



SERVING YOUTH THROUGH SPORT



#### BOARD OF DIRECTORS

John C. Argue, Chairman John E. Bryson Yvonne Brathwaite Burke Jae Min Chang Anita L. DeFrantz James L. Easton Priscilla Florence Bob Graziano Rafer Johnson Kathleen Kennedy Maureen Kindel Thomas E. Larkin, Jr.
Sanford M. Litvack
Charles D. Miller
Peter O'Malley
Joan A. Payden
Amy Quinn
Frank M. Sanchez
Peter V. Ueberroth
Gilbert R. Vasquez
Casey Wasserman
David L. Wolper, *Chairman Emeritus* 

PRESIDENT

Anita L. DeFrantz

VICE PRESIDENTS

F. Patrick Escobar Grants & Programs

Conrad R. Freund

Finance & Administration

Wayne V. Wilson

Research

Serving Youth Through Sport is published biennially by the AAF. For additional information please write or call:



#### **SERVING YOUTH THROUGH SPORT**

2141 West Adams Boulevard Los Angeles, California 90018 Telephone: 323-730-4600 E-mail: info@aafla.org Home Page: http://www.aafla.org

Published June 2002



#### LETTER FROM THE CHAIRMAN

Perhaps no segment of the population in our communities was more affected by the events of September 11 than our young people. It has been said that a generation lost its innocence on that day. Youngsters, many of whom already face deadly violence in their own neighborhoods, now feel that they face an additional threat. As adults, we remain frustrated that we can't provide a greater degree of safety for our kids.

Now, more than ever, it is important to recognize the efforts of caring adults who are providing valuable time and resources as they volunteer to support youth sport. Volunteers are the backbone of youth sport. They are the ones who create opportunities for youngsters to acquire sports skills and to just plain have fun. We at the AAF are committed to supporting these efforts and call upon others to join us.

Since 1985, the AAF has spent more than \$124 million in an effort to strengthen the organizations throughout Southern California that provide youth the opportunity to participate in sports, creating new programs and ensuring that all those involved in youth sport have a quality experience. We are committed to our work and look forward to establishing more partnerships with private and public entities that share our vision and goals.

Each community is responsible for its children. At home, through the schools or sports clubs, we must all work together to ensure that boys and girls have the best chance to pursue their dreams. The work that we all do now to help our children, particularly those in underserved communities, will benefit all of us in the future.

John C. Argue *Chairman* 



In the last week of April 1992, fire and brimstone rained down on the City of Angels. This was how many of the children of Los Angeles experienced the civil disturbances.

How could they understand why life was suddenly different? Why were the schools closed? Why was there an armed military presence in their neighborhoods?

The AAF had planned a four-week festival for children of the L.A. Unified School District. It was the culminating event of our Learn and Play Olympic Sports program. For the prior four months, the teachers utilized a curriculum designed to introduce the youngsters to the Olympic Games through the study of science, social studies, math, geography and history.

The LAUSD did not permit the students to come to the festival site on the Monday following the civil unrest, but on Tuesday, May 5, 1992, 500 children from schools throughout Los Angeles arrived and had three hours of Olympic sports experiences. On the field of play, children from every background stood in line to take their turns. They shared this day of joy created from the legacy of the 1984 Los Angeles Olympic Games. Those adults who were there that day and during the three weeks that followed shared in this joy amid turmoil.

I will always remember the faces of our children as they looked out from the buses taking them back home. These kids, ages 8 to 11, were showing us the peace sign. Two fingers held up in the sign that had its heyday long before they were born. They were sharing with us the possibility of our future.

Now, a decade later, our children have been challenged again by events nearly impossible to understand. And yet again, sports has and will provide a comfort of normalcy and ties that bind us as a community.

Youngsters need all that participation in sports offers: the fun of playing and building friendships, the supervision of caring adults, the rituals of practice and competition, the anticipation of looking forward to the next game and the next season. Youth sports brings communities together across racial, economic and geographic divides. The respect that youngsters learn to have for one another and for the adults who assist them transcends the field of play and extends to their daily lives. Working for a common goal becomes the norm rather than the exception, thus strengthening community ties.

The AAF has concrete examples of community building through youth sport. In this report, you will be able to visit with Kids In Sports, one of our grantees that had its genesis as an AAF youth sports program. KIS is maturing and growing along with the youngsters who started in the clubs. Many alumni of KIS are coming back to volunteer to work with the next generation of youngsters.

The work of many grantees shows that youth is no barrier to volunteering. For example, mentoring is a key element for A World Fit For Kids. In this grantee's work, a primary element is the high school students who coach and teach the middle school-aged youngsters. College students mentor the high school students. Creating an awareness of volunteering at a young age carries through over a lifetime.

sport is teaching, learning and competition, the TLC of sport. We continue to emphasize our philosophy of "athlete's first, winning second." And all of our work is based on the principle of building community.

The foundation for our future is our past, the building

blocks are our children and the mortar is the work of the volunteers at every level. This is the true legacy of sport.

Sport belongs to us all and thus it requires all of us to

work together. The AAF motto for participation in

Anita L. DeFrantz

President

AAF programs continue to fill the gaps where existing programs fail to serve our youth. Summer Swim and Run 4 Fun are designed to provide the best entry-level skills instruction and a culminating event to test those skills. The Run 4 Fun Program has several graduates who have gone on to become high school cross country champions. Humberto Vargas and Natalie Stein came back to Run 4 Fun to present medals to the next generation of runners.

The AAF, as a legacy of sport, continues to recognize high school sports achievement. Each year, we present the best athletes in Southern California with a certificate recognizing their accomplishments. This tradition continues from the days of the Helms Hall of Fame. It is the longest-running high school sports award program in the nation.

We also look to the future through research and education. We are continuing our research on head injuries in soccer and ACL injuries in girls' sports. We believe that the conclusions of this research will serve our young athletes well.

As for education, our coaching program continues to assist the coaches with practical as well as philosophical information to do a better job of providing the best possible experience for our youth. This was considered a priority in 1985 and continues to be today. Thus far, several thousand coaches have participated in this program.

Finally, the AAF library continues as the premiere sports library in the world. With the addition of the famous Ralph Miller Golf Library and the National Track & Field Hall of Fame Research Library, researchers, ages 6 to 96, can find information from the world of sport. And, the AAF website, www.aafla.org opens our resources to the world, 24/7.

#### AAF GRANTMAKING



SERVING YOUTH THROUGH SPORT

Each day throughout Southern California caring adults are teaching youngsters sports skills, sportsmanship and imbuing them with a sense of accomplishment and higher self-confidence. Behind the scenes they are continually fundraising, encouraging other adults into coaching, maintaining facilities, scheduling practices, hiring officials and referees, purchasing equipment and doing it all with a smile.

The AAF supports their efforts by providing financial assistance through the AAF's grantmaking program. The focus of AAF grants is to fund expenses for equipment and other costs associated with the sports programs. In the period between June 2000 and January 2002, the AAF awarded grants totaling \$10,332,694. The organizations receiving grants are diverse in their organizational make up and the sports programming they offer. We continue to see an increase in social service agencies offering sports programs. This trend is important because social service agencies complement organizations devoted exclusively to providing sports programs.

A list of the organizations receiving grants between June 2000 and January 2002 begins on page 17.



#### AAF GRANTEES SPOTLIGHT

#### KIDS IN SPORTS

Adult volunteers make the difference in neighborhoods where even the most dedicated parents face long odds in filling after-school hours with sports opportunities for their kids.

Isaac Walker has volunteered at KIS' Bethune Sports Club for nearly a decade. "This is a poor community in South Central. Before KIS, I tried my best – I even bought balls and equipment out of my own pocket. I'm not a rich man, but I am blessed to be able to help these boys and girls. Without KIS, there would be no program for the kids who hang out at

this park. It's a lot of work, but if not for Kids In Sports, I would have hung up my shoes a long time ago."

Kids In Sports brings instructional sports programs to more than 10,000 low-income boys and girls in neighborhoods with few "youth-friendly" places. Fourteen KIS sports clubs, based at public parks and schools, offer basketball, baseball, soccer, volleyball and swim programs year-round. More than 3,500 girls play in leagues of their own at every KIS club.

In addition to programs for kids, KIS supports a strong corps of parent volunteers. More than 150 parents

# LEARNING how to play DIFFERENT SPORTS helped my SON overcome his shyness





volunteer on sports club advisory boards, managing the clubs and running league play. Another 600 serve as coaches, coordinators and team parents, providing everything from motivation to transportation.

Rosa Alvarez volunteers on the board at KIS' Los Nietos Sports Club in Whittier. For her kids it's the only game in town. "Before Kids In Sports, there was nothing for kids here. This is a very underprivileged community with lots of big families. Even if there had been programs before KIS, parents don't have the money to enroll all these kids – and certainly not for the whole year. And KIS makes a difference. My daughter learned to play

basketball at KIS and was able to make her school team. Learning how to play different sports helped my son overcome his shyness, helped his confidence and helped him socialize more. But I volunteer for more than my own family – we are learning to build the club and helping parents get more involved in the lives of all the kids in this community."

Deedee Henderson volunteers as a coach and coordinates the girls' program at Ted Watkins Sports Club. "I grew up across the street from this park and played in the sheriff's league that started after the Watts riots. My parents were 100% supportive, coming to all the games, bringing snacks for everyone. But the

sheriff's league left and for years kids had nothing positive here. Kids In Sports came in after the Rodney King riots and gave this community our own program. I got involved based on what my parents did for me. And it's an opportunity to help parents today who may not have had this support coming up play a big role in their kids' lives and create this special place for them."

And after eight years, KIS is beginning to create the next generation of leaders – like Isaac Walker's daughter Helena, who grew up playing sports at the club and is part of a group of "KIS alums" – young adults who have grown out of the program and who are now volunteering

# We CREATE an atmosphere that's conducive to EXCELLENCE



as a way to give something back to their communities and programs. "I'm working with KIS as a coach and trainer. I can relate to these kids and be a role model. This experience gave me the desire to pursue my educational goal – a degree in kinesiology. I'm thinking about continuing on for my master's – maybe in sports psychology. I'm thankful to Kids In Sports and am happy to be a part of it for this community."

For additional information on Kids In Sports visit their website at http://www.kidsinsportsla.org.

# ABILITY FIRST - "MIND - BODY - SPIRIT"

"Nothing is impossible..."

Visually impaired with mild retardation, Carmen Maldonado, 17-years-old, has participated in Ability First's "Mind-Body-Spirit" karate program since the AAF's grant inception last October, making remarkable progress in a short time. "She is full of enthusiasm, mastering not only the basic moves but also acting as a leader to others, teaching how to punch and kick," affirms Maria Ceja, coordinator of Ability First's East L.A. office. Featured in a recent PBS documentary, Maldonado says the program "changed"

her life," and she's "watched her grades go up dramatically."

Another student, a young woman in a wheelchair, once lacked the strength to open a door for herself. Now she can throw a punch. Kids with autism initially hesitate on the sidelines, but quickly get involved, even shushing other kids to keep their full attention on the program. "Watching that progress really lightens your heart," beams Ceja.

Founded in 1926, Ability First maintains a lifelong commitment to fitness and wellness. One of the oldest social service foundations in California, AF expanded to more than 21 locations providing

after-school enrichment for all ages and all disabilities. "People in our society are too sedentary," states Ability First program director Ritchie Geisel. "Our programs encourage physically challenged people to move in ways they never would have moved before."

Mind-Body-Spirit became a subsidiary of Ability First in October 2001. It was formed in 1997 under the direction of Stephanie Ivler and Anthony "Kyoshi" Marquez when Ivler's son dedicated his bar mitzvah to teaching karate to physically challenged kids.

"The AAF grant is absolutely essential to what we do and makes such an impact in

kids' lives," maintains Geisel, "enabling us to expand the karate program beyond Claremont to six other centers – Pasadena, East L.A., Long Beach, Woodland Hills, Anaheim and Costa Mesa – to reach over 130 kids twice a week."

A 32-year veteran of martial arts, Marquez earned his 7th degree black belt along with the title of respect, "Kyoshi," but the path was never easy. "I began practicing martial arts to overcome my stuttering problem. The spiritual and physical bond helped me develop positive thinking. I had to think in a different way than my body was reacting." Today, the charismatic Kyoshi wins the admiration of students with his innovative

program and the praise of parents who commend the program's effects beyond the classroom, citing kids' changed behavior problems at home.

Mind-Body-Spirit's focus was not centered solely on the study of martial arts. The program also explored mental and spiritual facets. "Affecting children on all three levels is our object," founder Kyoshi states, "focusing on physical, emotional, mental and spiritual development to show that nothing is impossible."

For children with limited movement or developmental challenges, the study of martial arts is a catalyst for change, requiring concentration and motion on





command. Despite the emphasis on intellectual and physical stimulation, the most important outcome of children's development becomes learning life-long lessons of self-esteem and confidence in their abilities while progressing at their own pace. "We create an atmosphere that's conducive to excellence," Kyoshi states. "As teachers, we then place unconditional support in the kids and our mission to have them be empowered."

Ability First hopes to extend this program beyond Southern California, petitioning the Special Olympics for a karate category and sparking a national interest through instructional videos. A center in Venezuela assisting children with Down's Syndrome is one of many international programs that has already signed up to teach their kids this ground-breaking program.

Last year at Arnold Schwarzenegger's Fitness Expo in Columbus, Ohio, the original team of children who began the Mind-Body-Spirit program 5 years ago served as role models to their peers, demonstrating karate moves before an international audience of over 5,000. "The AAF grant opened doors for kids across the country," Geisler asserts. "With the AAF's support, we have demonstrated to people all over the world that our kids can become the norm, not the exception."

#### A WORLD FIT FOR KIDS

Ten years after the L.A. civil unrest, communities point to the businesses that have returned to flourish. Parents in the Rampart district also heap praise on a program conceived in 1992, just after the civil unrest, that kept their inner-city kids off the street and gave them basic job and life skills while mentoring other children. Parents say these kids are "more courteous" and are "staying in school just to go to the program."

A World Fit For Kids teaches younger kids about teamwork and fitness through sports. The program serves more than 750 elementary and middle school students at seven schools in the Rampart





# HEALTHY after-school activities that center on LEADERSHIP and SPORTS fill a desperate NEED for quality programs in the community



area, one of the highest-crime and underserved areas in Los Angeles.

Healthy after-school activities that center on leadership and sports fill a desperate need for quality programs in the community. The new "sport wall" electronic backboard that AAF funds helped purchase allows students to develop motor skills and practice basketball and volleyball skills while in a safe environment.

"I like to play," says Ray Croon, a member of the basketball team. "If our coach was not here, then we are not going to play." "I like the program because we get to exercise and stuff, and I like sports," adds another teammate, Jin Bae.

"AAF's support provides sports equipment, training and mentoring, helping us give back to the community after the riots. Keeping kids off the street on a career path with training and jobs, we are saving two lives in the process – the mentors' and the participants'," asserts founder Normandie Nigh, single mom and former international fitness marketing manager for Reebok.

College and high school students mentor middle and elementary school children. On a shoestring budget of \$104 per child per year, Nigh's program has found the AAF's grant an invaluable help, providing an additional incentive to mentors, a modest stipend of \$15 to \$20 per workday

upon completing 30 hours of volunteer service. Raising additional resources for the program, children are encouraged to shun traditional candy sales in favor of a more healthful, fitness-conscious walk-a-thon.

Every night, volunteer mentors stay late to tutor kids who need help with homework. "These kids might be heading down the wrong path. It's important that we support them every way we can and help bring their grades back up," Nigh says.

Virgil Middle School soccer coach and program participant, Walter Castillo, raves about the program. "Soccer is my religion, the field my temple, Diego Maradona my god. And my kids are my hope."

# The **DFK** program

# makes a marked

# difference in these

# children's ACADEMIC

and athletic lives







# DIG FOR KIDS - DIGGING EDUCATION

"Dig For Kids helped me with my spelling and my math. And we had lots of fun learning volleyball," declares 5th grade program member, Michael.

Committed to providing youth in low-income communities with increased opportunities for athletic and academic achievement, Dig For Kids has successfully staged five 10-week "Digging Education" programs in Carson and Venice since its inception in January 2000 teaching more than 4,500 kids volleyball basics alongside academics. Clinics focus on the importance of teamwork and

communication skills to encourage mentoring, volunteering and leadership.

AAF funding helps kids learn the fundamentals of volleyball and promotes interdependence between sports and education by supplying kids with uniforms, equipment and volleyballs.

Co-founder Albert Hanneman says the program focuses on the choices kids have in life, when the rough inner-city environment may cloud their ability to see all the possibilities that lie before them. "We start the program off by asking how many kids in the room are planning to go to college. Typically, only 30% raise their hands. By the end of our program,

we ask the same question and every kid in the room wants to go to college to follow their dreams."

Stephanie David, a peer mentor and third-year starter on the volleyball team, is one example of what the program hopes to produce, not merely going on to college this fall, but competing against other students to secure a scholarship to UC Santa Cruz.

"Digging Education" is the primary activity of DFK, an innovative project that combines after-school tutoring from college-graduate pro athletes and volleyball instruction from professional volleyball players. Over 100 students receive a

combination of tutoring, academic mentoring and life-lesson counseling and then participate in volleyball instruction and training. The program responds to a need for positive afterschool activity. It takes place from 3 p.m. to 6 p.m., when many kids are unsupervised and prone to involvement in dangerous or illegal activity.

Olympic gold medallist and DFK co-founder Eric Fonoimoana offers motivational lessons and instruction on discipline, the setting and achievement of goals and life balance. The 5-1 ratio of instructors to students allows extensive one-on-one attention in both the classroom and the gym.

"It is a thrill to see the eyes of these children light up when they finish their homework quickly and accurately with our help and supervision ... or the first time they hit a ball over the net or use correct passing form. The DFK program makes a marked difference in these children's academic and athletic lives," boasts DFK contributor Canyon Ceman.

DFK plans to expand the "Digging Education" program to many other inner-city areas around Southern California.





# The AAF believes that better COACHING not only IMPROVES any given team's chances of WINNING a championship, it also BUILDS a stronger COMMUNITY



#### AAF COACHING EDUCATION PROGRAM

The AAF Coaching Education Program is the centerpiece of AAF-initiated programs. Each year, coaching clinics offered all over Southern California assist thousands of high school and club coaches, as well as volunteer coaches for youth sports organizations become better at what they do. These men and women, in turn, return to their community organizations, schools or clubs and coach.

No longer content to just stand on the sidelines yelling encouragement, the newly-inspired coaches teach sportsmanship along with skill building and perseverance along with the playbook.

Armed with detailed coaching manuals in their sports, they are able not only to teach specific skills, but also to bring out the desire to learn in their young athletes.

The AAF believes that better coaching not only improves any given team's chances of winning a championship, it also builds a stronger community.

The AAF Track & Field Coaching Clinics are a good example of the effectiveness of AAF clinics. Ask Tim O'Rourke about the community benefits of the clinics, and he'll tell you exactly what they are. "With 750 coaches in attendance from all over the five Southern California counties – all those

coaches go back and really train their students in the specifics of track and field. Even if each coach only had ten students, that's 7,500 kids right off the bat."

Add to the fact that "Track and field coaches are the kind of people who will share with you what they know," and the number of children, teenagers and even college-age runners who will be the beneficiaries of the knowledge gained through the coaching clinics likely increases another ten-fold.

In an article for Cal Track (www.prep. caltrack.com), journalist and "high school track guru" Doug Speck calls the AAF clinics "the single item that has had

13

the biggest effect on the improvement of efforts by high-schoolers statewide in the last two decades," and goes on to state, "programs in both cross country and track and field ... in the Golden State ... have radically raised their performance level with the information taken away from this series of clinics and applied in day-to-day practices and competition."

The AAF High School Coaching Education Program offers basic and advanced clinics to provide valuable training to coaches at all levels of the sport. For example, the track and field basic clinic covers the seven broad event areas of high school track and field coaching: sprints, hurdles, throws, distances, long/triple jump, high jump and pole vault. Using a set curriculum based on the AAF Track & Field Coaching Manual, coaches learn the essentials of organization, recruiting, training issues, relays and more.

The advanced clinic, open to coaches who have completed the basic one, takes on specific coaching topics, as well as covering more advanced material, such as "Teaching Hammer and Javelin Events to High School Athletes," "Advanced Olympic Lifting Techniques and Training," and "Developing a Successful, Dynamic Girls 100/300 Hurdles Program."

An overarching theme – a "Hot Topic" – ties the day together. In 2002, the hot topic was speed and how to apply speed development applications to track and field events. Keynote speaker Vern Gambetta, former track coach at UC Berkeley, and a nationally known speed development coach for professional athletes in a variety of sports, shared coaching techniques in plyometrics and other specialized speed training drills.

At all three clinics, each participant received a copy of the newly updated manual considered to be one of the finest manuals for coaching high school track ever produced.

If the postings on the AAF website's message board are any indication, the clinics have great value to the coaches and others who attend them. Ken Reeves, multi-championship-winning coach at Nordhoff High School gave the AAF "A special thanks," and wrote,

"It was awesome to see over 230 coaches taking the time to attend the clinic." Participant Paolo Wagner stated, "It was great to be in the vicinity of all those outstanding individuals involved in giving track in California the tremendous reputation that it has." Echoing the sentiments of O'Rourke, he added, "The willingness of those presenting to share every bit of knowledge that could be squeezed out of them at the clinic is what I think separates track and field from other high school sports."

In addition to the track and field clinics, the AAF High School Coaching Education Program offers a similar program in the sports of cross country, soccer and volleyball. The manuals for these programs are also available on the AAF website at http://www.aafla.org/3ce/manuals\_frmst.htm.

For the volunteer coach who is just being introduced to coaching, the AAF offers an excellent free six-hour clinic. In the period of June 2000 to January 2002, close to 150 clinics reaching more than 1,500 coaches were held. The AAF Community Youth Coaching Program workshops are presented in two threehour segments. The first provides basic instruction in the psychology and philosophy of coaching young athletes and the art of teaching, as well as nutrition and safety and program management skills. The second segment provides specific coaching techniques in one of eight sports: baseball, softball, basketball, flag football, soccer, swimming, track and field and volleyball.

No matter the sport, AAF coaching clinics do have something for everybody – something that each participant will share with kids, who will share it with their friends and families. And the community will be better for it.







AAF Youth Programming is a combination of grantmaking and AAF initiated programs. Each complements the other. AAF programs provide youngsters with more opportunities to be involved in sports.

#### Run 4 Fun Program

This program annually reaches more than 7,000 students from middle schools from Los Angeles, Glendale, Long Beach, Montebello, Paramount and Lawndale school districts. Its purpose is to train youngsters over a ten-week period to compete in a 2K culminating race. This goal may appear to be modest. Yet, given that most students do not receive formal physical education at the schools, this program involves youngsters in an activity that improves their physical fitness while teaching them the mechanics of running properly. Volunteer teachers and coaches conduct the training. Some choose to do the program after-school; others use it as a session in the school-day curriculum.

In 2001, a record 7,500 students at 65 schools participated in the program. To compete in the final race at Griffith Park, students had to complete at least one of three qualifying races at their respective schools. They ran over distances of 600 meters, 1,000 meters and finally one mile. At the Run 4 Fun Festival, 1,661 young runners competed in age-group races over the 2K course. This was the largest turnout in the event's history. Belvedere Middle School repeated as the school team champion for the fourth year in a row.

#### SUMMER SWIM PROGRAM

Thousands of youngsters throughout Los Angeles have learned the basics of swimming, diving, synchronized swimming and water polo since the AAF Summer Swim Program started in 1986. Many of the participants in the early years are now themselves lifeguards and provide instruction for the program during the summer. The program is a partnership with various public agencies, including Los Angeles City Recreation and Parks and Los Angeles County Parks and Recreation.

In the summer of 2001, 6,725 youngsters participated in the various aquatic sports that are part of the AAF Summer Swim



Program. Girls made up 53% of the athletes. Forty-seven percent of the participants were between the ages of 11 to 14. This age group is key in keeping youngsters involved in sports. More than 13,550 medals were awarded to the youngsters in the AAF seasonending events, as well as at regional and countywide competitions. In the last two years, the AAF has supported a spring program in water polo and synchronized swimming at selected pools to provide continuity in those sports.

#### LEARN & PLAY OLYMPIC SPORTS PROGRAM



For students in elementary schools throughout Los Angeles, the AAF's Learn & Play Olympic Sports Program is an open door to the magical world of Olympic sports. The "learn" portion of the program consists of materials and lesson plans for students in third

through fifth grades. The free resources for students and teachers include the online content and activities of the AAF's Olympic Primer and downloadable lesson plans and activity masters of the Learn & Play Olympic Sports Curriculum Guide. Through the Learn & Play curriculum, teachers are able to integrate academic competencies with sports-related activities. These resources are available worldwide, 24 hours per day through the AAF website http://www.aafla.org.

For the "play" portion, boys and girls from more than 40 elementary schools in the Los Angeles and Compton area have the opportunity to get hands-on experience in a variety of sports, including those that are practiced in the Olympic Winter Games.

1.

In 2002, for ten days in May, approximately 800 youngsters daily were transported to the football stadium at Compton Community College that had been transformed into an amusement park of sports offering skill stations in basketball, cycling, fencing, gymnastics, hockey, luge, rowing, soccer, softball, team handball, track and field events, speedskating, tennis and volleyball. Youngsters were introduced to the basics of each sport by a staff of expert coaches.

#### AAF HIGH SCHOOL AWARDS PROGRAM

The AAF's high school awards program is the oldest, uninterrupted program of its kind in the nation. Instituted in 1937 by the Helms Athletic Foundation, the high school all-star awards are presented to boys and girls in the CIF Southern Section and Los Angeles City Section in the sports of baseball, basketball, football, softball, soccer and volleyball. The respective coaches associations make the selections. Bank of America was the AAF partner in this program in 2000-2001. In 2001, more than 1,300 athletes received a certificate, and hundreds attended special events acknowledging their selection.

#### AAF ROSE BOWL PLAYER OF THE GAME

The AAF presents the Most Valuable Player of the Pasadena Tournament of Roses Bowl game each year. Media representatives covering the game make the selection, with presentation of the player trophy on the field immediately following the game. The player's name is also engraved on a permanent trophy on display at the Tournament House in Pasadena. In 2001, Marques Tuiasosopo from the University of Washington was selected. In 2002, Miami quarterback Ken Dorsey and wide receiver Andre Johnson were named co-MVP's of the 88th Rose Bowl game.

#### FRIENDS OF SPORT

The volunteer support that led to the success of the 1984 Olympic Games continues to be an important element of the work of the AAF. AAF Friends of Sport provide nearly 3,500 hours annually to AAF programs. Volunteers also assist each week in maintaining our extensive collection of sports items and in the sports library.

Dusty Chapman, our long-time Friends of Sport coordinator, organizes almost 200 volunteer assignments a year. From dawn to dusk, they are the backbone of the support group for the AAF's Run 4 Fun and Summer Swim festivals. They play an important role in the AAF's Learn & Play Olympic Sports Program and assist at the Janet Evans Invitational and AAF Mt. SAC Youth Days. We are grateful for their continued support.

#### AAF WORLD TROPHY

The AAF World Trophy recognizes the premier athletes of the six major regions of the world: Africa, Asia, Europe, North America, Oceania (Australia, New Zealand and Pacific islands) and Latin America. The recipient's names are engraved on a permanent trophy on display at the headquarters of the AAF, the Britt House.

The Award was given for the last time in 2000.

#### **AFRICA**

Derartu Tulu Ethiopia Track & Field

#### ASIA

Naoko Takahashi Japan Track & Field

#### **EUROPE**

Steve Redgrave Great Britan Rowing

#### **NORTH AMERICA**

Lance Armstrong USA Cycling

#### **OCEANIA**

Cathy Freeman Australia Track & Field

#### LATIN AMERICA

Women's Olympic Team Cuba Indoor Volleyball

# 6

#### AAF SPORTS LIBRARY



#### THE MOST VALUABLE SOURCE

By David Davis

It was mid-paragraph when the flow stalled. On deadline for *Los Angeles Magazine*, I was laboring over a 2,000-word feature about the Long Beach Polytechnic High School girls' track team. Any delay would spell trouble. My editor had warned me about filing this story on time – or else.

I had already described the school's decrepit facilities, introduced the team's avuncular coach, and profiled the three "super soph" sprinters. I needed something more — the one factoid to convey Poly High's dominance to the reader. I picked up the phone, dialed a number that I know by heart, and spoke to Michael Salmon and Shirley Ito, ace research librarians at the Amateur Athletic Foundation's sports library. My fax machine soon spewed forth material.

And there it was: Poly's girls have won the state title six times in the last 10 years. That's how good they are. Nugget found, deadline met, editor (reasonably) happy.

I've taken to dubbing the AAF sports library as my Most Valuable Source. With contributions great and small, the library has contributed to nearly every story that I've researched and written in the last six years. The reason AAF is so useful – to journalists, scholars, and other researchers alike – is because it's the most comprehensive sports library in the world. Housed in the 10,000-square foot Paul Ziffren Sports Resource Center, the library's collection includes approximately 40,000 printed volumes (everything from popular biographies to encyclopedias to rare books), 6,000 microform

volumes, 7,000 videos, 90,000 photo images, and 400 periodical titles. The disparate holdings include complete runs of dozens of magazines, from *Sports Illustrated* to *Ring Magazine*, as well as thousands of team media guides.

The result? The AAF library contains information about every type of sport – from body-building to sepak takraw, from speed skating to lacrosse – and every aspect of sport – including sociological studies and hard-to-find statistical abstracts. Most recently, AAF acquired the collections of two of the most prestigious sports libraries in the country: the Ralph Miller Golf Library and the National Track & Field Hall of Fame Research Library.

Of course, the AAF library is best known for its Olympic Games material and with good reason. The library has the official reports from every modern Olympic Games, oral histories from Southern California-based Olympians, and the microfilmed papers of the former IOC head Avery Brundage. The AAF also keeps the bid documents of cities seeking to host the Games and USOC periodicals. In addition, AAF has the complete video set of ABC, CBS and NBC Olympic coverage since 1988, as well as hundreds of photographs, posters, medals, and Olympic-related art.

Recently, the AAF has undertaken an ambitious effort to convert much of this historically significant material to digital form (go to www.aafla.org). Since 1894, the *Olympic Review* has been the official publication of the IOC. All issues – in French and English – are now available on AAF's website. Several official Olympic post-Game reports can be accessed via the website, as well as the *Journal of Sport History* from the North American Society for Sport History, the *Journal of Olympic History* from the International Society of Olympic Historians, and *Olympika* and *Olympic Research Symposia Proceedings* from Canada's International Centre for Olympic Studies.

It's no stretch to say that, in recent years, sports media coverage has exploded. The mix now includes print (newspapers, magazines, newsletters and journals), all-sports radio stations, all-sports television networks, and the omnivorous Internet. It's become impossible for fans – much less professional academics, researchers and journalists – to keep track of every facet of the sports industry. For me, AAF is the solution: it is the one place that preserves sports' past, records its present, and imagines its future.

The library is open to the public Monday through Friday, 10:00 a.m. to 5:00 p.m., Wednesday until 7:30 p.m. and on the first and last Saturdays of each month, excluding holiday weekends, from 10:00 a.m. to 3:00 p.m. Elementary and pre-school children must be accompanied by an adult. Appointments are recommended for research assistance. Please call (323) 730-4646. E-mail: library@aafla.org.



#### JUNE 2000

COMPTON COMMUNITY COLLEGE DEVELOPMENT FOUNDATION \$750,000

For installation of a new track.

EXPOSITION PARK INTERGENERATIONAL COMMUNITY CENTER \$750,000

> For improvements to the 1932 Los Angeles Swim Stadium competition pool.

CITY OF LOS ANGELES DEPARTMENT OF RECREATION & PARKS \$741,280

> For lights and grading of the John Ferraro Soccer Fields in Griffith Park.

#### A World Fit For Kids! \$113,000

To continue program utilizing high school and college students as coaches and mentors for after-school sports programs in schools in Central Los Angeles and Pacoima.

#### SOUTHERN CALIFORNIA YOUTH SOCCER ORGANIZATION -A Project of Community Partners \$106,533

To strengthen soccer programs offered by more than 40 soccer leagues in Los Angeles, Riverside, San Bernardino and Orange counties serving more than 60,000 boys and girls.

VENTURA COUNTY PARKS & HARBOR FOUNDATION \$105,000 For the installation of a gym floor and equipment at the new community gymnasium in El Rio.

#### NEWPORT AQUATIC CENTER \$99,750

For rowing, canoeing and kayaking equipment to be used by the junior program.

#### University of Southern California/Family of Seven SCHOOLS \$88,370

For year-round, after-school instruction sports programs at seven schools near USC.

SOUTHERN CALIFORNIA MUNICIPAL ATHLETIC FEDERATION \$86,072

To conduct youth sports officials clinics.

#### HEART OF LOS ANGELES \$72,386

To support after-school youth sports programs serving 850 boys and girls in the Rampart District of Los Angeles.

#### OCCIDENTAL COLLEGE \$50,000

To resurface track.

#### RANCHO LOS AMIGOS FOUNDATION \$49,475

To support wheelchair sports program.

#### AAF ROSE BOWL AQUATICS CENTER \$49,223

To support swim program offered to students of the Northwest Pasadena elementary schools.

#### PROYECTO PASTORAL AT DOLORES MISSION \$45,360

To support multi-agency sports league serving youngsters in the Boyle Heights area.

#### BROADWAY GYMNASTICS FOUNDATION \$39,862

To replace gymnastics equipment lost in fire.

#### INDUSTRY HILLS AQUATIC CLUB \$32,208

For timing system.

#### AQUATIC FOUNDATION OF METROPOLITAN Los Angeles \$30,000

To support swim program for elementary and middle school students at Victoria Park Pool in Carson and Ted Watkins Park Pool in South Central Los Angeles.

#### SALAZAR YOUTH ASSOCIATION \$18,974

For uniforms and sports equipment for youngsters participating in organized sports at Ruben Salazar Park in East Los Angeles.

#### CATHOLIC CHARITIES OF L.A. -

#### CATHOLIC YOUTH ORGANIZATION \$17,800

For sports equipment to be used in after-school sports programs at Catholic elementary/junior high schools in Los

Boys & Girls Clubs of America - San Pedro \$14,650 To initiate golf and indoor soccer program.

#### **YWCA - RIVERSIDE \$12,032**

To support volleyball program.

Boys & Girls Clubs of America -Inland North San Diego County \$7,500

For renovation of gymnasium floor.

#### RECOGNITION GRANTS

AYSO - SOUTH CENTRAL LOS ANGELES (REGION 1031) \$5,000

BOYS & GIRLS CLUB OF AMERICA - RAMONA \$5,000

CALIFORNIA TENNIS ASSOCIATIONS FOR UNDERPRIVILEGED YOUTHS \$5,000

FOUNDATION FOR THE JUNIOR BLIND \$5,000

HEADS UP, INC. \$5,000

IEOPARDY PROGRAM -

West Los Angeles Community Police \$5,000

JUNIOR ALL AMERICAN FOOTBALL - APPLE VALLEY \$5,000

JUNIOR ALL AMERICAN FOOTBALL - BOYLE HEIGHTS \$5,000

LEROY HAYNES CENTER FOR CHILDREN &

FAMILY SERVICES \$5,000

OCEANSIDE SOCCER CLUB \$5,000

PONY BASEBALL LEAGUE - RAMONA \$5,000

Santa Barbara Therapeutic Riding Academy \$5,000

Snowline Communities Youth Football Chapter \$5,000

YMCA - VENTURA FAMILY \$5,000

#### OCTOBER 2000

#### LA'S BEST (BETTER EDUCATED STUDENTS FOR TOMORROW) \$428,510

To provide a sports program as part of an after-school enrichment program in 72 schools.

#### STUDENTS RUN LA \$109,750

To increase retention and completion rate of girls participating in the training program for the Los Angeles Marathon.

#### AAF/MT. SAC RELAYS YOUTH DAYS \$100,000

For a track and field instructional and competition program reaching more than 15,000 elementary and middle school youngsters in the Los Angeles area.

#### NEW ADAGE YOUTH DEVELOPMENT PROGRAM \$86,900

To conduct flag football, basketball, soccer and softball programs serving more than 2,500 boys and girls at 17 inner city Los Angeles Unified School District junior high/middle schools.

#### SPECIAL OLYMPICS - SOUTHERN CALIFORNIA \$72,740

To expand sports program in Riverside and San Bernardino counties serving children with mental retardation and associated developmental disabilities.

#### CULVER CITY EDUCATION FOUNDATION \$50,000

To assist in the construction of an all-weather track at Culver City High School replacing the clay track now closed.

#### Sugar Ray Robinson Youth Foundation \$45,623

For a multi-sport after-school program serving 700 boys and girls in elementary and middle schools surrounding Dorsey and Crenshaw High Schools.

#### BIG Brothers of Greater Los Angeles \$42,568

For the organization's High5 Sports Mentoring Program.

## Los Angeles Junior Chamber of Commerce Foundation \$40,000

For instructors to teach youngsters participating in the LPGA Urban Youth Program at the newly constructed Tregnan Golf Academy in Griffith Park.

## Boys & Girls Clubs of America – West San Gabriel Valley \$34,750

To assist in the installation of a new gymnasium floor.

#### SOUTHERN CALIFORNIA CRICKET ASSOCIATION \$29,920

To introduce the sport of cricket to students at seven Los Angeles Unified School District schools.

#### GYMNASTICS OLYMPICA USA, INC. \$20,897

For gymnastics equipment.

#### **OPTIMIST YOUTH HOMES \$19,325**

For uniforms and sports equipment for multi-sport program and league play.

#### Boys & Girls Clubs of America - Variety \$10,510

For equipment and uniforms for sportsprogram serving youngsters in Boyle Heights.

#### RECOGNITION GRANTS

Boys & Girls Clubs of America – Tustin \$5,000 Children of the Night \$5,000

JEOPARDY PROGRAM – DEVONSHIRE LAPD \$5,000

PRO KIDS GOLF ACADEMY & LEARNING CENTER

RO KIDS GOLF ACADEMY & LEARNING CENTER
(SAN DIEGO) \$5,000

VENTURA WILDCAT BASKETBALL, INC. \$4,250

Inland Empire Sprinters Youth Track & Field Club (Fontana) \$3,000

#### JANUARY 2001

#### KIDS IN SPORTS, LOS ANGELES \$578,125

To provide year-round sports programs at 14 park and school-based sites to more than 12,000 youth in inner city Los Angeles.

#### LONG BEACH ROWING ASSOCIATION \$225,000

To expand the boathouse to accommodate the increasing number of junior, women and handicapped rowers and expand the race course.

#### University of Southern California -

#### CENTER FOR ATHLETIC MEDICINE FOUNDATION \$178,560

To provide certified athletic trainers to underserved Los Angeles area high schools so that they can provide injury evaluation and rehabilitation to student athletes and train coaches.

#### SOUTHERN CALIFORNIA TENNIS ASSOCIATION \$175,000

For a summer and year-round tennis instructional program reaching more than 6,000 youngsters at 150 sites throughout Southern California.

#### Los Angeles Lacrosse League \$25,000

To increase participation in the sport among middle school aged children in Los Angeles.

#### DIG FOR KIDS FOUNDATION \$18,135

To continue an after-school volleyball program in schools in the City of Carson.

#### BOYS & GIRLS CLUBS OF AMERICA - ECHO PARK \$15,490

To assist in the construction of an outdoor basketball court.

#### RECOGNITION GRANTS

LITTLE LEAGUE BASEBALL – DEL REY \$5,000

NATIONAL JUNIOR BASKETBALL – TRI CITIES \$5,000

SOL DEL VALLE COMMUNITY CENTER \$5,000

YOUTH BASEBALL FELLOWSHIP OF AMERICA, INC. \$4,000

AL WOOTEN JUNIOR HERITAGE CENTER \$4,000

#### JUNE 2001

Boys & Girls Clubs of America – Watts/Willowbrook \$250,000

For construction of gymnasium.

EXPOSITION PARK INTERGENERATIONAL

#### COMMUNITY CENTER \$250,000

For improvements to the 1932 Los Angeles Swim Stadium complex.

#### Los Angeles United Methodist Urban Foundation \$175,812

For gymnasium and other improvements to the Rakestraw Community Center at 52nd and Main in Los Angeles.

#### ENCINO VELODROME \$173,900

For instructors, equipment and facility upgrade.

#### SOUTHERN CALIFORNIA YOUTH SOCCER ORGANIZATION – A PROJECT OF COMMUNITY PARTNERS \$154,400

To strengthen soccer programs offered by more than 2,125 soccer teams from various unaffiliated Southern California youth soccer leagues serving more than 40,000 boys and girls.

# American Youth Soccer Organization – Southern California \$117,400

For referee training.

#### A World Fit For Kids! \$111,650

For a program utilizing high school and college students as coaches and mentors for after-school sports programs in schools in Central Los Angeles and Pacoima.

# SALVATION ARMY – SOUTH CENTRAL YOUTH PROJECT \$100,000 Construction of gymnasium.

#### SHERIFF'S YOUTH FOUNDATION \$68,293

Construction of in-line skating rink in Athens Park.

#### Boys & Girls Clubs of America – Hi-Desert \$67,065 To replace gymnasium floor.

#### ABILITYFIRST \$58,238

For adapted martial arts program.

**SOUTHERN CALIFORNIA SPEED SKATING ASSOCIATION \$54,570** For ice time and equipment.

#### ARROYO SECO AQUATIC CENTER \$51,621

For swim program offered to students of the Northwest Pasadena elementary schools.

# University of Southern California – Family of Seven Schools \$50,624

For after-school swim and dive programs at seven schools near USC.

# Los Angeles Orthopaedic Hospital Foundation \$50,000 To provide certified athletic trainers and other safety and

To provide certified athletic trainers and other safety and health services to student-athletes at four central city high schools.

#### YMCA - SAN PEDRO & PENINSULA \$49,000

For construction of a family sports center.

# Boys & Girls Clubs of America – Carpinteria, Inc. \$35,000

For gymnasium floor replacement.

#### GYMNASTICS LA \$31,080

For personnel and venue costs.

#### SAN FERNANDO YOUTH SOCCER LEAGUE \$28,300

For equipment and uniforms.

#### P.F. Bresee Foundation \$21,985

For personnel and sports equipment.

#### ALWAYS SPORTS \$20,000

For an after-school sports program at Hosler Middle School in Lynwood.

#### PALS - LONG BEACH \$16,458

For uniforms and sports equipment.

#### RECOGNITION GRANTS

EASTER SEALS - SOUTHERN CALIFORNIA \$5,000

GREATER LONG BEACH YOUTH ACTIVITIES LEAGUE \$5,000

JUNIOR ALL AMERICAN FOOTBALL -

HUNTINGTON BEACH \$5,000

JUNIOR ALL AMERICAN FOOTBALL – JURUPA \$5,000

JUNIOR ALL AMERICAN FOOTBALL -

LINCOLN HEIGHTS YOUTH ASSOCIATION \$5,000

JUNIOR ALL AMERICAN FOOTBALL -

WALNUT/DIAMOND BAR \$5,000

KIDS INTERACTIVE DEVELOPMENT SERVICES, INC. (RIVERSIDE) \$5,000

Los Angeles Jets Track Club \$5,000

POP WARNER FOOTBALL - HAWTHORNE \$5,000

SALVATION ARMY - RED SHIELD PICO UNION CENTER \$5,000

SOARING EAGLE INTERNATIONAL (LOS ANGELES) \$5,000

SOLID YOUTH (WEST HOLLYWOOD) – COMMUNITY PARTNERS \$5,000

TARGET YOUTH PROGRAMS, INC. (SAN DIEGO) \$5,000

VISTA DEL MAR CHILD AND FAMILY SERVICES \$4,700

My Best Friend Daycare and Youth Services, Inc. (Los Angeles) \$4,000

St. Francis Center (Los Angeles) \$4,000

#### OCTOBER 2001

#### AAF/MT. SAC RELAYS YOUTH DAYS \$121,000

For a track and field instructional and competition program reaching more than 12,000 elementary and middle school youngsters in Los Angeles area.

#### STUDENTS RUN LA \$112,500

For volunteer teacher/leaders training and uniforms, entry fees and running shoes for 750 boys and girls in local schools expected to compete in the 2002 Los Angeles Marathon.

#### Positive Coaching Alliance \$91,800

To conduct clinics for Southern California youth sports organizations' leaders, coaches and parents emphasizing sportsmanship and building organizational capacity.

#### NEW ADAGE YOUTH DEVELOPMENT PROGRAM \$86,900

To conduct flag football, basketball, soccer and softball programs serving more than 2,500 boys and girls at 17 central city Los Angeles Unified School District junior high/middle schools.

#### BEVERLY HILLS COMMUNITY SPORTS CENTER \$70,000

For renovation of gymnasium floor and indoor pool.

#### Mona Boulevard Community Services, Inc. \$65,830

To support basketball league for girls residing in Compton, Carson, Long Beach, Lynwood, Torrance and Redondo Beach.

#### YMCA - 28TH STREET/CRENSHAW \$57,750

To replace gymnasium floor.

#### AYSO - SAN PEDRO (REGION 6) \$53,476

For participant's fees, uniforms and equipment.

#### KEEP YOUTH DOING SOMETHING \$46,686

For coordinator, referees and sports equipment to enhance sports programs at three city parks and three middle schools in the San Fernando Valley.

#### Boys & Girls Clubs of America – Goleta \$35,000

To replace gymnasium floor.

#### PRIME TIME SPORTS CAMP, INC. \$32,500

For an after-school program at Webster Middle School in Los Angeles.

#### Boys & Girls Clubs of America – Antelope Valley \$25,000

For personnel and sports equipment.

#### SOCAL AQUATICS ASSOCIATION \$24,580

For participant and competition meet fees to offer program to additional youngsters in Santa Ana.

# SALVATION ARMY – COMPTON COMMUNITY CENTER \$20,000 To support karate and basketball youth programs.

#### Broadway Gymnastics Foundation \$12,760

To offer gymnastics program at Mid-City Alternative School in central Los Angeles.

#### RECOGNITION GRANTS

Judo America (Mira Mesa, San Diego) \$5,000
Los Angeles Junior Golf Collegiate Prep Tour \$5,000
Optimist Youth Homes \$5,000
YMCA - Copley Family (San Diego) \$5,000
United Skates Synchronized Skating Team
(Westminster) \$4,000

#### JANUARY 2002

#### KIDS IN SPORTS, LOS ANGELES \$612,000

To provide year-round sports programs at 14 park and school-based sites to more than 12,000 youth in inner city Los Angeles.

#### LA's BEST \$397,580

For year-round after-school sports programs serving more than 17,500 boys and girls daily at 101 LAUSD elementary schools.

#### SOUTHERN CALIFORNIA TENNIS ASSOCIATION \$175,000

For a summer and year-round tennis instructional program reaching more than 6,500 youngsters at 150 sites throughout Southern California.

# SOUTHERN CALIFORNIA MUNICIPAL ATHLETIC FEDERATION \$86,162

To train and certify youth sports officials and youth sports administrators.

#### CRENSHAW HIGH SCHOOL \$75,000

For installation of field lights on the football/track & field stadium.

#### BOYS & GIRLS CLUBS OF AMERICA - SOUTH BAY \$64,800

For equipment and personnel to implement sports programs for 1,500 participants.

### SOUTHERN CALIFORNIA ASSOCIATION FOR PHILANTHROPY \$50,000

To support Los Angeles Urban Funder's Collaborative work in Pacoima, Vermont/Manchester and Hyde Park.

#### California Street Hockey Association Youth Leagues, Inc. \$45,250

For equipment and scholarships for programs at Buena Park, Garden Grove, Covina, West Covina, Laguna and Cypress.

## AQUATIC FOUNDATION OF METROPOLITAN LOS ANGELES \$38,450

For free swim lessons for elementary and middle school students in Carson and South Central Los Angeles.

#### **YMCA – EAST COUNTY \$30,000**

To replace gymnasium floor and equipment at the Cuyamaca YMCA in Santee.

Santa Monica Bay Junior Rowing Association \$29,500 For equipment.

#### Orange Junior Soccer Club \$27,652

For equipment for newly completed soccer fields.

BOYS & GIRLS CLUBS OF AMERICA – FULLERTON/GENE AUTRY REVIVING BASEBALL IN INNER CITIES LEAGUE \$25,763
For umpire fees and uniforms.

Boys & GIRLS CLUBS OF AMERICA – VENICE \$23,571
For staff and equipment.

NEIGHBORHOOD JUNIOR TENNIS PROGRAM \$11,860 For equipment and scholarships.

#### RECOGNITION GRANTS

CALIFORNIA RANGERS \$5,000

FIST OF GOLD YOUTH CENTER, INC. \$5,000

FOUNDATION FOR THE JUNIOR BLIND \$5,000

LITTLE LEAGUE BASEBALL - NORCO \$5,000

LITTLE LEAGUE BASEBALL - PLAZA, INC. \$5,000

LITTLE LEAGUE BASEBALL - TUJUNGA \$5,000

Dubnoff Center for Child Development and Educational Therapy \$4,200

COMPTON TRACK CLUB \$3,500

Nanka Judo Yudansha Kai \$3,000

Note: The AAF awards a "Recognition Grant" in acknowledgment of the good work done by an organization in serving the sports needs of youngsters in its community.

21



The 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.

- 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.
- 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.
- 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.
- 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

- 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.
- 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 cooperatveness and sense of respect for others.
- 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.
- Choice of Particular Sports: The Foundation is prepared to consider requests for sports programs emphasizing socalled "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.
- 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?
- 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.
- 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 AAF. 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 AAF 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 connection to youth and sport.

- 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 the most current annual operating budget, the most recent completed financial statement, the most recent IRS form 990, IRS and State of California tax status determination letters, and a detailed budget with justifications for each 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.

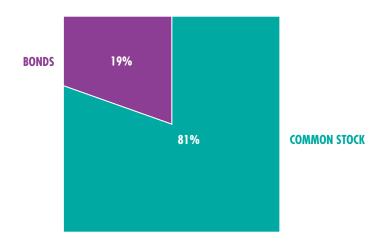
Please send a typed original and one copy of your inquiry or proposal to:

The Grants Program AAF 2141 West Adams Boulevard Los Angeles, CA 90018

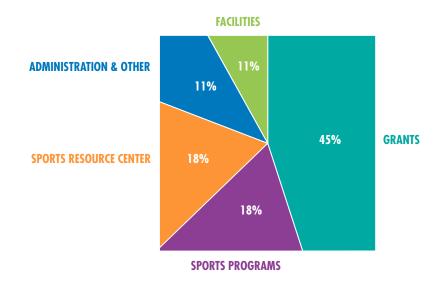




# ANALYSIS OF INVESTMENT PORTFOLIO AS OF DECEMBER 31, 2001 \$157,000,000



# SUMMARY OF EXPENDITURES FROM INCEPTION (1985) TO DECEMBER 31, 2001 \$124,364,000



#### AAF STAFF

Daniel M. Bell Bonita D. Carter Anita L. DeFrantz Wanda L. Dowding F. Patrick Escobar Conrad R. Freund Karen R. Goddy

Jacqueline A. Hansen Jalal Hazzard Shirley S. Ito Tabatha M. Lee Jose J. Mireles Erendira Ramirez Michael W. Salmon Brenda J. Soniega Terri L. Sullivan Wayne V. Wilson Carmen E. Zimmerle

Editor:

F. Patrick Escobar

CONTRIBUTING WRITERS: David Davis Elyse Glassberg Montiel Clare Sturak Jen Tierney



2141 West Adams Boulevard Los Angeles, California 90018 Tel: 323-730-4600 E-mail: info@aafla.org www.aafla.org