olympic Games. The focus of the Foundation's activities is on sports programs for youth in Southern California's eight counties: Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara and Ventura.

1. Within this broad arena, we anticipate giving special emphasis to those groups or communities that are most in need. These will often be communities of lower income. However, we will be careful not to duplicate services already being provided to those communities through other resources.
2. While serving all youth, the Foundation will give special attention to sectors of the population known to be underserved by current sports programs: women, minorities, the physically challenged or developmentally disabled, and youth in areas where the risk of involvement in delinquency is particularly high.
3. The Foundation recognizes that 60% of the total Olympic surplus went to the United States Olympic Committee and the various National Governing Bodies for the support of Olympic-level competitors. The funds that are part of the AAF, accordingly, are aimed primarily to youth who are not at elite levels of sports accomplishment.
4. The Foundation expects to receive grant requests from all areas in Southern California, and it intends to serve the whole region. Special consideration will be given to those areas that provided Olympic venues. Moreover, we recognize that the 1984 Olympic Games were awarded to Los Angeles, and we have a particular obligation to this community.

B. PROGRAM RELATED CRITERIA

1. **POTENTIAL IMPACT: Quantity** - Will the program reach a large number or only a few? Other things being equal, we will give priority to programs that will reach large numbers, or large proportions of their targeted populations.
2. **POTENTIAL IMPACT: Quality** - The AAF will give particular attention to programs that may have an especially meaningful impact upon their participants. By this we mean that participation in the program significantly enhances their health, physical abilities, sense of pride in self, and cooperativeness and sense of respect for others.

3. **Quality of Staff:** Grant proposals should describe in detail the nature and backgrounds of staff who will operate the youth sports programs. We will emphasize programs run by experienced, trained personnel. The AAF is also prepared to support programs that utilize, under appropriate supervision, older youth as role models for younger children.
4. **Choice of Particular Sports:** The Foundation is prepared to consider requests for sports programs emphasizing so-called "minor" sports and sports for individual competition as well as more traditional team sports. The key is not the sport, but the quality of the program.
5. **Non-Duplication:** Is this a program that really cannot be carried out with other resources, or one not already being conducted by others? Our aim is to provide programming in needed areas, rather than to substitute for existing alternatives. Priority will be given to projects where the probability of duplication is low.

In addition to these five major criteria for program support, there are others that, though perhaps of lesser import, will be given special attention wherever appropriate.

These include: 1) **Measurability** - Will we be able to objectively assess the impact of the program? 2) **Distinctiveness and Creativity** - Does the program attempt something new and innovative, that may serve as a model of sports programming that might be adopted elsewhere? and 3) **Contribution to Knowledge** - Is the program likely to improve our general knowledge about how sport affects people's lives?

C. COST RELATED CRITERIA

1. **The Existence of Other Sources of Funding:** Priority will be given to proposals where Foundation funding comprises only part of the total funding for the program. The remainder of the funding may come from the local group or community in question, or from other organizations, including foundations and corporations. Consideration will be given to programs that combine public and private sector funding, taking advantage of the benefits of each. This criterion is most applicable to established groups. It may be modified in the case of new groups in the most resource-deprived areas.
2. **Continuity:** All Foundation grants will be for a finite period of time. Priority will be given to those requests that show signs of planning for subsequent financing when our grant concludes.
3. **Cost in Relation to Impact:** The AAF will look closely at the overall costs of the program in relationship to the various other criteria, especially impact. Programs with high dollar cost in relation to impact must be especially meritorious on other criteria if they are to be justified.
4. **Grants for Capital Construction:** Capital construction requests will be funded only when, a) a special need can be established, b) a part of the funding will be met by matching grants or other devices that will supplement the Foundation's contribution, and c) the cost is small relative to its potential service to the group or community in question.

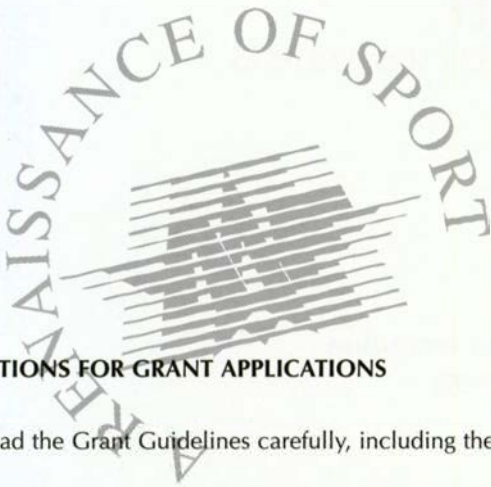
D. ELIGIBILITY

1. Grants will be made to organizations, and not to individuals.
2. Grants will be made only to organizations with open, non-restrictive membership that operate open to all regardless of race, creed, sex, sexual orientation, religious belief or nationality. Nothing in the Guidelines shall prohibit a program from specifying an age, sex, or physical capacity classification, as long as it is reasonable under all the circumstances, and is consistent with applicable law.
3. The current objectives of the Board encourage assistance to organizations that provide on-going, structured youth sports programs combining the essential elements of teaching, learning and competition.
4. The current objectives of the Board discourage grants for:
 - endowments
 - travel outside of Southern California
 - single, public or private school facilities or programs not including sports schools
 - routine operating expenses
 - purchase of land
 - debt recovery or incurring debt liability

The criteria are meant as helpful guidelines setting initial standards. Aside from the restrictions to amateur youth sports in Southern California, the criteria are not meant to serve as a bar to any particular group.

ADMINISTRATION OF THE GRANTS PROGRAM

Grants are one of our principal ways of furthering the aims of the Amateur Athletic Foundation. Through grantmaking as well as our other programs, we intend to further the heritage of excellence passed on to us by the success of the 1984 Olympic Games. To help ensure that grant funds serve these purposes, the staff of the Amateur Athletic Foundation intends to be an active participant in all phases of the grants process. We hope to get to know the prospective grantee organizations, to provide help in the formulation of grant applications, and where possible to help in the solicitation of matching funds. For the requests that are approved for funding by the Foundation's Board, we expect to stay informed about the program's progress, to monitor program expenses, and to be available to help if problems arise.



SUGGESTIONS FOR GRANT APPLICATIONS

Please read the Grant Guidelines carefully, including the section on the administration of the grants program.

The Foundation does not have a standardized application form. The Board of Directors meets three times per year. Proposals are accepted at any time on a first-come, first-served basis. Due to the number of requests we receive, it generally takes several months before the Board takes action on the application. To assist you in the application process, we do have several suggestions.

First, before investing a lot of time, send a brief letter (2 to 3 pages) telling us what you have in mind and wait to hear from us as to the likelihood of our being able to help. For those preparing full grant proposals, your proposal should be responsive to the Guidelines and should also:

- State clearly the purpose for which the funding is requested.
- Briefly describe your organization, its history, status (non-profit, and profit, etc.), connection to youth and sport, the most current annual operating budget, the most recent IRS form 990 and IRS and State of California tax status determination letters.
- Describe in detail how the program would work and whom it would serve. Include an estimate of the number of participants to be served by the grant.
- Describe the personnel who would be carrying out the program, and include brief biographical statements of those who would be most centrally involved.
- Provide a detailed budget with justifications for each major budget item.
- Describe efforts already made or underway to find matching grant funds.
- Provide a clear time schedule for the program.
- INCLUDE YOUR CONTACT PERSON, MAILING ADDRESS AND DAYTIME TELEPHONE NUMBER.

Please send a typed original and one copy of your inquiry or proposal to:

The Grants Program
Amateur Athletic Foundation of Los Angeles
2141 West Adams Boulevard
Los Angeles, CA 90018

FINANCIAL PROFILE

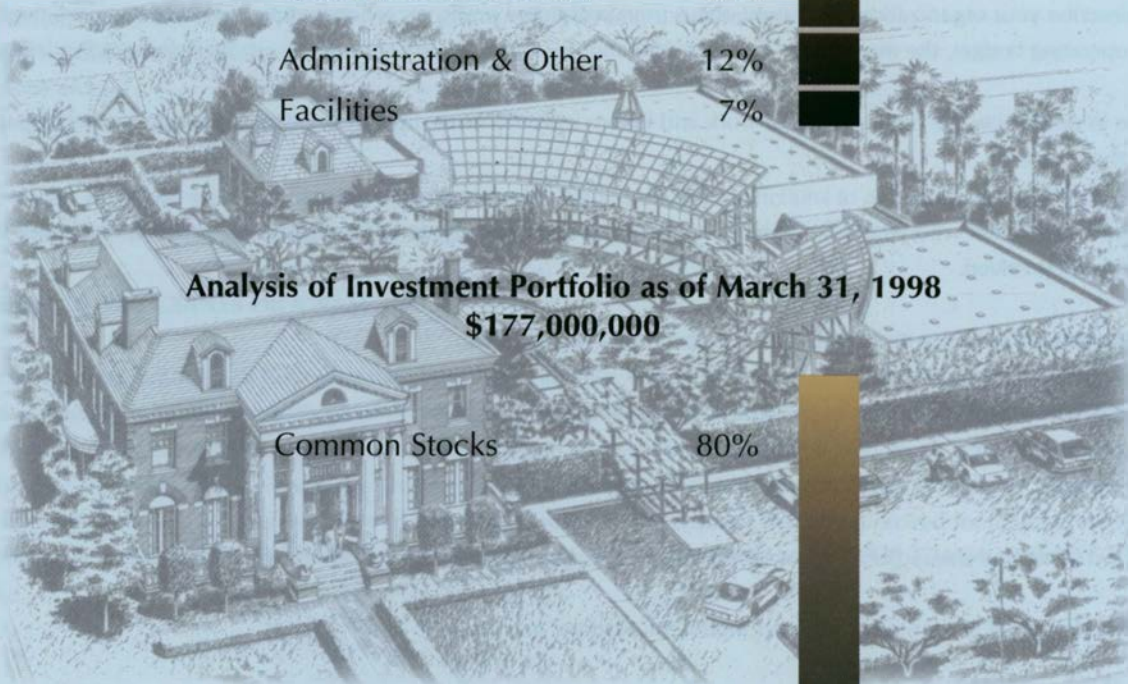
AMATEUR ATHLETIC FOUNDATION OF LOS ANGELES

Summary of Expenditures From Inception (1985) to March 31, 1998 \$83,592,078

Grants	46%
Sports Programs	17%
Sports Resource Center	18%
Administration & Other	12%
Facilities	7%

Analysis of Investment Portfolio as of March 31, 1998 \$177,000,000

Common Stocks	80%
Debt Securities	20%



AAf STAFF

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