



Life Ready Through Sport



LA84<sup>TM</sup>  
Foundation

25<sup>TH</sup> ANNIVERSARY<sup>®</sup>

2008 - 2010  
BIENNIAL REPORT



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For additional information,  
please write or call:  
LA84 Foundation  
2141 West Adams Boulevard  
Los Angeles, California 90018

Telephone: 323-730-4600  
E-mail: [info@LA84Foundation.org](mailto:info@LA84Foundation.org)  
Home Page: [www.LA84Foundation.org](http://www.LA84Foundation.org)

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## Letter from the Chairman



It is a privilege and an honor to take the baton as Chair of the Foundation from Tom Larkin Jr. We are most grateful to him for his leadership these past three years. He has not only been giving of his time, expertise and talents, but has been generous in his financial support of our efforts. We look forward to his continued guidance on the board.

As we celebrate our 25th Anniversary, we also celebrate the contributions of our board members. We are fortunate to have six individuals who have guided us from the very beginning. Yvonne Burke, Rafer Johnson, Maureen Kindel, Peter Ueberroth, Gilbert Vasquez and David Wolper transitioned from the board of the Los Angeles Olympic Organizing Committee to the Foundation's board. They have been the solid backbone of our board keeping us on course over the years. Their deep understanding of our genesis and their vision for the future has been essential to our success over the past 25 years. We are very appreciative of their leadership and contributions.

Many others have been part of our success. Whether as board members, staff or volunteers we have always been fortunate to have creative, passionate and determined individuals who have contributed to our mission. We value their contributions and hope they are as pleased as we are of the work accomplished to date.

I am excited about the future of the Foundation as we embark on the road to our Golden Anniversary. Our grantmaking to support the effort of non-profits that provide sports opportunities to youngsters in Southern California is more essential than ever. The economic environment will continue to challenge organizations to deliver programming in the most economical and efficient manner. Our Coaching Education Program and other Foundation initiated programs will greatly enhance the quality of instruction and increase the opportunities youngsters have to participate in a variety of sports. And, our library will continue to offer a collection of resources coaches and athletes can access to improve athletic performance and to gain an understanding of the rich heritage of sport.

The work at hand is more than we can accomplish by ourselves. We must continue to build partnerships with others who share our goal of creating healthy communities with youth sport as an important component. The Foundation-led initiative to save high school sports in the Los Angeles Unified School District in which professional sports organizations, foundations and individuals joined us, is a blueprint for other efforts. Much can be accomplished by bringing together the expertise, resources and knowledge of organizations that have a stake in Southern California communities and our future. Together we can do great work for the benefit of the youth.

Robert V. Graziano





# President's Report



Since 1985, the LA84 Foundation has played a significant role in increasing the opportunities for youngsters to have high-quality sports experiences throughout Southern California. Through grantmaking, coaching education, information services and

other foundation-initiated programs, we are making a difference in the communities we serve. To date, we have invested more than \$194 million and served more than 2.5 million youngsters through sport.

Through our work we continually demonstrate that youngsters become “Life Ready Through Sport.” We believe that participation in sports is a major factor in successful youth development. As youngsters go through the process of growing into adulthood they need to know they are valued and supported by adults, and are learning skills and competencies that will help them become contributing members of society. The lessons learned on the field of play, under the guidance of caring coaches include discipline, respect, teamwork and decision making. These lessons last a lifetime and greatly assist youngsters in the process into adulthood.

Our approach of emphasizing the **Teaching Learning and Competition**, the **TLC** of sports, enables the physical and emotional development of youngsters.

Coaches are **teachers** when they are working with young people on the field of play. We encourage these teachers not only to teach the

skills of a sport, but also good sportsmanship, good nutritional habits and the dangers of performance enhancing drugs.

Children **learn** through practice. A good sports program has regularly scheduled practices in which youngsters learn a progression of skills from the simple to the more complex. Practices should be fun. After all, studies show that having fun is the most important reason why kids play sports.

Through **competition**, youngsters are able to apply all of the skills they have learned and practiced. Coaches become important role models. There is a zero tolerance for unruly behavior by parents and coaches. The goal is for youngsters to feel they have improved in their performance and that the coach has had an important role in their growth as athletes and individuals.

The proof comes as young people who have grown up in these programs with **TLC** have come back to contribute their time and energy to the next generation.

The stories included in this report describe the direct impact of our work with organizations and individuals.

As we look forward to the next 25 years, we are committed to working with new partners to leverage our combined resources for the benefit of youth development and building healthy communities. Let me share with you an example of such partnerships.

Faced with a deficit of \$640 million for the 2010-2011 school year, the Los Angeles Unified School District announced a 25% budget cut across the board. This reduction in the budget for high



school sports would have reduced the number of coaches available and thus the opportunities for youngsters to continue to participate in sports. Our board acted immediately and approved a \$252,600 grant to pay for coaches' stipends. Under the umbrella of Save Our Sports, we then led an effort to raise \$1.4 million to ensure that all sports would be able to move forward with an adequate number of coaches.

Joining us in this effort was a great team of professional sports organizations, foundations, corporate and individual supporters: AEG, Chivas USA, Dodgers Dream Foundation, Easton Sports Development Foundation, Lakers Youth Foundation, Lincy Foundation, Nike, Ginny and Peter Ueberroth Fund, Weingart Foundation, Supervisor Mark Ridley-Thomas, and anonymous and individual donors.

Our combined participation sent a strong message that we believe in the power of sport as a youth development strategy to create stronger and active communities. Our support has energized coaches, administrators, students and parents to continue to strive for excellence.

We are extremely grateful to our many partners who have contributed to our work over the last 25 years. Our grantees, the various municipalities and public agencies as well as our corporate partner, Nike, have been instrumental in enhancing the benefits

we provide the community. We are appreciative of our core volunteer group, Friends of Sport. Under the leadership of Dusty Chapman, these volunteers have been with us since the beginning and have truly demonstrated what giving back for the betterment of a community means.

I am most grateful to the Foundation's Board of Directors. They have guided and supported our efforts to make a difference in Southern California by serving youth through sport. A creative and diligent staff has consistently met and exceeded the standard of excellence set by the Board.

We look forward to working with all of you in the next 25 years as we advance toward our Golden Anniversary.

Anita L. DeFrantz

*"To date, we have invested more than \$194 million and served more than 25 million Youngsters through sport."*



# 25 Years

## LA84 FOUNDATION HIGHLIGHTS



- 1,127 organizations in the eight counties of Southern California (Los Angeles, Orange, San Bernardino, Ventura, San Diego, Santa Barbara, Riverside and Imperial) received a grant.

- Provided funding for more than 50 different sports. The top five are: Basketball – \$23.1 million; Swimming – \$15.6 million; Athletics – \$15.1 million; Baseball – \$7.1 million; Soccer – \$6.7 million.

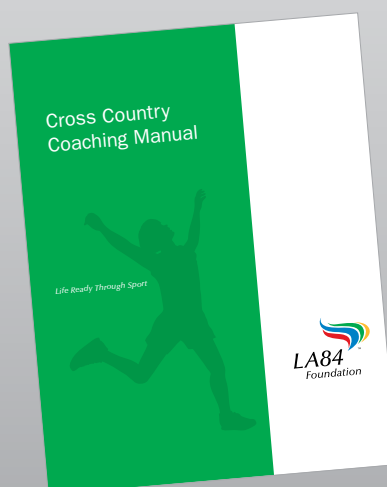
- Developed unique sports programs in partnership with schools and public agencies including Summer Swim, Run 4 Fun, LA84 Foundation/Beyond the Bell Middle School Sports Program, Beach Volleyball, LA84 Foundation Connie Cycling Program, Roller Hockey, LA88 and Learn and Play Olympic Sports.

- Improved the skills of thousands of coaches, who in turn have improved the skills of hundreds of thousands of young athletes.

- Published coaching manuals for soccer (English and Spanish), cross country, track and field and volleyball, as well as

*Coaching Athletes: A Foundation for Success*, an excellent primer for youth sports coaches.

- Developed the premier sport library in North America as an important teaching tool for the Foundation. The library has provided answers to thousands of questions asked by individuals and institutions as diverse as the White House, the International Olympic Committee and a cosmonaut on the Mir Space Station. We fund school trips to the Foundation so that the youngsters have an opportunity to visit and use the library.
- Built a robust website available 24/7 that includes more than 200,000 digital pages of material from the library collection. Each year, website visitors download these documents millions of times.
- In collaboration with the Santa Monica Orthopaedic and Sports Medicine Research Foundation developed video lessons showing exercises that can reduce the chances of ACL injuries, particularly among female athletes.



- Created and published a CD-ROM that chronicles the story of women in the Olympic Games (English and Spanish) and another CD-ROM that teaches the basics of the high jump.
- Commissioned and published studies to increase knowledge of sport and its effect on people's lives. Our 1989 publication of "Steroids Devastated" is as relevant today as it was then. The Foundation's reports on gender stereotyping in sports media have been cited in dozens of other studies.
- Partnered with Nike, City of Los Angeles, Department of Recreation and Parks, Los Angeles Housing Authority and Westcoast Sports Associates to build/improve sports facilities to better serve youngsters in neglected areas of Los Angeles.
- Created Kids In Sports, a non-profit independent organization that supports the operation of 15 sports clubs throughout Los Angeles, serving more than 6,000 youngsters each year.
- Recognized the efforts of high school student-athletes, elite-level athletes and the Rose Bowl Player of the Game through our awards program.
- Honored the accomplishments of girls and women in sports by hosting the annual Girls & Women in Sport Day Luncheon.
- Accepted and catalogued the Helms Hall of Fame Collection, which was a gift of the Peter and Ginny Ueberroth Foundation, received and catalogued the Ralph Miller Golf Collection and the USA Track and Field Library as well as other important gifts which have enhanced our library and memorabilia collection.
- Displayed our collection of sports memorabilia and artifacts, so children and adults can experience and appreciate the vast influence of sport in our lives. The catalog, *Preserving Sports Heritage*, highlights the Foundation's collection and was recognized as the best by The International Association of Sports Museums and Halls of Fame in its 2002 book/catalog category.





## Mt. San Antonio College Youth Days



# Running, Throwing and Jumping to Success

*Mariah Price blazed down the straightaway, arms pumping in the midday sun, as the large crowd in the bleachers rose to their feet. She did not catch the leaders, but the fourth-place finish for Mariah and other members of her 4x100-meter relay squad was anything but discouraging.*

“**I** like doing the relays best,” she said, “because we get to run together as a team. We did okay, but it was a really hard race.”

Mariah and her fifth-grade classmates at Our Lady of the Assumption School in Claremont were taking part in the recent LA84 Foundation/Mt. SAC Relays Youth Days. The event just celebrated its 25<sup>th</sup> birthday by throwing a party: a two-day track meet for Mariah and about 6,500 other elementary and middle school students from across Southern California.

Since 1985, when a fledgling organization known as the Amateur Athletic Foundation first partnered with Youth Days, approximately 300,000 youngsters have flocked to the Mt. SAC campus in Walnut, California, to race each other on the track and compete in jumping and throwing events.

It’s a tradition that rivals the actual Mt. SAC Relays (now in its 52<sup>nd</sup> year), and one that targets a specific audience. “The people that we want to reach are the novice kids,” longtime Youth Relays Director

*"The people that  
we want to reach are the  
novice kids."*

### *Youth Relays Director Don Ruh*

Don Ruh said. "We're here to give them an opportunity to try track and field and see if they like it."

The 2010 edition of Youth Days featured the star power of Sam the Eagle, the mascot from the 1984 Los Angeles Olympic Games; 1968 Olympic bronze medalist Reynaldo Brown; the U.S. Marine Corps Combat Center Band; and the ceremonial lighting of the Olympic flame. But the LA84 Foundation's quarter-century commitment to track and field among youth is usually accomplished under the radar.

In the months leading to the Youth Days event, the LA84 Foundation supports the more than 25 clinics that Mt. SAC track and field director Doug Todd conducts on the campus and at schools in Southern California. During this time, Todd and his crew of coaches (primarily student-athletes enrolled at Mt. SAC) welcome thousands of elementary and middle school students to their introductory instructional program.

"Physical education in the schools has pretty much disappeared," Todd says, "and there's not as many after-school programs today. When the kids come out here, they get a chance to run and jump and throw. Kids love doing that, and they need it."

Indeed, at a time when general interest in track and field has declined, Todd has found that students embrace the chance to learn about the sport. "Once the kids get out to the facility, they just love it," he said. "The message that Mt. SAC and the LA84 Foundation give is that, in track and field, there's a spot for anybody. Big, little, short, tall, fat, skinny – we can find an event for you."

"Yes, it's about track and field," he continued. "That's our goal. But it's more than that. It's showing kids about movement, activity, fitness."

On a recent winter morning, Todd and his assistant coaches hosted about 100 third-graders from Sunkist Elementary School in La Puente. The youngsters participated in a series of warm-up exercises in flexibility, mobility, coordination, balance and rhythm. Then they toured the sun-drenched track at landmark Hilmer Lodge Stadium to



watch demonstrations in the high jump, the long jump, the hammer throw and sprinting technique.

Finally, they got to do what they had observed. Alani Gayten, 9 years old, was excited about learning to flop onto the padded high jump pit. "I was scared about landing at first, but then I tried it and it was okay," she said. "I want to try it some more."

Justin Castro, who is 8, was burning up the track. "I like sprinting because you get to go as fast as you can," he said.

"When it's your turn, you get excited to show what you got."

Their teacher, Sue Graham, noted that youngsters at Sunkist Elementary have attended LA84 Foundation/Mt. SAC clinics for the past eight years. "It's such an active, fun activity for the kids," she said, "and they love coming here. What I think is great is the approach the coaches take – that track and field is for everybody. It gets the kids thinking, 'Maybe this is something I can try.'"

Since Sunkist's track team starts in the fourth grade, Graham said, "These clinics are perfectly timed for the kids. They remember this trip, and we hope that it leads them into staying active. And, the fact that we're on a college campus, with the kids being exposed to that possibility, is so important for their mind-set."

For instructor Jeff Gilbert, a track coach at Mt. SAC, the clinics help break the stigma associated with track and field. "Their whole lives, these kids have been conditioned to think that running is bad," he said. "It's like, you got in trouble, go run a lap. We want to teach the kids that track and field is a good time, that you can be outside in the sun, get in shape and have fun at the same time."

Todd points out that the funding LA84 Foundation provides also has enabled much-needed improvements to the venue. "The LA84 Foundation was involved in our last track resurfacing, and we were able to install new sand pits, runways and a full D-Apron for high jump and javelin events," he said. "This was a nice facility. With LA84 Foundation's help, it has turned into a world-class facility."

To the track and field community, Mt SAC will be forever associated with Olympic stars, from Reynaldo Brown to Bob Seagren

*"It's about learning life skills – the kids*

*learn to work together as a team, build friendships*

*and try their best. It's wonderful."*

*Mary Geer, Merlinda Elementary School*



to Carl Lewis to Angela Williams. But for two days every spring, the LA84 Foundation/Mt. SAC Relays Youth Days dominate the landscape.

Brown was a six-time winner at Mt. SAC during his career. The 2010 Youth Days represented "a comeback for track," Brown said. "When the LA84 Foundation puts this on, it brings life to track and field and gets youth involved in sports. We need more of that."

Perhaps the fastest person in the stadium during Youth Days is meet Director Ruh. He comforts the National Anthem singer and her family, then double-checks that the volunteers have gotten their lunches. He speaks into his walkie-talkie to fix a scheduling mix-up, then exhorts the large crowd of parents and friends to "cheer on the kids."

"We've done away with most of the individual events," he said. "Everything is focused on the relays so that the kids have to work together as teams."

Ruh supervised the track and field officials at the Los Angeles Memorial Coliseum during the 1984 Los Angeles Olympic Games. To organize the Youth Days, he coordinates a group of some 300 volunteers, primarily drawn from the college and local community groups.

Many of Ruh's volunteers, like Dusty Chapman, also worked at the 1984 Olympic Games. To Chapman, the Youth Days represents "a lot of hand-holding because many of the kids haven't been on a track before. But they've worked hard to get here and try really hard. How can you not want to be out here with these kids?"

Mary Geer, a second-grade teacher at Merlinda Elementary School in West Covina, agreed. "This is a chance for kids to try their best, learn about hard work and get in shape," she said. "We see the results. With kids who stay active, their self-esteem improves and they're happier. It's about learning life skills – the kids learn to work together as a team, build friendships and try their best. It's wonderful."

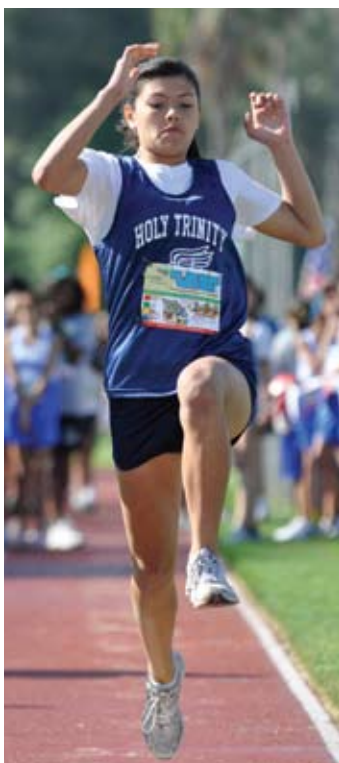
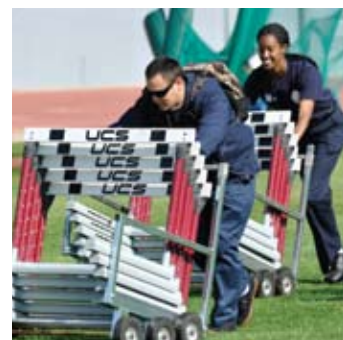
Geer and her crew of teachers voluntarily give up their lunch breaks during the week to help coach the kids at Merlinda. It is a passion and commitment that defines those who give up their free time to making the LA84 Foundation/Mt. SAC Relays Youth Days an annual success.

"I want to come back next year," said Mariah Price, the fifth-grader from Our Lady of the Assumption School. "We'll do better next time."



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Kids love doing  
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*Mt. SAC track and field Director Doug Todd*





## LA's BEST and LAUSD Beyond the Bell Branch



# Learning and Playing Together

*Just call them the five musketeers. About a decade ago, five young girls joined the LA's BEST after-school sports program, funded by the LA84 Foundation. As second- and third-graders at Hillside Elementary School, they played on the same softball, flag football and soccer teams.*

When the five girls moved on to Nightingale Middle School, they continued to play sports after school through the "Beyond the Bell" program, also funded by LA84 Foundation.

Today, Elizabeth Luna, Vanessa Hernandez, Delfina Gonzalez, Vivian Topete and Kathy Topete (the latter two are not related) are still throwing, catching and hitting together. In fact, the fearsome fivesome form the nucleus of the vaunted Lincoln High School softball team.

"We were able to build on the instruction and knowledge the girls had [in LA's BEST and Beyond the Bell]," Lincoln High softball coach Mark Shapiro said. "They've helped us become one of the most successful inner-city softball programs in Los Angeles."

The girls credit LA's BEST and Beyond the Bell with giving them recreational options when they were growing up in Lincoln Heights. "When I heard about the LA's BEST program, I was like, 'Sign me up,'" senior first baseman Vanessa Hernandez said. "I liked that the coaches were into helping us grow. They pushed me to keep going, and I did."

"It was a great escape when there was trouble at home," senior catcher Delfina Gonzalez said. "We could just go and play together and have fun."

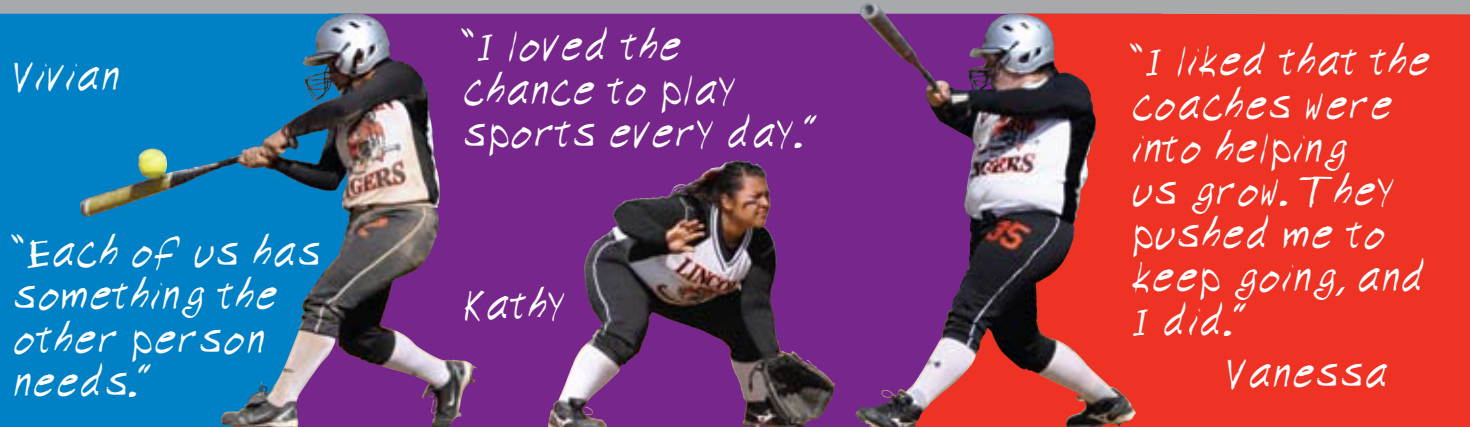
"I loved the chance to play sports every day," junior outfielder Kathy Topete said. "If we didn't have that, I would've gone home and been watching TV and bumming."

Now in its 22<sup>nd</sup> year, LA's BEST (Better Educated Students for Tomorrow) is supported by grants from the LA84 Foundation. That funding enables the non-profit to offer coaching in softball, basketball, flag football and soccer at 172 elementary schools within the Los Angeles Unified School District. With LA84 Foundation, the program serves 11,000 youth at no cost to parents.

Beyond the Bell offers before- and after-school options to approximately 800,000 students at elementary and middle schools within the Los Angeles Unified School District LAUSD. The LA84 Foundation's grant allows the agency to hire part-time coaches and to organize and supervise sports leagues and competition in basketball, soccer, flag football, and softball. With LA84 Foundation support, some 15,000 youngsters play after-school sports in LAUSD middle schools.

The Beyond the Bell and LA's BEST programs keep youngsters active during the critical hours of 3 p.m. and 6 p.m. in neighborhoods most vulnerable to gangs and drugs. That is especially important in Southern California, where shrinking education budgets have reduced or eliminated after-school activities in sports, science and the arts.

"The sports after school kept us off the streets," junior right-fielder Elizabeth Luna said.



"I got involved with sports because my mom had to work late and couldn't pick me up," junior center-fielder Vivian Topete said. "We needed somewhere to go. It was really tough sometimes, but the coaches were there for us."

By providing sports activities and coaching in a safe, adult-supervised environment, Beyond the Bell and LA's BEST have proved invaluable for working parents. "It's hard these days for parents that have a morning job and an afternoon job," said LA's BEST Traveling Program Supervisor Manny Gonzalez, who coached the five girls when they were in elementary school. "The parents rely on us to teach their kids life skills through sports – sportsmanship, communication, respect. With sports, you can incorporate all that."

"Schools have become the parents in absentia," Beyond the Bell LAUSD Assistant Superintendent Al Cortés said. "With help from LA84 Foundation, we can be a center of the community and, along with offering academic support, help these kids learn how to play sports and how to be physically active."

The LA84 Foundation's emphasis on coaching instruction, Cortés said, "means that the kids aren't just out there throwing a basketball around. They're learning how to play basketball. They're developing skills – hopefully, lifelong skills and, more important, lifetime habits."

Funding from the LA84 Foundation allows Beyond the Bell to provide another component: the chance to play against other schools in regional and citywide competition. "It was different because we got to compete against other people," Vivian said. "It's fun to play with your own friends, but you also want to go out and see what other people have."

Cortés and Gonzalez emphasize that students must meet academic requirements to participate in Beyond the Bell and LA's

BEST. "We push them to realize that they have to plan for things," Cortés said. "They learn early on that they won't be able to play sports unless they're academically eligible."

The girls believe that what they learned at LA's BEST and Beyond the Bell continues to help them today. "I had trouble with my grades in third grade, and I wasn't allowed to play sports for a week," Vivian said. "That taught me a lesson because I want to play softball in college. I know that if my grades aren't there, I'm not there with the sports.

That motivates me to keep up my grades."

"I picked up a lot of stuff – like communication," Kathy said. "I learned there's an element of sacrifice in everything you do, especially for the team."

"You have to focus with sports," Vanessa said, "and that helps me with school today. I have to focus to stay on top of my grades so that I can do what I want, which is to play sports."

Perhaps the most enduring lesson the girls took from LA's BEST and Beyond the Bell is the value of teamwork and the essence of friendship. "It's good to know that someone's going to be here for you," Delfina said. "We're

really, really close friends because we've gone through everything together."

"Being on a team and going through stuff together makes us feel like family," Vanessa said. "We're always there for each other."

"We've always gotten along, and we always look at each other to inspire us," Vivian said. "Each of us has something the other person needs."

"It's great being out here with my friends and having fun," Liz said. "We're united forever."

"I know that they have my back," Kathy said. "I can't imagine life without the team – I'd have no life."





## Students Run LA

# Girl Power



*For 21 years, Students Run LA has been offering at-risk teenagers in Los Angeles the opportunity to train for and run the Los Angeles Marathon. While running is the core of the program, SRLA teaches students to set and achieve goals ... skills that help them get physically fit, stay in school, graduate and find jobs. The Foundation has supported SRLA since 1994, helping thousands of at-risk youth discover the pleasures of long-distance running and the experience the phenomenal accomplishment of running a 26.2-mile marathon. The LA84 Foundation has been particularly helpful to SRLA's effort to retain girls in the program.*

In the mid-1990s, when SRLA was relatively young, only about a third of the students at the marathon each year were girls. Girls started in nearly equal numbers with the boys, however, when the distances started increasing, the girls tended to drop out of SRLA at higher rates than the boys. In consultation with Foundation staff, SRLA developed a special Girls Day program for SRLA to encourage girls to continue in the program. The day included a race followed by workshops with female doctors, distance runners, nutritionists, and college counselors. Girls from around the city came to this event to be mentored and motivated by these professionals. In addition to financial support, the Foundation helped SRLA identify female marathoners and long-distance runners to lead workshops on running form, visualization, yoga and training techniques. The girls truly enjoyed meeting these elite athletes.

The Foundation-supported SRLA Girls Day was held annually from 1997 through 2006, with its popularity growing so much that the boys in SRLA began asking for a special Boys Day! And, the results have been tremendous. Since the creation of Girls Day, the percentage of girls joining and staying in SRLA grew to 48%. Continuing to today, SRLA is a place where girls are not only welcome but also where they succeed.



***The girls themselves say it best:***

*"MY parents did not think I could do (the marathon) because I was just a girl. I stuck with it a while and with all the courage from my teacher, I made it at the end. Now, I think about it, it has (taught) me a great lesson that I should not give up something that I have set a goal on."*

*Nha*



*"Never did I imagine I would be among such a profound and exhilarating group of individuals. Being a part of such 'family', I have grown and have strived to be the absolute best I can be to my fellow runners. Before, I was this lost Young girl who had no idea how I would express myself, or even just find a way to escape. Then I was introduced to SRLA."*

*Sama*



LA84 Foundation Connie Cycling Program  
Southern California Speed Skating Association

# Chasing Speed and Dreams

*Every day, on this indoor track made from Siberian pine, world champion and Olympic cyclist Connie Paraskevin mentors dozens of children, ages 7 to 18, from all across southern California. Since Paraskevin organized the club in June of 2005, more than 3,000 kids have tried the sport of cycling.*

“We’re building this from scratch, but my goal with this program is to allow kids of all backgrounds and skill levels to experience the Olympic sport of cycling,” Paraskevin says. “We want to instill in them the excitement and the desire to exercise and to get moving.”

Funded by the LA84 Foundation, the Connie Cycling Club offers a range of options. There’s a START LINE class for beginners, with Paraskevin providing a free introduction via four two-hour sessions; an intermediate and advanced level known as “PELOTON,” which teaches the five “S’s” of training and performance (stamina, strength, speed, skill and suppleness); and the Peloton junior racer program, which prepares youth for competition in the road and track disciplines. (Road bikes have gears and brakes; the fixed-gear track bikes have no brakes.)

“When kids master cycling on the banked track, it’s such a confidence builder,” she says. “They feel they can conquer anything they encounter, in and out of school.”

Paraskevin attracts aspiring Lance Armstrongs by outreach: she takes her bikes to schools and youth organizations to give kids a handlebar view of the sport. She also invites schools and groups to the track for hands-on demonstrations. Once a month, Paraskevin organizes races at the Home Depot Center HDC.

On this day, Paraskevin is tutoring several of the sport’s most promising youth athletes. Chaz Michael Morales, 13, is a home-schooled seventh grader from nearby



*"Training for sports prepares*

*you mentally and physically."*

Jacqueline Chen

El Segundo. He started with Paraskevin three years ago, after seeing a display for the program at the Long Beach Marathon.

"I really enjoy it," he says. "Just the sensation of sprinting – it's fun. I look at a pack almost as an art form because of how it changes every so often."

Last year, at the USA Cycling Junior Track National Championships, Morales won the 1K scratch event (10-12 age division) and the 500-meter time trial (in 40.513 seconds). He took third in the 2K scratch event.

"Winning nationals has just made me want to go harder," he says. "Now I'm starting to get into road racing."

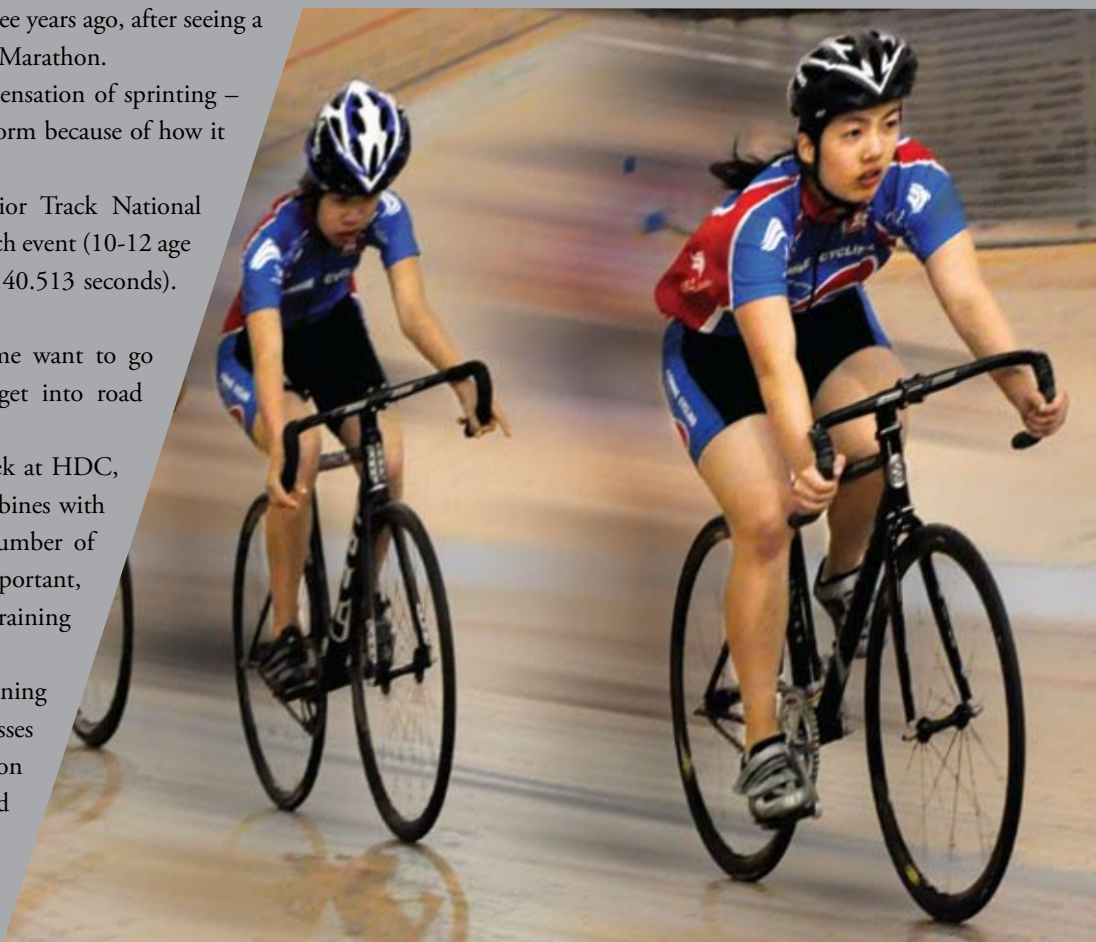
Morales trains four or five days a week at HDC, in both road and track, a regimen he combines with ballet classes and the Boy Scouts. The number of miles he logs during training is not that important, he says, "because the effort given to the training counts more than the actual distance."

Paraskevin believes that cross-training benefits Morales' cycling. "Chaz's ballet classes are one of the reasons he's so well balanced on the bicycle," she says. "Not only is it good for juniors to try different types of cycling, it's also good for them to do other kinds of sports. Their bodies need to experience different types of movement."

As he adjusts his helmet and fidgets with his padded gloves, Morales ticks off what he has discovered through cycling. "I've learned self-control," he says. "I've learned how to take control of a race, which results in leadership off the track, and I've been able to loosen up and have fun."

His ultimate goal is a serious one. "I want to make it to the 2016 Olympics," he says. "I would be on the younger end, but it's a long-term goal. It's looking very promising."

Sarah and Jacqueline Chen speed around the 250-meter oval at the Home Depot Center Velodrome in Carson, one neatly tucked behind the other as they pedal through the steeply banked turns of the track. After every lap, the two sisters swap places in a smooth, almost silent transition. When they glide to a stop, they confer briefly with their coach and begin pedaling again.



*"What I do in*

*cycling translates to*

*speedskating*

*and vice versa."*

Sarah Chen

Dressed in their blue-red-and-white togs are the Chen sisters, two of Paraskevin's brightest lights. Sarah, 14, is a ninth-grader at San Marino High; Jacqueline, 13, is in the seventh grade at Huntington Middle School.

Both began as ice hockey players. But after watching Apolo Anton Ohno win gold at the 2002 Salt Lake City Olympic Winter Games, they decided that they wanted to try short track speedskating. The two skate for the Southern California Speed Skating Association in Lakewood. The program, run by coach Wilma Boomstra, is also funded by the LA84 Foundation.

The girls began cycling for Paraskevin to enhance their skating. They soon found that they enjoy being on the track as much as the ice. "Cycling and speedskating are very similar," Sarah says, "because you're racing against other people and because of the strategy involved. What I do in cycling translates to speedskating and vice versa."

Sarah was the youngest girl to make the U.S. team for the World Junior Short Track Speed Skating Championships in Taiwan. In cycling, she's a national champ for her age-group. Jacqueline has won age-group titles in short track. Their 11-year-old brother, Matthew, is the North American short track champion for his age group.

Their mother, Julie Chen, has encouraged her children to experiment. "We've always been concerned about overuse injuries," she says. "That's why they play three different sports and practice music. We don't want them to specialize too early. They've been very lucky to have coaches like Connie and Wilma, who have been very supportive of them doing multiple sports."



The girls note that what they learn through athletics has helped them away from the track. "I'm always striving to get to the next level in sport, and that attitude translates to other aspects of life," Sarah says. "We're learning to persevere through obstacles with hard work and not be afraid to lose."

"I'm very competitive and I bring that attitude to school," Jacqueline says. "Training for sports prepares you mentally and physically. You learn to deal with some things and to let other things go. You learn to be competitive and to be yourself."

Their mother sees additional advantages from their training. "Their coaches teach them about taking responsibility and doing their best," she says. "They learn to give 100 percent, and they learn it's not always about the winning. The coaches have taught them to love the process of training."

On this day, the two hustle through the workout. They're in a hurry because they want to watch the nightly competition broadcast from the Vancouver Olympic Games. Two of their clubmates from the Lakewood short track club, J.R. Celski and Jordan Malone are racing for the U.S. team.

"It's been really inspiring to watch them compete," Jacqueline says. "We're cheering them on."

Their rooting interest goes beyond mere fandom; both girls hope to be able to make the U.S. short track team for the 2014 Olympic Winter Games. And, that's just the first step. "I'd like to come back to cycling for the Olympic Games when I'm older," Sarah says.

Paraskevin understands such lofty goals. She competed in the Olympic Games in cycling (1988, 1992, 1996) and speedskating (1980, 1984). That's one reason why she continues to stress the basics in her teachings. "From a young age, I was fortunate to grow up in a system that taught the fundamental skills – the steering, the handling, the timing – and did it in such a way that it was fun," she says. "I



*"We're building this from scratch, but my goal with this program is to allow kids of all backgrounds and skill levels to experience the Olympic sport of cycling."*

Connie Paraskevin

didn't know I was learning these things. Now, I attribute what I was able to do as an elite athlete, as an Olympic athlete, to those things I learned when I was young."

As her charges circle the track, Paraskevin points to the large display case that chronicles the story of cycling at the 1984 Los Angeles Olympic Games, when an international field drew sell-out crowds and American cyclists Mark Gorski, Steve Hegg and Nelson Vails inspired with their performances.

The outdoor velodrome for the 1984 Games, built on the campus of California State University at Dominguez Hills, no longer exists, but the Olympic spirit lives on within the new facility erected not far from the original. Indeed, at the Home Depot Center Velodrome, the true legacy of the 1984 Olympic Games endures.

"The LA84 Foundation is the direct result of the 1984 Olympics," Paraskevin says. "Here it is, more than 25 years later, and the Foundation is supporting a program run by an Olympic athlete who is bringing an Olympic sport to young kids in Southern California. It's an amazing journey."



## Teaching Success

The LA84 Foundation's coaching education clinics do more than teach Xs and Os.

*Tailored specifically for coaches who work with young athletes, the clinics fulfill the Foundation's mission to serve youth through sports.*

**K**eith Johnson, the founder-director of the Southern California Falcons Football Club, recently brought 30 of his coaches to the LA84 Foundation's West Adams headquarters for a one-day workshop entitled "The Art of Coaching." (An accompanying instructional manual, entitled *Coaching Athletes: A Foundation for Success*, is available on the LA84 Foundation website.)

The course proved invaluable in helping the Southern California Falcons re-focus their short- and long-term goals. "One takeaway point was the whole notion that we compete with, and not against," Johnson said. "Because we're constantly in competition with other clubs -- it's the Falcons against the Bears -- it's always been us against them. That doesn't allow us to build unity."

With this in mind, Johnson implemented several changes in his club's practices. "This spring, we opened up our conditioning camp to



## THE ART OF COACHING

TEAM BUILDING

GAME VERSUS PRACTICE PREPARATION

DEVELOPING SAFE AND EFFECTIVE TRAINING REGIMENS

COMMUNICATION STRATEGIES TO MOTIVATE YOUNGSTERS

DEVELOPING A COACHING PHILOSOPHY

NUTRITION AND INJURY PREVENTION

FUND-RAISING

everyone,” he said. “They didn’t have to have a commitment to play with the Falcons to participate, like we did in the past, because this is meant for all kids to enjoy.”

The “Art of Coaching,” Johnson said, helped educate his staff about age-appropriate behavior in coaching. “I’ve seen coaches bring in drills that are designed for high school kids,” he said. “That doesn’t work for our kids. Every drill the pros do is not necessarily good for a 9 year old whose body isn’t built for that yet.”

The emphasis on enjoyment in youth sports, Johnson said, guides the Falcons club. “Most kids who play youth sports don’t go on to play high school sports, much less college,” Johnson said. “If this turns out to be their only sports experience, I want it to be a wonderful experience. So, we have to constantly ask ourselves the question: ‘What can we do to make this fun for the kids?’”

After the workshop, Johnson and his coaches combed through the vast resources of LA84 Foundation’s sports library. “The library has all the information our coaches need,” he said. “Whatever offense they want to run, there’s a DVD or a book to show them how to do it – and a DVD and book about how to defense it.”

What particularly impressed Johnson was the knowledge of the library staff. “They go out of their way to help you out,” Johnson said. “If you request one book on a topic, they’ll bring out three or four books. I’ve told all my coaches the LA84 Foundation sports library has all the information you need, so go there and use it.”

“The Art of Coaching” workshop, offered to audiences ranging from three people to 300, is part of LA84 Foundation’s charge to improve the skills of coaches in Southern California. The Foundation also offers clinics for high school coaches in specific sports: lacrosse, soccer, track and field, cross country and volleyball, and occasional clinics in softball, baseball, basketball and flag football for community groups.

These so-called “skills and drills” clinics teach the latest training techniques, injury prevention and treatment, proper nutrition, as well as the strategies and tactics within each sport. The Foundation also has commissioned and published 10 coaching manuals that are available on the LA84 Foundation website, some in Spanish.



**R**ene Paragas still remembers the race that changed the direction of his life.

The year was 1990. Paragas was a ninth-grader at Dotson Junior High School, and he was running competitively for the first time.

“It was the ‘Run 4 Fun’ race put on by the Amateur Athletic Foundation,” he recalled, “and I didn’t know what to do. I was extremely nervous. My coach gave me advice that I still use today: ‘Keep telling yourself, be fast but relaxed.’ That worked for me.”

Paragas and his team won the meet, the culminating event in the annual Run 4 Fun program sponsored by AAF (now known as the LA84 Foundation). Since its inception in 1987, Run 4 Fun has introduced the sport of distance running to thousands of Southern California youth like Paragas.

The Run 4 Fun competition in Griffith Park, Paragas said, was a “profound experience. I played baseball and soccer and liked to run, but I had never heard of cross country. I didn’t know it was a sport.”

Young Rene decided to take up the sport, first at Hart High School, under legendary coach Gene Blankenship, and then as a college student at Cal Poly Pomona. “It was so exciting for me to discover that cross country running was a sport that people did and trained for,” he said. “I found something that I could pour my passion into.”

That passion has turned into a lifelong affair. Today, Paragas is the cross country coach at Saugus High School. Last fall, his girls’ team won their fourth consecutive state cross country title. Two of his athletes – Shannon Murakami and Kaylin Mahoney -- have won individual state crowns.

Last year, Paragas was a guest lecturer at the LA84 Foundation coaching education clinic. Talking to fellow cross country coaches, he said, was an emotional experience. “It’s a great honor to be asked to speak to your peers,” he said. “From Run 4 Fun to the coaching clinic, I felt like my life in running had come full circle.”



*"If You want to be on  
the podium at the state meet,  
it is a requirement  
that You go  
to the LA84 clinics."*

For Nancy Sheinbein, co-president of the U.S. Lacrosse Greater L.A. chapter, the coaching education clinics have helped introduce the community to a sport that, compared to activities like volleyball and basketball, is virtually unknown in Southern California. "Our need for coaching education is critical," Sheinbein said, "because we have a whole population of parents who have no background in lacrosse. They don't know how to hold a stick or what the rules are. Most don't know that the rules for boys and girls lacrosse are completely different."

Since 2006, LA84 Foundation has sponsored 16 lacrosse clinics, training 904 coaches and 182 officials throughout Southern California. Coaches who complete Level I and II training workshops can earn U.S. Lacrosse certification.

"The tremendous support of the LA84 Foundation towards the development of youth lacrosse has provided Southern California with an extremely valuable and unparalleled opportunity," Sheinbein said. "The access to educational clinics with certified instruction from well-trained staff provides an ideal learning environment for lacrosse

coaches and officials. This training teaches not only best practices and rules of the game, but also values associated with the culture of lacrosse, such as respect, sportsmanship, dedication, leadership and honor.

While lacrosse is a new addition to the coaching clinics, Tim O'Rourke has taught and coordinated cross country and track and field coaching clinics for the LA84 Foundation for the past 18 years.

O'Rourke notes that these courses train both experienced and beginning coaches. "For those at the elite level, we offer the most knowledgeable minds in the sport – college coaches who have won NCAA championships and high-school coaches who have won state titles," he said. "For those who've never been to a track meet before, we offer instruction in how to organize a practice and start working with kids in the sport."

The effectiveness of the cross country clinics was demonstrated in a recent self-evaluation of the LA84 Foundation's coaching education program. In 2007, high school teams led by coaches who participated



**W**hen Michael Sanchez first visited the LA84 Foundation's Sports Library, he was a fifth-grader from Solano Elementary School on a class field trip.

Little did he know that, some 15 years later, he would become a regular visitor to the Sports Library.

Sanchez ran track, but never competed in the throwing events while attending Eagle Rock High School. As a student at Cal State Los Angeles, he saw someone hurl the javelin and decided he wanted to try it. Now 26, Sanchez is an assistant track coach in charge of the throws event (shot put, discus, javelin) at Pasadena City College.

"I didn't know what a javelin was until I was a freshman in college," he said, "and I think a lot of kids find themselves in the same situation."

Despite his lack of experience, Sanchez began to educate himself about throwing. He attended an LA84 Foundation coaching education clinic. There he discussed technique and coaching philosophy with Lloyd Higgins, the longtime coach at Cerritos College.

"It was a great experience," Sanchez said. "The clinic inspired me to want to inspire youngsters."

During the summer months, Sanchez coaches youth at the Iron Wood Throwers Development Camp, run by Bud Rasmussen and Bill Godina. "Kids love to throw things, whether it's a rock or a ball, and throwing events should be a natural for them," he said. "The more kids get exposed to the sport, at a young age, the more we'll be able to increase the number of throwers in Southern California."

The fifth-grader who once came to the LA84 Foundation on a field trip finds himself returning to the Foundation's Sports Library "five or six times a year" as a coach. Sanchez likes to immerse himself in the Sports Library's collection of instructional DVDs and books, hunting for any tidbit of knowledge that will help his athletes perform better.

"There's a ton of information here, especially for a young coach like me," he said. "One thing I've learned is, there's always more to learn."

in the LA84 Foundation's clinics won all ten of the California cross-country championships (in Divisions I through V, boys and girls).

In addition, the rate of improvement in the times of Southern California harriers was greater than those in Northern California and Eastern states. And, the soaring increase in cross country participation among Southern California high schools suggests that the Foundation's clinic sessions on "program building" are teaching coaches how to attract students to the sport and keep them involved.

Overall, the study concluded, there are "clear correlations between attendance at LA84 Foundation cross country clinics and success in the state championships, better running times, and the growth of cross country programs at [Southern California] high schools."

As one coach noted, "If you want to be on the podium at the state meet, it is a requirement that you go to the LA84 clinics. All the coaches of the elite programs go to the clinics. If you don't attend, you will fall farther behind."

Last year, O'Rourke ran five track and field coaching clinics – up from the usual three – including one attended by a whopping

346 coaches. Still, he never loses sight of the ultimate purpose of the coaching workshops: To ensure that the youngsters enjoy themselves. "Kids love track because they get a chance to compete," O'Rourke said. "Kids can be any size or weight to participate, and if they're willing to put the work in, they're going to be successful. In other words, no one sits on the bench on cross country," he said.

The LA84 Foundation's coaching education clinics offer an opportunity for cash-strapped athletic programs to extend their coaches' learning at little expense. At its track and field, soccer and basketball clinics, the LA84 Foundation sponsors an on-site Bookmobile, stocked with the latest books and DVDs from the Foundation's Sports Library for coaches to borrow at no cost.

"This is information that any coach can access," said O'Rourke, who coached for 23 years at Arroyo High School in El Monte, leading his team to one national title and two state championships. "We bring them the knowledge so they can make the kids' experiences enjoyable."



## Leading the Way in Injury Prevention and Education

*Mia Hamm. Brandi Chastain. Kristine Lilly. Briana Scurry. The U.S. national soccer team will forever be remembered for their breakthrough successes at the 1996 Atlanta Olympics and the 1999 Women's World Cup, but the players' impact extended well beyond the field. They serve as symbols for the unprecedented opportunity that the passage of Title IX brought female athletes.*

In 1972, when the landmark legislation became law, some 264,000 girls played high school sports. Compared to the 3.3 million boys involved in athletics, this figure was embarrassingly low. By 2006, 3.2 million girls were playing high school sports, nearly equaling the number of boys (3.4 million) competing at that level.

As Title IX boosted gender equity in sports, it became clear that girls, just like boys, were subject to a variety of sports injuries. As the number of Mia Hamm wannabes soared, the rate of non-contact anterior cruciate ligament injuries ballooned. Most studies concluded female athletes experienced the injury at a significantly higher rate than boys.

Even as Brandi Chastain was scoring the winning goal at the 1999 World Cup at the Rose Bowl, sports medicine experts were debating the causes of the ACL injuries among young athletes. Reaching consensus was slow, and ACL injuries continued to take their toll.

That same year, orthopedic surgeon Dr. Bert Mandelbaum approached the late John Argue, then the board chair of the LA84 Foundation, about the problem of ACL injuries among young female soccer players. In Mr. Argue and the LA84 Foundation he found a receptive audience. The LA84 Foundation has long been at the forefront of tackling health and medical issues that negatively impact youth in sports.

In 1988, the LA84 Foundation (then known as the Amateur Athletic Foundation) brought together the nation's leading experts to discuss and debate steroid use among youth. That national conference yielded a groundbreaking report entitled "Sports Devastated," which outlined the health risks of steroid use among youth. Some 40,000 copies of "Sports Devastated" were sent to schools to educate coaches, parents and children about the dangers of steroids.

In 1999, over a decade after the landmark steroid conference, Dr. Mandelbaum informed the LA84 Foundation that he and his

sports medicine colleagues had developed a theory about the cause of most ACL injuries. They believed that, in general, the bio mechanics of young female soccer players were triggering the injuries. In other words, girls were jumping, landing, and cutting in a way that made their ACLs susceptible to tearing.

According to Dr. Mandelbaum, "After jumping or cutting, young boys will land with their knees bent, while young girls will land erect, with their knees slightly bowed."



A former collegiate lacrosse player and the team physician for the U.S. Soccer Federation, Dr. Mandelbaum told the LA84 Foundation that he believed that his team of experts had found a solution: a program called PEP [Prevent Injury, Enhance Performance], which involved a series of stretching, strengthening and agility exercises designed to reinforce muscles and increase flexibility.

Through a series of exercises, the PEP Program would teach girls how best to jump, land, and cut. No expensive equipment is required, and the entire warm-up can be completed in 15-20 minutes.

Interested in the prospect of reducing ACL injuries using PEP, the LA84 Foundation green-lighted a pilot program to gauge the efficacy of PEP among young female soccer players in Southern California.

"It was very difficult in the beginning to get anybody to believe in what we were doing," Dr. Mandelbaum said. "But PEP met the mission of LA84 Foundation to enhance sport for youth in the region, and their funding galvanized us to develop the program and test it using scientific methodology."

With assistance from LA84 Foundation Vice President, Education Services, Dr. Wayne Wilson, PEP was introduced to the field in 2000. The project was coordinated with Gary Sparks of the Coast Soccer League (based in San Juan Capistrano), and hundreds of 14 to 18 year old girls from the Premier League were active participants in the PEP pilot.

The results were impressive. In the first year, a group of 1,041 girls (from 52 teams) who used PEP reported two ACL tears. In the “control population” of 1,905 girls (from 95 teams) who did not use PEP, there were 32 ACL tears. In sum, PEP reduced ACL injuries by 88 percent.

The study was repeated in 2001. Among the 844 players (from 45 teams) who did PEP, there were 4 ACL tears. Of the 1,913 girls (from 112 teams) who did not use PEP, 35 ACL tears were reported. This represented a 74 percent decrease in ACL injuries.

Since helping to launch PEP, LA84 Foundation has seen the program resound well beyond its Southern California base. The Atlanta-based Centers for Disease Control and U.S. Soccer funded a national randomized controlled program using PEP. This targeted 18 to 22 year-old athletes, from over 60 universities, and showed the positive effects of PEP in reducing injury.

FIFA, the world’s governing body of soccer, has begun to incorporate PEP into their injury-prevention program (known as “11+”). FIFA’s Medical Assessment and Research Center tested this at the Oslo Sports Trauma Research Center in Norway. The results showed that “11+” warm-up reduced total injuries by one half.

Now comes what may be PEP’s sternest challenge: mass implementation. This phase is about “awareness, education, communication and teaching,” Dr. Mandelbaum said. “Coaches are one of the major stakeholders and conduits to bring the youth population information about PEP, but administrators and parents also need to be engaged. It requires a level of commitment, with follow-up, re-evaluation, re-assessment, and re-education.”

In other words, he said, “If you don’t brush your teeth, you get cavities.”

To help in this critical dissemination phase, Dr. Mandelbaum has again collaborated with the LA84 Foundation. The Foundation’s coaching clinics integrate PEP, which teaches the drills to one of the most important links in the sports-training chain. Via the Foundation’s website, anyone with a computer can watch the PEP program online, complete with newly updated exercises that have further refined PEP. Most recently, the Foundation produced a DVD that incorporates all of the PEP exercises and is available for use by coaches, parents, and

youngsters. Finally, the Foundation is working to complete an iPhone application for PEP that will enable coaches to show their players the exercises on the field of play and to make sure that they are doing them correctly.

With their early and prescient support of PEP, Dr. Mandelbaum noted, LA84 Foundation has shown a fierce dedication to injury prevention in youth sports. That approach reflects the Foundation’s overall mission to serve youth through sports.

“Active kids are healthy kids,” he said. “Sports improves the physical, psychological and psycho-social elements in children. That leads to better grades in school, less teen pregnancy, less substance abuse and better self-esteem.”

To that end, the Foundation recently funded a scientific research study by Dr. Gary Green, clinical professor at UCLA’s Division of Sports Medicine, to investigate anabolic/androgenic steroid use among Southern California youth. For the paper, entitled “The Prevalence of Anabolic Steroid Use by Southern California High

School Athletes,” Dr. Green developed an online questionnaire that was hosted on the LA84 Foundation website. This yielded responses from athletes in Santa Barbara, Ventura, Los Angeles, Orange and Riverside counties.

The 2007 study, Dr. Green observed, is the first step toward “assessing the problem of [anabolic/androgenic steroid] use in Southern California.” Among the findings: one percent of athletes “reported using anabolic steroids at least once,” while

some 15 percent “believe that some of their teammates used anabolic steroids.” In addition, some 15 percent of student-athletes “reported lifetime use of a muscle-building supplement.”

In his conclusion, Dr. Green wrote that education remains a key component in the fight against steroid use among youth. He noted that the LA84 Foundation grasps the significance of such a strategy. At its many coaching clinics, the LA84 Foundation disseminates much-needed information about the dangers of performance-enhancing drugs among youth.

Whether the issue is gender equity, steroid use or ACL injuries, the commitment of LA84 Foundation has never wavered. Some 25 years after opening its doors, LA84 Foundation continues to strive to keep youth active and healthy.



In the first Year, a group of **1,041** girls (from 52 teams) who used PEP reported **two** ACL tears. In the “control population” of **1,905** girls (from 95 teams) who did not use PEP, there were **32** ACL tears. In sum, PEP reduced ACL injuries by **88** percent.



## Grants Awarded October 2008 to June 2010

### October 2008

#### **Mt. SAC AUXILIARY SERVICES RELAYS YOUTH DAYS \$155,000**

For personnel, venue, athlete expenses, equipment and miscellaneous expenses for the LA84Foundation/Mt. SAC Relays Youth Days and track renovation.

#### **SOUTHERN CALIFORNIA SPEED SKATING ASSOCIATION \$86,630**

For personnel, venue, athlete expenses, equipment and miscellaneous expenses for beginner's speed skating and advanced skaters' programs.

#### **THINK TOGETHER \$75,000**

For personnel, uniforms and equipment for after-school sports program for middle school students in Santa Ana.

#### **BOYS & GIRLS CLUBS OF TUSTIN \$50,000**

For renovation of the gymnasium floor.

#### **CHALLENGERS BOYS & GIRLS CLUB \$50,000**

For track and soccer field in South Los Angeles.

#### **LENNOX EDUCATIONAL ADVANCEMENT FOUNDATION \$50,000**

For renovation of track at Lennox Middle School.

#### **LA SCORES \$32,770**

For personnel, venue, athlete expenses and equipment for after-school soccer program in Los Angeles.

#### **UNITED SKATES SYNCHRONIZED TEAM ASSOCIATION, INC. \$25,800**

For venue and uniforms for synchronized ice skating program at Glacier Gardens in Lakewood.

#### **PALS – HOLLYWOOD \$24,000**

For personnel, venue, uniforms and equipment for soccer and karate programs.

#### **EASTSIDE BOYS & GIRLS CLUB OF LOS ANGELES \$20,000**

For personnel, venue, uniforms and equipment for aquatic and basketball programs.

#### **INGLEWOOD POLICE ACTIVITIES LEAGUE \$20,000**

For athlete expenses and equipment for basketball, soccer and boxing programs.



### SMALL GRANTS

#### **CARLSBAD WAVE SOCCER \$10,000**

For scholarships for soccer program.

#### **DUBNOFF CENTER FOR CHILD DEVELOPMENT AND EDUCATIONAL THERAPY \$6,075**

For uniforms and equipment for basketball, flag football, soccer and softball programs for special needs children in Los Angeles.

#### **IVEY RANCH PARK ASSOCIATION \$10,000**

For new arena for therapeutic riding program for children with disabilities in Oceanside.

#### **MAR VISTA FAMILY CENTER \$10,000**

For personnel, athlete expenses and equipment for soccer program serving West Los Angeles, Culver City, and Palms-Mar Vista

#### **WEST VALLEY BOYS & GIRLS CLUB, INC. \$10,000**

For venue, athlete expenses and equipment for basketball and soccer programs.

### January 2009

#### **LOS ANGELES UNIFIED SCHOOL DISTRICT BEYOND THE BELL BRANCH \$549,300**

For personnel, athlete expenses and equipment for after-school intramural sports league at 85 middle schools in LAUSD.

#### **KIDS IN SPORTS \$450,000**

For personnel, venue, athlete expenses, equipment and miscellaneous items for 15 sports clubs throughout Los Angeles County.

#### **LA's BEST \$249,982**

For personnel, athlete expenses and equipment for year-round after-school sports program at 180 elementary schools in LAUSD.

#### **SOUTHERN CALIFORNIA TENNIS ASSOCIATION \$150,000**

For personnel, athlete expense and equipment for a tennis program throughout Southern California.

#### **YMCA – METROPOLITAN LOS ANGELES \$100,000**

For new aquatic facility in Antelope Valley.

#### **FRIENDS OF EXPO CENTER \$71,651**

For personnel for learn-to-swim program at EXPO Center in Los Angeles.



*"MY child has become  
more confident and outgoing."*

JULIE SMITH  
*Parent*

**A WORLD FIT FOR KIDS! \$50,000**

For personnel and equipment for after-school sports programs at six elementary schools in Los Angeles.

**CITY OF SANTA ANA \$50,000**

For personnel, uniforms and equipment for swimming and water polo programs.

**PUEBLO NUEVO DEVELOPMENT \$50,000**

For soccer fields and outdoor basketball courts at 3515 W. Temple Street in Los Angeles.

**SOUTHERN CALIFORNIA YOUTH SOCCER ORGANIZATION \$40,000**

For personnel, venue, athlete expenses and equipment for soccer programs in Pomona, Compton, Santa Ana and Anaheim.

**WESTSIDE JEWISH COMMUNITY CENTER, INC. \$25,000**

For renovation of aquatics facility.

**INDUSTRY SHERIFF'S YOUTH ACTIVITIES LEAGUE \$24,862**

For athlete expenses and equipment for baseball, basketball, flag football and judo programs in City of Industry, La Puente, La Habra Heights, Valinda and Bassett.

**CATHOLIC CHARITIES OF LOS ANGELES, INC. \$20,000**

For uniforms for middle school soccer program in Los Angeles.

**PERRIS VALLEY YOUTH ASSOCIATION SPORTS \$20,000**

For uniforms and equipment for boxing and football programs in Riverside County.

**TOBERMAN SETTLEMENT HOUSE, INC. \$18,041**

For personnel, uniforms and equipment for indoor soccer and basketball leagues in Barton Hill/Rancho San Pedro.

**SMALL GRANTS**

**NORTH VALLEY ATHLETIC CLUB \$10,000**

For uniforms, equipment and scholarships for track and field program in San Fernando Valley.

**ORGANIZATION OF WEST ADAMS CHRISTIAN ATHLETICS \$10,000**

For personnel and venue for basketball league in South Los Angeles.

**PRIMO BOXING CLUB, INC. \$10,000**

For personnel, uniforms and equipment for year-round boxing program in Santa Barbara.

**SOUTHERN CALIFORNIA RUNNING COUGARS \$10,000**

For uniforms and equipment for track and field program in South Los Angeles.

**US TOO GYMNASTICS INC. \$10,000**

For scholarships for gymnastics and track and field programs for special needs children in Irvine.

**June 2009**

**STUDENTS RUN LA \$150,000**

For athlete expenses and kick-off event costs for the 2009-2010 LA Marathon training program for middle school and high school youth.

**WOODCRAFT RANGERS, INC. \$100,000**

For personnel and equipment for the Nvision after-school sports clubs at 43 elementary schools in Los Angeles County.

**LOS ANGELES BOYS & GIRLS CLUB \$56,130**

For personnel, venue, uniforms and equipment for baseball and softball leagues in Lincoln Heights and the surrounding communities.

**ROSE BOWL AQUATICS CENTER \$51,810**

For personnel, scholarships and swim suits for the Olympic Challenge 2009-2010 learn-to-swim program for third graders in the Pasadena Unified School District.

**A BETTER LA \$50,000**

For jerseys for soccer and basketball leagues at 15 sites that are a part of the Summer Night Lights program, an LA City-wide initiative to reduce gang related activity and violence.

**HEART OF LOS ANGELES YOUTH, INC. \$50,000**

For personnel and uniforms for soccer, basketball and football programs throughout Los Angeles County.

**BOYS & GIRLS CLUBS OF VENICE, INC. \$33,020**

For personnel, uniforms, and equipment for the Play Now year-round seasonal sports program including basketball, soccer, baseball, boxing, swimming, sailing, kayaking, and flag football in the Venice, Mar Vista, Palms, Marina Del Rey and Culver City areas.

**ASSISTANCE LEAGUE OF SOUTHERN CALIFORNIA \$25,000**

For personnel, uniforms and equipment for basketball, karate and swimming programs.

*"Through sports,  
I've learned the value of teamwork,  
the importance of trust,  
and the joy of accomplishment."*

ANDREA RICHARDS

*Taking the Reins*



#### **YOUTH SPEAK COLLECTIVE \$23,370**

For personnel, athlete expenses and equipment for a year-round futbolito program at Hubert Humphrey Park, San Fernando Gardens, San Fernalde Park, and Maclay Middle School in Pacoima.

#### **LAKE CASITAS ROWING ASSOCIATION \$17,110**

For uniforms, scholarships, boat, launch and training equipment for the Weekend 13's rowing program.

#### **BOYS & GIRLS CLUBS OF WHITTIER, INC. \$12,365**

For insulation of gymnasium ceiling, replacement of skylights and carpeting for two walls at the main clubhouse gymnasium.

### **SMALL GRANTS**

#### **AMERICAN BASEBALL CONGRESS OF SOUTHERN CALIFORNIA \$10,000**

For equipment and scholarships for girls winter and spring softball program in San Gabriel Valley.

#### **CAROUSEL RANCH \$10,000**

For scholarships for therapeutic riding lessons for children with special needs in Santa Clarita and the surrounding communities.

#### **CLAREMONT JUNIOR ALL AMERICAN FOOTBALL \$10,000**

For uniforms, venue, equipment and scholarships for the flag and tackle football programs.

#### **EASTSIDE LIONS YOUTH FOOTBALL AND CHEER ASSOCIATION \$10,000**

For uniforms, league fees and venue for football program in the Antelope Valley area to the High Desert.

#### **EL SEGUNDO YOUTH FOOTBALL AND CHEERLEADING, INC. \$10,000**

For field fees, helmets and safety pad certification for football program in El Segundo and the South Bay region.

#### **HACIENDA HEIGHTS JUNIOR ALL AMERICAN FOOTBALL ASSOCIATION \$10,000**

For scholarships, equipment and facility fees for football program.

#### **JUNIOR ALL AMERICAN FOOTBALL OF LA PUENTE, INC. \$10,000**

For uniforms and equipment for football program.

#### **LA SOUTHEAST YOUTH ATHLETIC FOUNDATION \$10,000**

For uniforms and equipment for football program in South Los Angeles.

#### **MONTEBELLO YOUTH FOOTBALL AND CHEER INCORPORATED \$10,000**

For helmets for flag and tackle football programs.

#### **PALMDALE YOUTH FOOTBALL LEAGUE \$10,000**

For field fees and helmet certification for football program.

#### **TAKING THE REINS \$10,000**

For riding helmets, riding boots and improvements to riding arena for equestrian program for inner-city teenage girls in Los Angeles.

#### **TEAM PRIME TIME INC. \$10,000**

For sports mentoring program in which able-bodied students are paired to work with special needs students in a structured sports program at Webster Middle School.

#### **WESTERN STATES GOLF ASSOCIATION SOUTHERN AREA YOUTH PROGRAM, INC. \$10,000**

For personnel for The First Tee of South Los Angeles' weekend Saturday and after-school golf programs located at Maggie Hathaway, Chester Washington, Westchester and Dominguez Hills Golf Courses.

### **October 2009**

#### **MOUNT SAC AUXILIARY SERVICES RELAYS YOUTH DAYS \$126,000**

For personnel, venue, athlete expenses, equipment and miscellaneous items for LA84 Foundation/Mt. SAC Relays Youth Days.

#### **YMCA – ORANGE COUNTY (SANTA ANA) \$120,000**

For personnel and equipment for swimming and water polo programs.

#### **THINK TOGETHER \$75,000**

For personnel, uniforms and equipment for after-school sports program for middle school students in Santa Ana.

#### **INTER TRIBAL SPORTS INC. \$60,000**

For personnel, uniforms and equipment for basketball, softball and flag football programs primarily for Native American youth on or near Indian reservations throughout Southern California.

#### **SOUTHERN CALIFORNIA SPEED SKATING ASSOCIATION \$60,000**

For personnel, venue, athlete expenses and equipment for beginner's speed skating programs in Lakewood, Valencia, and Oxnard.

#### **SALESIAN BOYS AND GIRLS CLUB OF LOS ANGELES \$49,559**

For personnel, restoring gym floor, replacing backboards and safety wall carpeting and new scoreboard at the City Terrace club site.

#### **YMCA – MONTEBELLO/COMMERCE \$36,000**

For personnel, venue, athlete expenses and equipment for sports programs.



*"Sport is the spice of life!  
I feel without participating as an  
athlete, a coach and even  
a spectator my life would be not  
as fulfilled. For example  
accomplishing goals, working through  
adversity all takes place  
through participating in sport."*

TANYA

LA84 Foundation Connie Cycling

#### **GOLDEN STATE GYMNASTICS INC. \$26,012**

For foam bonded carpet to cover entire training area of gym in Burbank.

#### **GREATER SAN DIEGO AFTER-SCHOOL ALL-STARS \$21,672**

For personnel and equipment for bi-weekly Saturday sports leagues for flag football, soccer and track programs at 10 elementary schools.

#### **GINGA ARTS, INC. \$20,000**

For personnel and uniforms for the capoeira program at EXPO Center, Accelerated Charter Elementary School and Immaculate Conception School.

#### **BOYS & GIRLS CLUBS OF BURBANK, INC. \$16,576**

For personnel, venue, athlete expenses and equipment for spring soccer program at two elementary schools and one middle school.

### **SMALL GRANTS**

#### **BOYS & GIRLS CLUBS OF PASADENA \$10,000**

For equipment and swim suits for learn-to-swim and swim team programs.

#### **CULVER CITY BABE RUTH BASEBALL LEAGUE INCORPORATED \$6,000**

For uniforms and equipment for spring and summer instructional and majors program.

#### **J.F. SHEA THERAPEUTIC RIDING CENTER, INC. \$10,000**

For scholarships for therapeutic equestrian program for special needs children in Orange County and the surrounding communities.

#### **ORANGE COUNTY MAKAPO AQUATICS PROJECT \$10,000**

For uniforms and equipment for canoe team and Get OnBoard! Outreach program for special needs children.

#### **PHANTOMS YOUTH RUGBY FOOTBALL CLUB \$10,000**

For uniforms and equipment for rugby program in unincorporated areas of East Los Angeles County.

#### **SANTA CLARITA TRACK CLUB, INC. \$10,000**

For uniforms and equipment for track and field program.

#### **SSS GOOD SAMARITAN ASSOCIATION \$5,000**

For uniforms and equipment for after-school sports program targeting Samoan youth in Cerritos and surrounding communities.

### **January 2010**

#### **LOS ANGELES UNIFIED SCHOOL DISTRICT \$561,980**

For personnel, athlete expenses and equipment for after-school intramural sports league at 87 middle schools in LAUSD.

#### **KIDS IN SPORTS \$450,000**

For personnel, venue, athlete expenses, equipment and miscellaneous items for support of 14 sports clubs throughout Los Angeles County.

#### **LA's BEST \$300,000**

For personnel, athlete expenses and equipment for year-round after-school sports program at 172 elementary schools in LAUSD.

#### **SOUTHERN CALIFORNIA TENNIS ASSOCIATION \$150,000**

For personnel, athlete expenses, equipment and miscellaneous items for tennis program throughout Southern California.

#### **YMCA – GREATER LONG BEACH \$100,000**

For gymnasium floor and equipment.

#### **FRIENDS OF EXPO CENTER \$79,379**

For personnel for learn-to-swim and Junior Olympic water polo programs.

#### **AFTER-SCHOOL ALL-STARS, LOS ANGELES \$75,023**

For personnel, venue, athlete expenses and equipment for after-school sports programs at six middle schools.

#### **JUNIOR POSSE YOUTH EQUESTRIAN PROGRAM \$70,000**

For personnel, uniforms and equipment for equestrian program in South Central Los Angeles.

#### **BOYS & GIRLS CLUBS OF SAN DIEGUITO \$50,000**

For personnel, uniforms and equipment for middle school sports program and aquatics program in North San Diego.

#### **P.F. BRESEE FOUNDATION \$35,000**

For personnel, venue, athlete expenses and equipment for after-school sports program in Central Los Angeles.

#### **BOYS & GIRLS CLUBS OF SAN FERNANDO VALLEY \$23,000**

For personnel, athlete expenses and equipment for coed wrestling program.

#### **CATHOLIC CHARITIES OF LOS ANGELES, INC. \$21,000**

For uniforms and equipment for middle school soccer program.

*"As a coach I learned patience, persistence, appreciation for the baby steps towards a goal, and commitment to others. I learned about giving back to the sport I love and received so much from. Without Aquatics I truly wouldn't be the person I am today."*

TRISH DELGADO

*City of Los Angeles, Department of Recreation and Parks*



#### **YMCA – ANAHEIM \$20,000**

For personnel, venue and equipment for learn-to-swim program.

#### **SMALL GRANTS**

##### **BOYS & GIRLS CLUB OF CAPISTRANO VALLEY \$8,000**

For personnel and athlete expenses for indoor spring soccer program and fall basketball program.

##### **HARBOR CITY-HARBOR GATEWAY BOYS & GIRLS CLUB \$10,000**

For personnel, athlete expenses and equipment for basketball, soccer and flag football programs.

##### **INNER CITY EDUCATION FOUNDATION \$10,000**

For equipment, league fees and scholarships for rugby program for middle school and high school students in Los Angeles.

##### **JUBILEE CONSORTIUM \$10,000**

For personnel and equipment for boxing program in Los Angeles County.

##### **METROPOLITAN PONY BASEBALL \$10,000**

For uniforms and equipment for year-round baseball and softball programs in South Los Angeles.

##### **REDLANDS BASEBALL SOFTBALL FOR YOUTH \$10,000**

For scholarships for baseball and softball programs.

##### **SANTA CLARITA VALLEY BOYS AND GIRLS CLUB \$10,000**

For uniforms and equipment for soccer, football and basketball programs and gym resurfacing.

##### **TOBERMAN NEIGHBORHOOD CENTER, INC. \$10,000**

For gymnasium wall pads for sports programs in South Bay/Harbor.

##### **USGLL \$10,000**

For green fees and range fees for golf program in Long Beach.

##### **WEST ANGELES COMMUNITY DEVELOPMENT CORPORATION \$10,000**

For personnel, athlete expenses and equipment for basketball summer league in South Los Angeles.

##### **WILSHIRE SOFTBALL ASSOCIATION \$10,000**

For personnel, athlete expenses and equipment for girls' softball league in Mid City area of Los Angeles.

#### **YOUTH N MOTION ACADEMY INCORPORATED \$10,000**

For personnel, athlete expenses and equipment for martial arts program in Crenshaw/Leimert Park and Baldwin Village communities.

#### **YWCA – SANTA MONICA/WESTSIDE \$7,500**

For athlete expenses and equipment for girls' basketball and volleyball programs.

#### **June 2010**

##### **STUDENTS RUN LA \$150,000**

For personnel and athlete expenses for the 2010-2011 LA Marathon training program for middle school and high school youth.

##### **A BETTER LA \$100,000**

For jerseys for the soccer and basketball leagues at 24 gang reduction sites in the Summer Night Lights program throughout City of Los Angeles.

##### **ROSE BOWL AQUATICS CENTER \$56,378**

For personnel and athlete expenses for the Olympic Challenge 2010-2011 swim program and learn-to-swim program for third graders in the Pasadena Unified School District.

##### **COUNTY OF LOS ANGELES – PARKS AND RECREATION DEPARTMENT \$55,920**

For personnel, athlete expenses and equipment for soccer and basketball programs for the Los Angeles County Parks After Dark program.

##### **HOLLENBECK POLICE ACTIVITIES LEAGUE \$54,891**

For personnel, venue, athlete expenses and equipment.

##### **SPECIAL OLYMPICS – SOUTHERN CALIFORNIA \$50,000**

For venue, athlete expenses and equipment for School Partnership Program in LAUSD and LBUSD.

##### **YMCA – POMONA VALLEY \$50,000**

For uniforms and equipment for after-school basketball, baseball and football programs for elementary and middle schools in Pomona Unified School District.

##### **AL WOOTEN JR. HERITAGE CENTER \$48,300**

For personnel, venue and equipment for sports program in South Los Angeles.



*"Coaching helped me develop my communication skills. It has also helped me to develop more patience because some kids take longer to learn and learn at different rates and in different ways."*

HECTOR BARRIOS  
*Beyond The Bell East Youth Services*

**LOS ANGELES POLICE DEPARTMENT DEVONSHIRE POLICE ACTIVITY LEAGUE \$15,000**

For scholarships, uniform and equipment for tae kwon do program in Northridge.

**DIG FOR KIDS \$13,188**

For personnel, uniforms and equipment for after-school indoor volleyball program in South Bay.

### SMALL GRANTS

**ABILITYFIRST \$10,000**

For personnel and equipment for learn-to-swim program at Harry A. Mier site in Inglewood.

**ALHAMBRA THUNDERBIRDS FOOTBALL ORGANIZATION INC. \$10,000**

For athlete expenses and equipment for football program.

**BALDWIN PARK YOUTH ATHLETIC ASSOCIATION \$7,500**

For uniforms and equipment for flag and tackle football program.

**BOYLE HEIGHTS YOUTH FOOTBALL \$10,000**

For uniforms and equipment for football program.

**COMMON UNITY REACHING EVERYONE – CURE \$10,000**

For uniforms, equipment and facility fees for the California Cowboys football program in South Los Angeles.

**CRENSHAW COUGARS YOUTH FOOTBALL ORGANIZATION, INC. \$10,000**

For uniforms, equipment and facility fees for football program.

**DUARTE HAWKS YOUTH FOOTBALL CORP. \$7,500**

For uniforms and equipment for football program.

**EL MONTE – SOUTH EL MONTE JETS YOUTH FOOTBALL AND CHEER \$10,000**

For uniforms and equipment for football program.

**HUNTINGTON PARK YOUTH FOOTBALL AND CHEER ASSOCIATION, INCORPORATED \$7,500**

For helmets, field fees and conference fees for flag and tackle football program.

**LA HABRA JUNIOR ATHLETIC ASSOCIATION \$5,000**

For uniforms and equipment for football program.

**LANCASTER YOUTH FOOTBALL \$7,500**

For helmets for tackle football program.

**NORTHWEST PASADENA YOUTH SPORTS INC. AKA PASADENA PONIES \$10,000**

For uniforms and equipment for football program.

**PALS – EL CENTRO \$10,000**

For uniforms and equipment for boxing program.

**PASADENA PANTHERS \$5,000**

For uniforms and equipment for football program.

**PEDIATRIC THERAPY NETWORK \$7,000**

For personnel and athlete expenses for Operation Finish Line after-school adaptive running and cycling program in the South Bay.

**PICO RIVERA DONS FOOTBALL FOR YOUTH, INC. \$10,000**

For equipment for football program.

**REDLANDS JUNIOR ALL AMERICAN FOOTBALL, INC. \$10,000**

For uniforms and equipment for tackle football program.

**SOUTH VALLEY FOOTBALL PANTHERS, INC. \$7,500**

For venue and uniforms for tackle football program.

**STANTON YOUTH FOOTBALL \$10,000**

For venue and equipment for flag and tackle football programs.

**TEMPLE CITY YOUTH FOOTBALL \$10,000**

For uniforms and equipment for football program.

**TRI-CITY FALCONS YOUTH FOOTBALL AND CHEERLEADING, INC. \$7,500**

For uniforms for flag and tackle football programs.

**WESTSIDE YOUTH ASSOCIATION \$7,500**

For uniforms and equipment for football program in West and South Los Angeles.

**WILSHIRE YOUTH ATHLETIC CLUB OF LOS ANGELES, INC. \$7,500**

For uniforms and equipment for football program.

**XTREME YOUTH FOOTBALL & CHEER INC. \$10,000**

For uniforms and equipment for football program in Montebello and surrounding communities.



## Grant Guidelines

The LA84 Foundation is endowed with Southern California's share of the surplus from the 1984 Olympic Games. As one part of its overall effort to expand youth sports opportunities in Southern California and enhance the public's understanding of the role of sport in society, the Foundation operates a grants program. The Foundation 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.

To gain a better understanding of the Foundation's funding priorities and interests, carefully review the Eligibility section below. The Foundation accepts and processes grant requests throughout the year, however, pay special attention to the Deadlines section below to make sure that your application is submitted and reviewed by our board prior to the beginning of your sport(s) season.

### A. APPLICANT ELIGIBILITY

The current objectives of the board encourage assistance to organizations that provide ongoing, structured youth sports programs. To be eligible the request must meet the following criteria:

1. Request funding for a sports program for youth ages 6 -17;
2. Program must be located in one of Southern California's eight counties: Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara or Ventura;
3. Request must come from an organization (no funding will be made to individuals);
4. 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.
5. The organization must be certified as tax exempt under Section 501(c) (3) of the U.S. Internal Revenue Code and is not a private foundation as defined in section 509(a) of that Code. The organization must be in good standing with the Internal Revenue Service (IRS), the California Franchise Tax Board and the California Secretary of State.

### THE CURRENT OBJECTIVES OF THE BOARD DISCOURAGE REQUESTS 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
- One or two-day annual events

### B. PROGRAM RELATED CRITERIA

To be considered for funding, the program for which funding is being sought must be a structured youth sports program that combines the essential elements of teaching, learning and competition. This means that the program must have knowledgeable coaches to teach the skills, a minimum of one (ideally two) practices per week so that children can learn and practice the skills, and at least one day in which they can put the skills they have learned together in a game-type situation.

1. **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.
2. **QUANTITY (Number of Youth Served):** Other things being equal, we will give priority to programs that will reach large numbers, or large proportions of their targeted populations.
3. **QUALITY OF STAFF:** Grant proposals should describe in detail the nature and background of staff who will operate the youth sports programs. We will emphasize programs run by experienced, trained personnel. The Foundation is also prepared to support programs that utilize, under appropriate supervision, older youth as role models for younger children.
4. **NON-DUPLICATION:** 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:

5. **MEASURABILITY:** Will we be able to objectively assess the impact of the program?
6. **OVERALL PROGRAM QUALITY:** The Foundation 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.

### 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 Foundation 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;
  - c) The cost is small relative to its potential service to the group or community in question; and
  - d) The project must be completed within one year of the grant period.

## D. HOW TO APPLY

### 1. ON-LINE APPLICATION PROCESS

In 2010 the Foundation moved to an on-line application process. This two-step application process starts with Phase I, the submission of the letter of inquiry (LOI). If it is determined from the LOI that the request meets the Foundation's priorities and interests, the applicant will be provided with a link to prepare and submit a Phase II application.

### WE STRONGLY RECOMMEND THAT ALL APPLICANTS APPLYING FOR A GRANT USE OUR ON-LINE APPLICATION PROCESS.

If submitting your request on-line is not an option, applicants may contact our offices at 323-730-4600 to request a paper copy of the application.

### 2. REQUIRED DOCUMENTS:

#### PLEASE MAKE SURE YOU HAVE THE FOLLOWING REQUIRED DOCUMENTS BEFORE BEGINNING AN APPLICATION:

- the organization's most current annual operating budget (include income/expenses to date)
- the most recent completed financial statement (If unaudited, then last two years of balance sheet, profit/loss statement and statement of cash flows)
- the most recent IRS form 990
- IRS tax status determination letter
- California tax status determination letter
- detailed program budget highlighting the requested items and justifications for each budget item
- list of board of directors

To confirm that you are in good standing with the CA Franchise Tax Board you may check the following website:

[http://www.ftb.ca.gov/businesses/Exempt\\_organizations/Entity\\_list.shtml](http://www.ftb.ca.gov/businesses/Exempt_organizations/Entity_list.shtml)

Please Note: If your organization is awarded a grant, you will be required to supply us with a certificate of insurance naming the LA84 Foundation as an additional insured. If you do not carry insurance, please explain in writing how you will cover liability issues that may arise from participation in your program.

### 3. DEADLINES

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.

The Foundation accepts and processes grant requests throughout the year, however the board meets three times a year, usually in January, June and October, to approve grant requests. It

is suggested that each applicant carefully review the deadlines for each of these board meetings to ensure that the grant request will be approved prior to the beginning of the sport(s) season. Dates change annually and are available on our website.

## E. CRITERIA FOR ASSESSING GRANT REQUESTS

### 1. 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.

- a) **UNDERSERVED POPULATIONS:** The Foundation will give special attention to sectors of the population known to be underserved by current sports programs.
  - 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 ages 6-17, the Foundation will give special attention to girls, minorities, the physically challenged or developmentally disabled, and youth in areas where the risk of involvement in delinquency is particularly high.
- b) **NON-ELITE LEVELS:** The funds that are part of the Foundation, accordingly, are aimed primarily to youth who are not at elite levels of sports accomplishment.
  - 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 Foundation, accordingly, are aimed primarily to youth who are not at elite levels of sports accomplishment.
  - Priority will be given to programs that do not turn away youth based on level of skill and that encourage all levels of play.

### 2. GEOGRAPHIC PRIORITY - LOS ANGELES COUNTY:

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. However, we recognize that the 1984 Olympic Games were awarded to Los Angeles, and we have a particular obligation to this community.

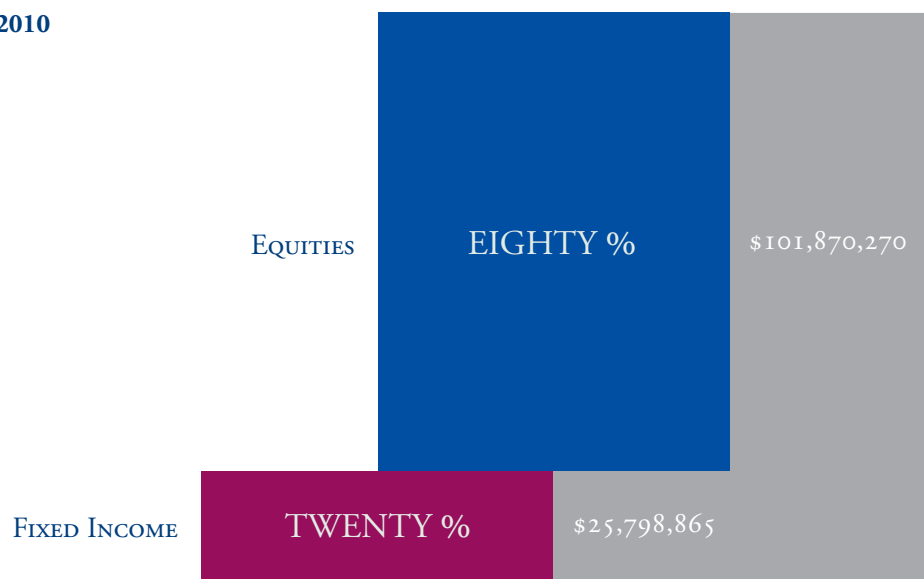
## F. ADMINISTRATION OF THE GRANTS PROGRAM

Grants are one of our principal ways of furthering the aims of the LA84 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 LA84 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.

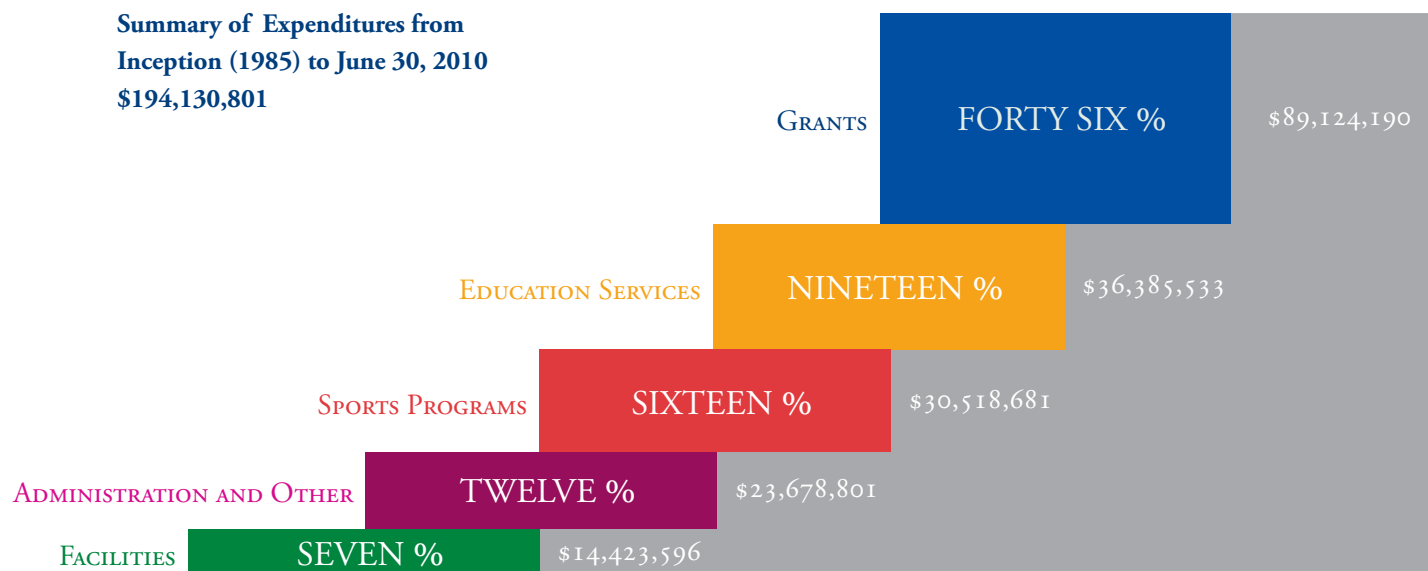


## Financial Profile

**Investment Portfolio as of June 30, 2010**  
**\$127,669,135**



**Summary of Expenditures from  
 Inception (1985) to June 30, 2010**  
**\$194,130,801**



**LA84 Foundation Staff**

BONITA D. CARTER  
ANITA L. DEFRAITZ  
PILAR DIAZ  
WANDA L. DOWDING  
DEVIN ELIZONDO  
F. PATRICK ESCOBAR  
CONRAD R. FREUND  
KAREN R. GODDY  
JALAL HAZZARD  
SHIRLEY S. ITO  
ANA RICO  
MICHAEL W. SALMON  
BRENDA J. SONIEGA  
MARCIA SUZUKI  
GABRIELA TOVAR  
WAYNE V. WILSON  
CARMEN E. ZIMMERLE

**Editor:**

F. PATRICK ESCOBAR

**Associate Editor:**

WAYNE V. WILSON

**Copy Editors:**

CARMEN E. ZIMMERLE  
SHIRLEY S. ITO

**Contributing Writers:**

DAVID DAVIS  
GINNY GIBBS

**Design:**

JAMES ROBIE DESIGN ASSOCIATES



2141 West Adams Boulevard • Los Angeles, California 90018  
[www.LA84Foundation.org](http://www.LA84Foundation.org)