

2010-2012 Biennial Report



Life Ready Through Sport



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Letter from the Chairman:



T*hese are challenging times. From the global economies to the individual household, we face issues for which there appears to be no easy resolution. Yet, our continuing determination that the next generation be better off than we are leads us to find solutions.*

At the LA84 Foundation we are committed to serving today's as well as future generations through sport. Sport has a rich history and tradition. It is a uniting force that binds people and communities together. Sport is a powerful force that shapes a youngster's life and leads to success in his or her chosen endeavors. The work we do each day strengthens individuals and the communities in which they live.

Even with the great achievements since we began operations in 1985, we want to do more. We have learned that sports programs like the LA84 Foundation/Los Angeles Unified School District Beyond the Bell Branch Middle School Sports Program works to keep students connected to school. Participating students attend school more often (4 more days) and are absent less often (3.5% vs. 4%) than the general middle school population. Furthermore, students in the program are suspended less often, enroll at a higher rate in Algebra I and earn better grades. These are positive indicators for high school graduation. It is imperative that programs like this be expanded to other school districts.

This November we will host the LA84 Foundation Summit. The summit will explore the strong tie between sports participation and academic success. We will examine the available research and share the success of our program. We will bring national attention to the importance of businesses investing in similar programs. A better educated work force is in the best interest of our nation.

We will continue our efforts to provide the financial assistance to organizations in the Southern California area so that they can involve as many youngsters as possible in the sports programs they offer. We are also working on the digitization of our extensive library collection. The digitization will enable us to share the Foundation's wealth of knowledge about sport and its role in society through the World Wide Web.

Working together with corporate partners, Foundations and others, we are ready to continue building strong communities through sport.

Robert V. Graziano



President's Report:



The LA84 Foundation's last biennial report was published in the summer of 2010. The country was in the midst of the recession. Families and organizations we serve were feeling the pain. We sensed that the impact on organizations providing youth sports opportunities in Southern California was going to be deep and prolonged. Unfortunately, that situation remains true.

With lower incomes and job uncertainty created by companies downsizing, many families could no longer afford to pay even the lowest fees to have their children participate in sports. With reduced revenue and a high demand for financial assistance for those who could not pay the full fee, youth sports organizations found it difficult to balance the books. Municipalities and school systems facing falling revenues established cost recovery policies. This meant that fees for use of their play facilities went up. And, as these institutions were also forced to implement work force reductions, services they normally provided for youngsters suffered.

I am pleased to say that through this difficult period, which also affected the Foundation, we stayed on course. Through our grantmaking, coaching education and our other programs, we continued to provide the resources to keep youngsters playing sports.

From October 2010 to June 2012, the Foundation awarded 145 grants totaling \$6,248,430. As expected, request activity was quite high. We received 465 applications requesting \$22.5 million in funding. Our grants served approximately 200,000 youngsters.

The Foundation's work in this past period has been guided by the board approved five-year plan. The plan called upon us to implement an initiative to provide middle school students with after-school sports, increase the number of play spaces in Los Angeles, train more youth sports coaches and increase the use of the Foundation's website. I am proud to report that we met or exceeded the original goals set for each of the plan's components.

Middle School Sports

The goal of this initiative was to offer seasonal after-school sports at 30 middle schools. Our partnership with the Los Angeles Unified

School District (LAUSD) Beyond the Bell Branch (BTB) permitted us to greatly exceed this goal.

BTB provides enrichment programs at all LAUSD schools before and after-school. Over the years, BTB had offered a basic after-school sports program through their Youth Services Department. With our assistance, BTB was able to enhance its infrastructure so that it could offer robust sports programs. While we thought we would be in a modest number of schools, by the second year we were serving all of the 83 middle schools in LAUSD. As the number of middle schools increased within the District due to new construction or reconfiguration of existing schools, BTB efficiently stepped in to offer the after-school sports programming. For the 2011-2012 school year, the program was at all 95 LAUSD middle schools. Approximately 10,000 youngsters participated in year-round sports programs. Most of the youngsters took part in more than one sport. The program has been quite effective in keeping more and more youngsters connected to their schools. Please see story on page 6.

To expand the reach of this initiative, we partnered with Catholic Youth Organization (CYO). CYO is responsible for the delivery of after-school programs at Catholic schools in the Los Angeles Archdiocese. A soccer program was funded at 22 schools and it has now expanded to 40 serving more than a 1,000 boys and girls. We also have funded the efforts of Think Together to offer a sports program at middle schools in the Santa Ana Unified School District.

We strongly believe that all middle schools in Southern California should offer their students the opportunity to play sports after-school. We are taking a leadership role in getting partners to participate in this effort.

Infrastructure Revitalization & Creation

This component of the long-range plan called upon us to create/improve 84 facilities. In partnership with Nike and the Dodgers Dream Foundation, we have been able to improve 70 facilities as of the writing of this report.

Among the latest projects completed in partnership with Nike is a basketball court at the La Jolla Luiseno Band of Indians Reservation. The court has become a focal point of activity for the LA84 Foundation grantee Inter Tribal Sports which offers sports programs to all of the children from the various Indian reservations in the area. It is clear that this facility has greatly enhanced the lives of the young people in that area. Please see story on page 18.

Also completed were a skate park at Lincoln Park in East Los Angeles which has become a major regional draw for skaters throughout Los Angeles and a new basketball gym floor at Gonzales Park in Compton.

In the last year-and-a-half we joined the Dodgers Dream Foundation to improve 15 baseball dreamfields in partnership with the City of Los Angeles Recreation and Parks Department and the County of Los Angeles Department of Parks and Recreation. These fields are a source of pride for the communities in which they are located and provide thousands of youngsters with state-of-the art facilities in which they can play the sport they love.

As you can read on page 28 transforming a play space at the Compton Sheriff's Youth Activity League pays high dividends. The Foundation is committed to continue to make more spaces available for youngsters.



Communications and Education

The goal of this component of the long range plan was to double annual attendance at coaching clinics by the end of 2011. The baseline number of coaches was 2,178.

This goal was easily surpassed. In 2010, 8,270 coaches were trained and, in 2011, more than 7,200 coaches.



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In 2011, the Foundation reached an agreement with the City of Los Angeles Recreation and Parks Department (RAP) to provide coaching education to all volunteer coaches in leagues run by the department. RAP requires its coaches to take the Foundation's basic “Art of Coaching” class.

The importance of the program and its effectiveness in improving outcomes for the athletes trained under the LA84 Foundation program is set out on the story on page 10 of this report.



Increased Use of Youth Sports Information on the Website

The long-range plan in this area was to increase by five times the use of youth sports resources on the Foundation's website, for a total of 250,000 visits annually. The baseline number of users was 51,509.

Resources in this category included coaching education manuals, grant information, registration forms for Foundation sports programs, photo galleries, videos and news stories. Youth sports resources on the site attracted more than 800,000 visits in 2011.

The website remains a heavily used resource and will attract about 2 million user-visits in 2012. The virtual library, containing documents digitized from the traditional library collection, remains the most popular feature on the website. Visitors will download PDFs from the digital library more than 12 million times per year.

In addition to the website, the Foundation's line-up of online communication tools includes SportsLetter, our youth sports blog; a Facebook page; YouTube channel; Twitter account and Southern California's 3,000-person coaches list serve. SportsLetter, was selected by Blogs.com as one of the ten-best youth sports blogs for parents two years in a row.

In addition to delivering on the long-range plan, our work continued through the Foundation's initiated programs.



Summer Swim

The 26th Annual Summer Swim Program held in 2011 was a great success. More than 20,000 youngsters participated in the learn-to-swim, dive, synchronized swimming and water polo offerings at more than 100 pools in the area.

In 2010 and 2011, we partnered with 13 agencies to deliver the program. These include Burbank, Carson, Glendale, La Mirada, Long Beach, Los Angeles City, Los Angeles County, Palmdale, Pasadena, Santa Clarita, Santa Monica, South Gate and Ventura.

A hallmark of the Foundation's aquatic program is the season-ending festivals. The goal of the youngsters who join at the beginning of the summer is to qualify for the festivals and compete against the best novice swimmers, divers, synchronized swimmers and water polo players in the program. Our program is strictly for beginners. The festivals are a great opportunity for youngsters who may not continue in the sport, or who may not go beyond the novice level, to compete in an environment and venues similar to that offered for the more advanced.

Run 4 Fun

On December 10, 2011, the 25th Annual Run 4 Fun Program concluded with more than 1,100 youngsters participating in a challenging 2-K race at Griffith Park. This program, first established in 1987, is offered to schools in Los Angeles, Long Beach, Montebello and other neighboring school districts. Through the program, middle school students learn to run long distances. To



qualify for the season-ending race, runners must submit times for 800-meters, 1,000-meters and a 1-mile run throughout the ten-week season.

Run 4 Fun has become a favorite of a number of volunteer teacher coaches who have integrated the program as part of the physical education class at their schools. At these schools, all students participate in the training. In the last two years about 40 schools participated.



Cycling

The Foundation's cycling program lead by Olympian Connie Paraskevin completed its sixth year in 2011 with impressive results. Since inception, the program has introduced more than 5,000 girls and boys to track cycling.

The program's participants have had notable success in national competitions. Ten athletes from the program competed at the 2011 USA Cycling Juniors Track Championships in Frisco, Texas from July 6 to 10, winning nine medals and registering an additional seven top-10 finishes. At the USA Cycling 2011 Elite Track Championships held September 28 -October 2 at the Home Depot Center, Kate Wilson, a rider with the LA84 Connie Cycling Program, won a gold medal in the women's Madison.



Flag Rugby

Two years ago we initiated a Flag Rugby Program in partnership with Play Rugby USA. The program has been extremely successful in introducing this sport to about 1,400 boys and girls. In 2011, the program was at 36 sites. This is tremendous growth from the pilot

program at six charter schools. The fast growth took place because the model involves the training of onsite coaches to deliver the program. This reduces cost to initiate the program and the delivery is more effective as coaches and athletes already know each other. The youngsters have taken to the sport because of the continuous action and because there is no key player. Everyone needs to work together to advance the ball.

Play Rugby USA has done an excellent job of strengthening its local infrastructure. In 2012, this program was transitioned to a grant. One of the goals of the Foundation is to initiate programs to meet a void and then to spin them off so that they continue to flourish on their own.

Next Steps

While it is good to reflect on our accomplishments, we are even more excited about the future.

We are taking concerted action as school districts cut back on the support of middle school sports programs. We are seeking partners that will provide funding so we can introduce the successful LAUSD middle school sports model in other Southern California public school districts. The model provides organized after-school sports throughout the academic year. The program is offered at no cost to students. It is open to all students and involves a combination of intramural and interscholastic competition.

Based on a wealth of evidence, we know that there is a correlation between sports participation and improved academic performance. In short, we argue that sports participation can be an effective tool in improving the graduation rate. The fact that the California high school graduation rate is below the national average and that specific populations of children in Southern California are below the statewide rate adds urgency to our cause.

I am proud to report that Conrad Freund, the Foundation's COO who guides our investments, was selected as Small Foundation Manager of the Year by Institutional Investor as part of the magazine's US Investment Management Awards for 2011.

Additional information on our Finances can be found on page 40.

As the legacy of the 1984 Olympic Games, this Foundation has a direct relationship to the Olympic Movement. On February 16, 2012, we were proud to host a luncheon for International Olympic Committee (IOC) President Jacques Rogge. In his remarks, he acknowledged the importance and effectiveness of our work. We are a unique institution that continues to teach the values of the Olympic Movement to generation after generation.

In my position as Chair of the IOC Women and Sports Commission, I had the honor of organizing the IOC 5th World Conference on Women and Sports which took place in Los Angeles on February 16-18 of this year. This was a great opportunity for Los Angeles to welcome back the Olympic Movement. We



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This November, the Foundation will hold a national summit that will explore the relationship between youth sports participation and educational achievement. The LA84 Foundation Summit will bring together experts from education, business, academia, government and media.

Digital Library

We are embarking on the further digitization of the library collection, a process which should be concluded in late 2015. The resulting LA84 Foundation Digital Library will be three times the size of the present digital collection, making much of the Foundation's remarkable collection of sport information available to a worldwide audience.

Finance

We continue our work on a solid financial base. The Foundation's portfolio was among the best performing endowments in the country in 2011 with a return of 6.4%.

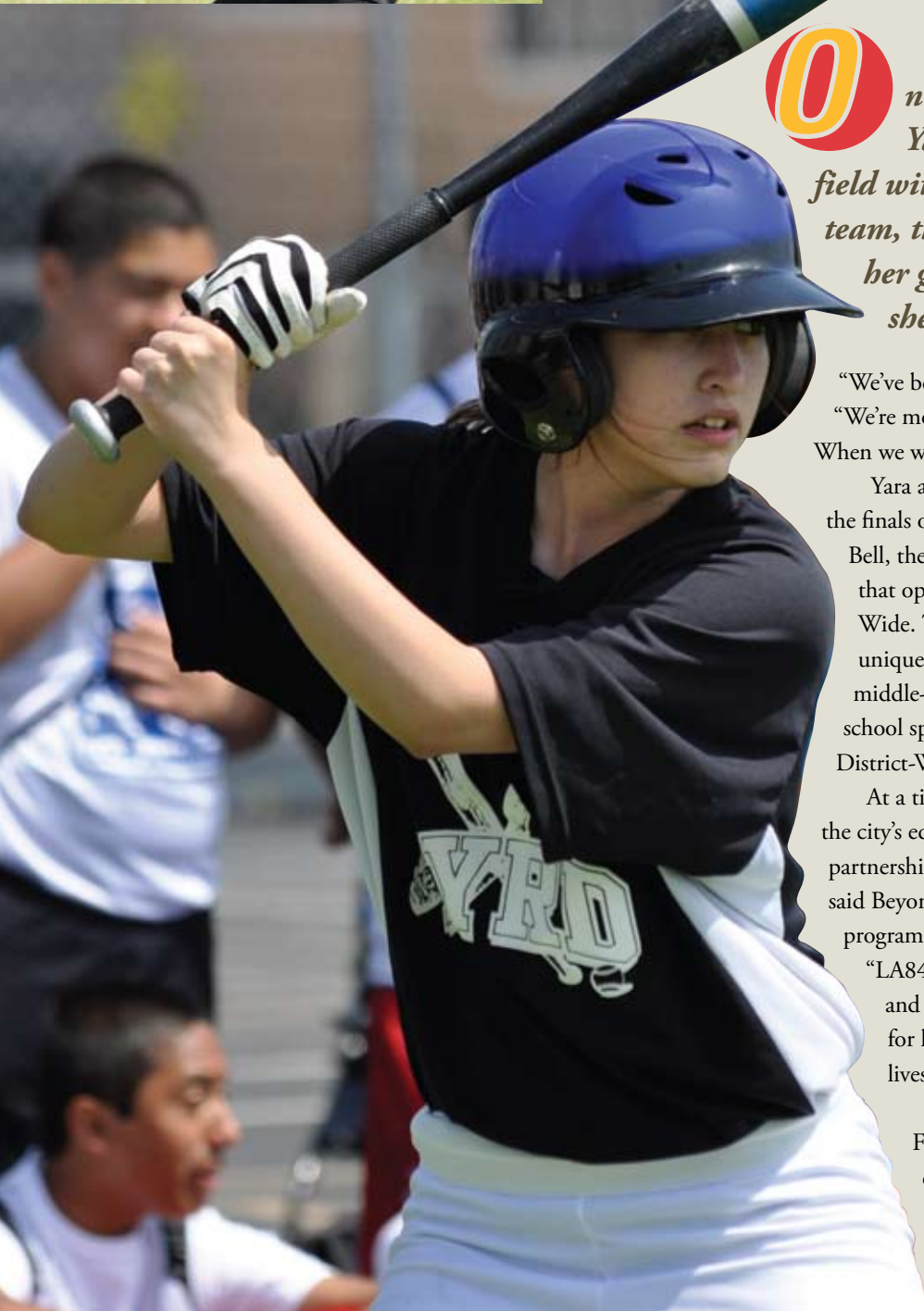
discussed many of the issues that are pertinent to our work locally in promoting greater participation by women on the field of play and in sports leadership positions.

I am pleased to report that on November 9, 2010, the Foundation received the Outstanding Private Foundation Award at the 25th Anniversary Celebration of National Philanthropy Day Gala Luncheon. The award is presented by the Association of Fundraising Professionals, Greater Los Angeles Chapter. It recognizes “A foundation that works collegially with grant-seeking charities and demonstrates exceptional leadership in its philanthropic activities by responding to the ongoing and evolving needs in the community and by helping raise the professionalism of the charities that it funds.”

We are proud of this recognition and are continuing our work to serve youth through sport.



Team-Up Graduate



On a recent Saturday in Gardena, as Yara Galsim prepared to take the field with the Byrd Middle School softball team, the second baseman was pounding her glove and explaining the bond that she shares with her teammates.

“We’ve been playing together since the sixth grade,” she said. “We’re more sisters than friends. We’ve become a family. When we win, we win as a team. When we lose, we lose as one.”

Yara and her fellow Penguins were about to compete in the finals of the softball tournament organized by Beyond the Bell, the Branch of the Los Angeles Unified School District that operates before and after school programs District-Wide. Through grants from the LA84 Foundation, this unique and groundbreaking partnership allows LAUSD middle-school students like Galsim to participate in after-school sports on their campuses as well as in the culminating, District-Wide tournaments.

At a time of severe budgetary cutbacks throughout the city’s education system, the importance of LAUSD’s partnership with LA84 Foundation cannot be underestimated, said Beyond the Bell Executive Director Alvaro Cortés. “This program has been so successful and helpful to us,” he said.

“LA84 Foundation believes in youth. It’s a commitment and a passion they have for ensuring quality and equality for kids. With LA84, we can make a difference in kids’ lives.”

Since partnering with LAUSD in 2008, LA84 Foundation has provided funding for staffing, some equipment and transportation as well as coaching

instruction for the program at all 95 LAUSD middle schools. Every boy and girl who wants to participate can play, regardless of skill, free of charge. More than 10,000 kids participate in the program each year.

“This program is what LA84 Foundation stands for,” said LA84 Foundation President Anita L. DeFrantz, who was watching the tournament from the sidelines. “We’re here so that every middle-school child in the Los Angeles Unified School District has the opportunity to play after-school sports in a safe and supportive environment.”

During the school year, girls and boys get to participate in four sports: softball, flag football, soccer and basketball. Coaches trained by LA84 Foundation teach the students skill development during structured practices over each eight-week season. Then, the kids get to use that training in competition against other schools. The season culminates in a District-Wide event among the top finishers, complete with trophies, medals, and photo ops for the parents.

Other sports are being introduced at the pilot level, including volleyball, tennis, futsal and track and field. Expanding beyond





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the four major sports is vital, according to Beyond the Bell Administrative Coordinator Kathy Smith, because “unless the kids are exposed to new opportunities, they don’t know whether they’ll like them or not. For example, if they don’t like softball, maybe we can get them interested in volleyball.”

The ultimate goal, Smith said, is to connect with the kids. “If we can keep the kids at the middle-school level connected to their campuses through the sports programs after school,” she said, “they have more of a chance of continuing on and succeeding in high school. That’s the challenge even though the ‘physical’ dropouts occur in high school, it starts in middle school with detachment and disconnectedness. If we don’t reach them in middle school, their chances of being successful in high school are greatly diminished.”

Data suggests that the four-year-old program is succeeding. According to Smith, LAUSD middle-school students who participate in the LA84/Beyond the Bell sports program attend classes four days more during the school year than students who do not take part. “That’s significant because that’s four more days of classroom instruction,” she said.

Many schools require that the students carry a minimum GPA of 2.0 to be eligible for after-school sports. At Emerson Middle School, said Principal Dimone Watson, “the program is geared toward making sure the students are academically competent so that they can play sports. If they want to play sports – fine. But they have to realize that there’s an academic part that goes along with it. We want to do this in a healthy way.”

Isabel Garcia, an eighth-grader at L.A. Academy Middle School, said that prior to participating in the program, “I was in trouble all the time. I didn’t know nobody and I wasn’t motivated to stay in school. Seeing that the coaches and everyone do care changed everything. It’s kept me from getting kicked out of school.”

Garcia said that she hopes to play sports when she attends high school next year – especially now that she is academically eligible. “I had to study harder to stay on the team, and my grades improved,” she said. “The rules in sports are like the rules in school: you have responsibility and commitment.”

One of the program’s most significant components is the coaching instruction provided by LA84 Foundation. Prior to the Foundation’s involvement, “the coaches we had were doing it on instinct and what limited guidance we could give them,” according to Tim Bower, administrator of LAUSD’s student services. “LA84’s coaching clinics have enabled the coaches to teach the kids in specific skill progression. Students learn how to throw, how to catch, learn the rules of the sport, in a sequential manner, leading to acquiring skills at a proficient level.”

“If LA84 Foundation isn’t here, you have two coaches and 100 kids in a playground,” Alvaro Cortés said. “In that scenario, you can only do supervised recreation. You can’t do real coaching. But coaches who are trained can give kids skills. That’s crucial.”

Said Emerson Principal Watson: “The coaching from LA84 Foundation is an absolute value. It’s rare that, at the middle-school level, there’s an opportunity for students to receive top-quality instruction as well as get the chance to compete against other schools. It’s an organized system, and the parents appreciate it.”

The athletic skills the kids learn now, Beyond the Bell Field Coordinator Carlos Martinez said, means that “when they go to high school, they are better prepared. They’re going to be more secure in saying, ‘I’m going to high school and I’m going to try out for the team.’ Now, we’ve made the connection: they feel that they belong to something.”

Brandon Posivak, an eighth-grader at Emerson Middle School, has worked with the same instructors since sixth grade. “Coach Morrison has been very supportive,” he said. “It helps to have someone there to teach you new skills that you wouldn’t know otherwise. It really raises your game. I wouldn’t be here without him.”

Another key component is the cost: the program is free for all children. This is crucial at a time when the expense of participating in youth sports – including equipment, travel, and club fees – is

soaring. “Many of the children we service live in impoverished areas, in communities that otherwise would not have the opportunity to play in a league or play on a team,” Martinez said. “Their parents simply can’t afford it. With LA84 Foundation, we’re able to provide that. They do for us things we wouldn’t be able to accomplish in the District, especially with the depleted funds.”

The success of the program can be measured by the increase in student participation and by the increase in the number of sports options. Indeed, LA84 Foundation’s Anita L. DeFrantz believes that this kind of partnership merits repeating. “In partnering with Beyond the Bell, we’ve established an after-school sports program that positively impacts the lives of middle-school children within LAUSD,” she said. “We’ve created a model that works: why shouldn’t we try and replicate it with other school districts?”

In Yara Galsim, DeFrantz has an enthusiastic supporter. Together with her Byrd Middle School teammates, the Penguins triumphed in the softball finals, 6-1. Afterwards, they celebrated on the field and, yes, doused their favorite coach in Gatorade.

“Oh my God, this feels unbelievable,” Galsim said. “We’re taking home the gold! This is the best!”



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LA84 Foundation Coaching Clinics a Must for Coaches in Southern California

Early on a recent Sunday morning, some 300 coaches from across Southern California gathered inside the gymnasium of Moorpark High School. Notebooks in hand, they were doing something that many coaches are unaccustomed to doing: listening.

In front of them stood John Amneus, an instructor with over 20 years of coaching experience. The room was quiet as he explained that the true reward of coaching youth sports was not championships, but “the process of training and competition that positively affects the personal development of young athletes. Every decision a coach makes should be in the best interest of a young athlete’s physical, psychological and social development,” he said.

Amneus’ keynote presentation kicked off a daylong experience that, for youth sports coaches in Southern California, is fast becoming mandatory. Since 1985, LA84 Foundation clinics have taught coaches how to better guide and mentor their young charges. During the past year, at approximately 100 live clinics and via its online resources, LA84 Foundation trained some 7,000 coaches in track & field and cross country, volleyball, soccer, lacrosse, baseball and softball, basketball and other sports.

The workshops, offered free of charge, affirm LA84 Foundation’s mission to serve youth through sport. “Competent coaches ensure that youngsters will gain the greatest benefit from their sports experience,” said Wayne Wilson, LA84 Foundation Vice President, Communications & Education.

On this blustery day, track & field coaches scurried from the gym to the football field to the classroom. Along the far straightaway, Rio Mesa High School Athletic Director Brian Fitzgerald dissected every element of sprinting. No detail was too minor: Fitzgerald showed the proper way to place one’s hands when settling into the starting blocks. “Most kids don’t know how to run



at top speed for a long amount of time,” he said. “We will teach you the mechanics today so that you can go back and teach your kids how to sprint better.”

Along the far turn, a group watched Cal Poly Pomona Assistant Coach Lauren Reimer as she swooped toward the high jump pit and demonstrated the proper approach path to the bar. Chalk in hand, Reimer showed how to break down the angle of each step preceding takeoff. “You can’t have a cookie-cutter method for your kids,” she cautioned. “One training program is not going to be perfect for every athlete.”

On the track, Jake Kuritz, the hurdles instructor at Torrey Pines High School, described training regimens for “technique days” and “endurance days.” One coach asked him how to identify prospective hurdlers. “Keep it simple,” Kuritz said. “Line up a set of hurdles in the infield and see who can jump over them. Those are your hurdlers.”

Behind the gymnasium, John Amneus answered questions about drills for youngsters with little experience in the throwing events. “A good warm-up exercise is just walking and throwing: take three steps, throw,” he said, cradling a shot put under his neck. “One-two-three, ball gone.”

Rubidoux High School Coach Ed Luna lectured about “old-school” thinking versus current methodology in the long jump. “We used to want the kids to plant their foot hard on the board,” he said. “But all that energy was going downwards, into the board. We approach it differently now: we want them to pop off the board and get into the air.”

During the lunch break, coaches traded advice and thumbed through LA84 Foundation’s 457-page coaching manual (another perk distributed for free). Meanwhile, Wilson and LA84 Foundation librarians Michael Salmon and Shirley Ito staffed a “lending library” table, where the coaches gathered to borrow

instructional DVDs available from LA84 Foundation’s vast collection. The cost? All of \$1.

“One of the great things LA84 Foundation does is to have these videos available for the coaches,” Track & Field Clinic Coordinator Tim O’Rourke said. “It’s very difficult to teach kids something if they’re never seen anybody do it. With the videos, the coaches can take the kids into the classroom and show them what it looks like to hurdle, what it looks like to high jump. It’s incredibly useful.”

This past season, LA84 Foundation hosted four track & field coaching clinics and three in cross country. O’Rourke estimates that, with nearly 1,600 coaches in attendance at the seven clinics, the program directly and positively impacted thousands of young athletes in Los Angeles, Ventura, Riverside, Orange and San Bernardino counties.



**“We will teach you
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The effectiveness of LA84 Foundation's coaching clinics was measured in an empirical study conducted in 2008. The report found that graduates of the cross country coaching clinics guided all ten of the winning teams at the 2007 California Championships. In addition, Southland cross country programs saw a marked increase in participation among youth.

"There are clear correlations between attendance at LA84 Foundation cross country clinics and success in the state championship, better running times and the growth of cross country programs at high schools," the study concluded. "[It] suggests that the LA84 Foundation cross country coaching program has resulted in better coaches, better athletes and more cross country runners. In short, coaching education makes a difference."

At Moorpark, Kelly Chambers was attending an LA84 Foundation clinic for the first time. Her children have been involved with the Chatsworth Chiefs track club for years; now, her role is changing from parent-in-the-stands to assistant coach. "I'm here to learn about the fundamentals, so that I can take it to my kids and help them improve," she said. "When I come back next year, I'll move into the more advanced stuff."

Bryan Riggs, a parent-coach with the Simi Valley Running Rebels club, has been coming to LA84 Foundation clinics for a decade. "Today, I listened to Ed Luna speak about 'the active warm-up,'" he said. "In the past we were



doing more static stretching. Now, we're being taught that it's better to be more dynamic in nature. To have that opportunity to learn about cutting-edge training techniques – to stay current – is what this is all about."

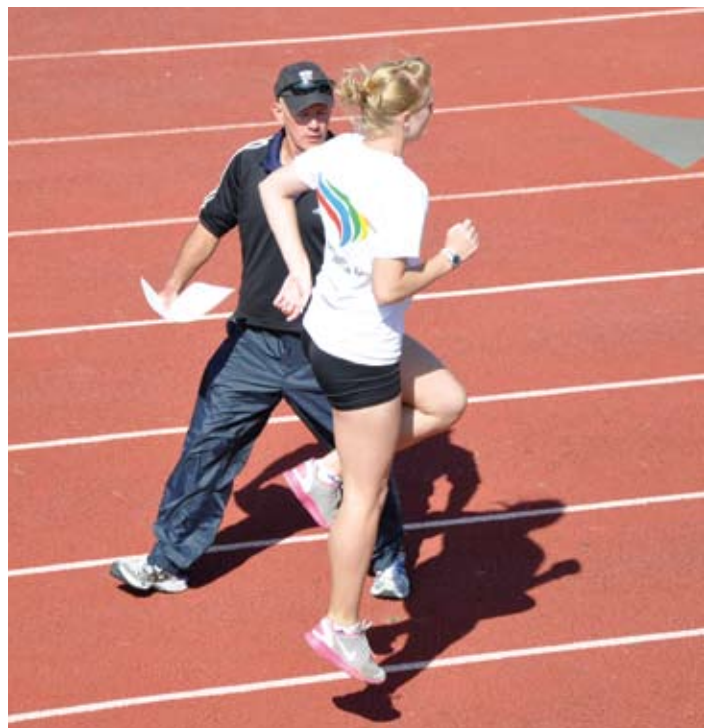
Riggs said that it is "mandatory" for his club's coaches to attend the clinics because "you're getting a chance to hear from coaches who have spent a lifetime practicing their craft and then bringing their ideas here. It's important that our coaches know how to coach the kids and what to coach the kids."

At their core, LA84 Foundation's coaching clinics "are not about winning the state meet," Clinic Coordinator O'Rourke said. "It's about understanding how to communicate with children and understanding what's best for each one. It's about learning the principals of training – and then helping kids set goals and formulate a plan to reach those goals. It's about teaching kids the skills they need and training them for those skills – and then watching them improve even as they're having fun."

O'Rourke paused and watched as dozens of coaches scurried to the next session. "We always tell the coaches the same thing," he said. "We can give you all the workouts and all the knowledge, but that's only part of the picture. The true art of coaching is learning to get the most out of each individual child."



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Rugby Is Growing in Popularity as Fast as it is Played

The sport of rugby has a storied tradition in England and around the world. In the United States, rugby has flown under the mainstream radar – especially in the inner city, where boys and girls have grown accustomed to playing basketball, football, baseball and soccer.

To a rugby enthusiast like Mark Griffin, the vast untapped resource of America's inner city represents an opportunity. Born and raised in England, Griffin founded Play Rugby USA in 2003. Combining academic instruction and rugby coaching, Griffin envisions Play Rugby USA as a way to counter the challenges faced by the underserved youth of his adopted country, including juvenile diabetes and obesity, poor nutrition and lack of exercise, gangs and delinquency, and high dropout rates.

"We want to get kids off the couch and off the street corners," he said. "Our mission is to provide kids who have never played rugby, kids from different cultures and backgrounds, the opportunity to learn a sport that they can play for life. Through rugby, we hope to introduce all of the positive benefits of sport – leadership, fitness, discipline, respect, developing character."

Griffin started Play Rugby USA in New York City, where the co-ed program has attracted over 10,000 kids at more than 200 schools. He attributes the growth of the program to the sport itself. "Rugby is unique for kids because it's fun and inclusive," he

said. "It's truly a participation sport. In American football, there's only one quarterback. In baseball, there's only one pitcher. With rugby, kids get to play offense and defense, to pass, catch and kick, to make their own decisions on the fly. It's very dynamic, very teamwork-oriented – and all you really need is a ball and a field."

Rugby has had an established following at colleges and universities on the East Coast. But when Griffin decided, in the fall of 2009, to expand Play Rugby USA to the West Coast, he knew that he needed to contact LA84 Foundation for assistance. "We looked over the landscape and saw that LA84 Foundation was the key player for youth sports in Southern California," he said. "It's a perfect fit because we share many of the same goals: we want to enrich the lives of youth, especially those who live in underserved communities, and we think sport is the perfect vehicle for that."

LA84 Foundation provided funding and, more importantly, connected Play Rugby USA with two non-profit organizations: Beyond the Bell and the After-School All-Stars. LA84 Foundation has longstanding bonds with these two groups; in turn, they gave Play Rugby USA entrée to a treasure trove of local elementary and middle school students.

"Without LA84 Foundation, Play Rugby wouldn't have been possible in Los Angeles," said Dallen Stanford, who heads Play Rugby's L.A. chapter and moonlights as the head rugby coach at Occidental College. "We wouldn't have gotten off the ground without their backing and, more importantly, their guidance."



For Beyond the Bell, adding rugby to their sports offerings was a positive development. “It’s important that children have exposure to different options because it keeps them engaged,” said Beyond the Bell Executive Director Alvaro Cortés. “LA84 Foundation gives us the opportunity to try new things by connecting us with organizations like Play Rugby.”

“It’s a challenge to introduce a new sport to the kids because they don’t like to go outside the box much,” said After-School All-Stars Nichols Peyton. “But once Rugby USA introduced the sport, the kids got excited about it. It’s a great sport for our purposes because, with flag rugby, the girls can play with the boys.”

In the spring of 2010, Play Rugby USA began a pilot program with LA84 Foundation and After-School All-Stars. In just three years, Play Rugby USA has expanded to include Beyond the Bell and other partners. It is now at more than three dozen campuses, and has served more than 800 boys and girls. Its coaches visit each school to train the on-site coaches and explain the rules to the children. The teams are co-ed.

“Whether or not the kids know how to play rugby is not a priority,” Stanford emphasized. “Our focus is on participation and providing an outlet for kids to have fun and make new friends.



They’re sometimes apprehensive when they try it for the first time, but once they start running around they love it.”

“Rugby is a perfect sport for our middle-school kids,” said Beyond the Bell’s Cortés. “It’s a sport where everybody’s in motion and engaged. Plus, everyone’s learning together because everyone starts off as a beginner.”

“Rugby USA came into our schools and did demonstrations for the kids and trained our program directors to be able to coach rugby,” said After-School All-Star’s Peyton. “Now, we’re looking to add rugby at three or four new schools next fall.”

With LA84 Foundation sponsorship, Play Rugby also organizes frequent tournaments so that kids can test their newly acquired



skills against one another. On a recent weekend morning, as Mark Griffin and Dallen Stanford supervised the officiating crew, students from 18 elementary and middle schools gathered in Bell Gardens to compete for trophies and prizes.

The children scampered across three fields throughout the morning. Many admitted they had never held a rugby ball until recently. “I heard of the name, but I never saw it before,” said Analea Miller, a seventh-grader from Bret Hart Middle School in South L.A. “I thought that it was tackle and I was scared to try it. But playing flag with the boys is okay. It’s fun.”

“With rugby there’s always action,” commented Diego Lopez, an eighth-grader at College Ready Middle Academy #4. “It’s a combination of soccer and football. That’s my two favorite sports.”

One of Lopez’s teammates, sixth-grader Gregory McCray, believes that he has an advantage over the bigger kids because “they

“It’s a sport where everybody’s in motion and engaged. Plus, everyone’s learning together because everyone starts off as a beginner.”

have to bend way down to reach my flag. So, I just run right by them.” Continued McCray: “Rugby is better than football because you don’t keep stopping. You keep on going and going.”

Coach Delores Martinez, with Bandini Elementary School, said that “rugby is very interactive and very athletic. I like that we’ve introduced it because it has a lot of teamwork involved. Otherwise, a lot of kids would be at home playing video games. This keeps their minds focused on something positive and healthy.”

According to Bret Hart Coach Ray Altamirano, “A lot of these kids from the inner city don’t get a chance to experience sports like rugby or badminton. If it’s not on ESPN, they don’t know about it. But when you bring in a sport like rugby, which is big around the world, they start noticing that there’s other fun stuff to do outside of basketball and football.”

As he walked from game to game and watched an old sport take root in new surroundings, Griffin noted that the introduction of rugby to the Olympic program in 2016 should boost the sport’s profile in the U.S. “To watch America compete against the world is a huge endorsement of the sport and a huge opportunity for rugby,” he said. “Rugby is a global game, and there are global opportunities for youth as well. Our vision is to create a better world for all kids through rugby.”







Uniting Southern California Native American Tribes Through Sport



ioneer Weber could not contain his smile.

The 10-year-old point guard had just led his squad to the age-group championship at a recent basketball tournament held at the Pechanga Indian recreation center. As his teammates slipped on victory T-shirts and posed for photographs in their sparkly, colorful uniforms, Weber detailed the excitement of the nail-biting win.



"We didn't want the game to go to overtime," said Weber, a member of the Viejas Tribe, "but we were ready to go. It feels awesome. This was so much fun."

Weber was one of 600 boys and girls, ages 5 to 18, competing among 16 different Indian tribes. The all-day event was the culmination of the basketball league organized by Inter Tribal Sports (ITS), a non-profit group that sponsors after-school youth sports among the far-flung Native American tribes in Riverside, San Bernardino and San Diego counties.

Such a scene would have been unimaginable just a decade ago, when children living on the isolated Indian reservations in Southern California had little opportunity to participate in after-school sports. "There was 'res ball,' but not much else," said Ben Foster, who was then the recreation coordinator on the Viejas reservation. "There was nothing that was organized."

In 2002, Foster launched ITS with four tribes, 100 kids, and one sport – flag football. A decade later, thanks in part to funding from LA84 Foundation, Temecula-based ITS serves 19 tribes and tribal organizations and as many as 1,000 children annually with basketball, flag football, soccer and softball leagues in four age divisions.

"There's all kinds of lessons to be learned through sports," said ITS board member and volunteer coach Andrew Masiel, Jr. "How to win, how to lose, how to be a part of a team, what it's like to work hard to achieve a goal."

One of the main goals of ITS is to help alleviate the health crisis in Indian country, with its dangerously high rate of obesity and diabetes. "Sports is the hook, the bait, to get the kids into the program," Foster said. "The priority is just getting the kids to do something, to move around. Even if it's only two or three practices

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**"But we think
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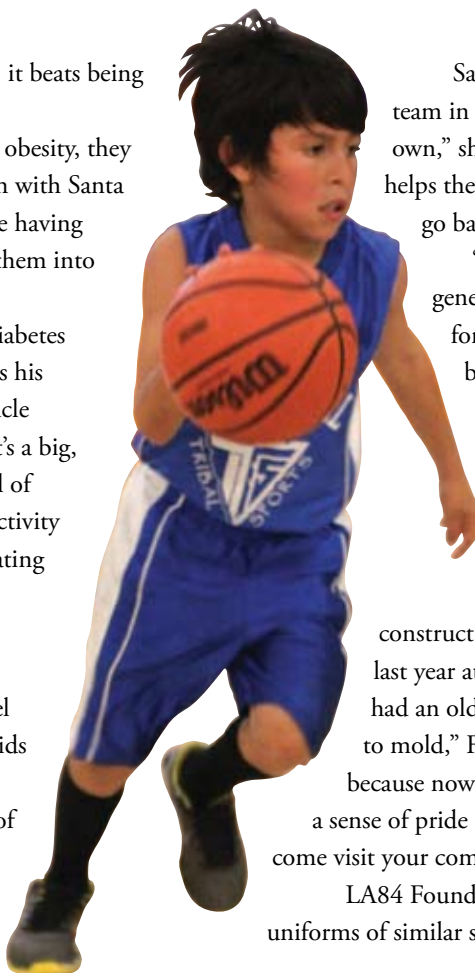
and one game a week, for a couple hours at a time, it beats being on the couch and playing video games.”

“If you try to ‘educate’ the kids on diabetes or obesity, they would probably be bored,” said April Perez, a coach with Santa Ysabel tribe. “All they know with ITS is that they’re having fun and they’re running around. We kind of trick them into exercising.”

ITS board member Masiel knows about the diabetes epidemic all too well. Both of his parents, as well as his grandparents, suffered from Type 2 diabetes; an uncle recently died from complications of the disease. “It’s a big, big concern for all of us,” said Masiel, the principal of Pechanga’s tribal school. “We know that physical activity and eating healthy are important to directly combating diabetes.”

Masiel points out that the significance of ITS’ programs extends beyond exercise. Because ITS mandates that the tribes both host games and travel to other reservations, “it sets a positive tone. The kids are from different tribes, but they’re all part of the Native American family. There’s a level of respect, of understanding and acceptance.”

Andrew Luna, a 15-year-old who lives on the remote Santa Ysabel reservation, likes “meeting new people and going to different places. We gain a lot of comradery. It’s like we’re a big family now. Basketball and the whole league brought us together.”



Santa Ysabel Coach Perez is pleased that every team in the league is co-ed. “The girls can hold their own,” she said. “They can hang with the boys. This helps them become stronger and better when they go back and play in girls-only sports leagues.”

“We often hear this from the older generation: ‘We used to get together only for funerals,’” Foster said. “This program is bringing the tribes together for a positive reason.”

Over the past few years, the LA84 Foundation has helped to fuel ITS’ growth. One grant, combined with tribal sponsorship and support from Nike’s N7 program, enabled the La Jolla tribe to construct an outdoor basketball court that opened last year at the foot of Palomar Mountain. “They had an old condemned gym which was closed due to mold,” Foster said. “The new court was a godsend because now La Jolla can host basketball games. There’s a sense of pride associated with that, to have other tribes come visit your community.”

LA84 Foundation funding also enabled ITS to buy uniforms of similar style and design for every tribe. Previously,



“Outdoor basketball court on the La Jolla Reservation built through a partnership between the LA84 Foundation, Nike N7 and the La Jolla Band of Luiseño Indians.”

said Foster, “some teams would show up in shiny new uniforms and some teams would show up in T-shirts that didn’t match. We’ve broken down those barriers and visual disparities. Now, everyone’s on an equal level when the whistle blows.”

Instructors supplied by LA84 Foundation have conducted numerous clinics for ITS’ volunteer crew of coaches. Basketball coach Robert Kolb, with the Rincon tribe, said that the LA84 Foundation coaching clinic “opened my eyes. It made me realize what kind of coach I want to be. Rather than just being a coach, I can be a role model for these kids.”

“I hope they keep building on the coaching clinics,” said Viejas basketball coach Derrick Monty. “There’s constant knowledge thrown at you, and something sticks every time you go to the clinic or watch a coaching DVD. The better you can do for yourself as a coach, the better you’re doing for your players.”

Perhaps more importantly, LA84 Foundation’s support has enabled Foster to concentrate on expanding ITS’ services. The

organization now employs four full time and six part time staff; it has expanded into health/nutrition programming, delinquency prevention, and higher education promotion. With support from former basketball star Bill Walton, several hundred Native American children toured the campus of U C L A.

In 2013, ITS will launch a volleyball league. ITS also plans to connect with those Indian tribes in Southern California that it is not currently servicing, Foster said. “We know that we’re not going to turn this around overnight,” he said. “But we think that, through sports, we can make the kids healthier and help them make positive choices that are going to carry on throughout their lives. Hopefully, in the end, what it leads to is healthier and more vibrant communities.”

For 10-year-old Tionee Weber, the future is about the upcoming softball season. “I play shortstop and second base,” he said proudly. “It’s all about playing the game.”





Parents Rally to Keep Kids Swimming



Carmen Membreno and Carla Hernandez still remember the panic they felt when the city of Los Angeles (COLA) announced that it was shutting down their children's beloved swimming club based in Exposition Park.

For years, COLA provided top-tier coaching at eight pools throughout Southern California for a nominal monthly fee. Through the city-funded program, members were able to compete as part of USA Swimming.

But Los Angeles' budget crisis forced the discontinuation of COLA, including the team at Exposition Park. "We didn't know what to do at first," Carmen said. "We just knew that we wanted to do everything we could to make the team survive."

Their most immediate concern was funding. Swimming is an expensive sport: private clubs charge upwards of \$300 per month per athlete – which includes coaching, equipment (swimsuits and goggles), association and registration fees, travel expenses to meets, and venue rental.

Carmen and Carla knew that this was well beyond the budgets of the predominantly low-income families that form the core of the club. Many swimmers were forced to drop out. The remaining parents initially raised money by cooking tacos and burritos and then selling the food at local meets.

"Every night Carla and I would be up until 2 in the morning, making lists of the things we had to do the next day," Carmen said. "No one taught us what was expected. It was a learning process."

The future of the club looked bleak, but a solution soon presented itself: the LA84 Foundation. A long time champion of aquatics, LA84 Foundation has funded "Summer Swim" programs at more than 100 city and county public pools in Southern California. Thousands of children have received instruction in swimming, water polo, diving, and synchronized swimming.

In addition, LA84 Foundation joined the Weingart Foundation and other foundations to fund the renovation of the



Swimming Stadium in Exposition Park, where Carmen and Carla's children practiced. Originally built for the 1932 Olympic Games in Los Angeles, the facility had fallen into disrepair. With funds from a group of foundations, the pool and the stadium were refurbished into a recreational and sports gem. The pool was named in honor of John C. Argue and the LA84 Foundation.

The son of an Olympian, John C. Argue was instrumental in bringing the 1984 Olympics to Los Angeles. Later, after the success of the Games, Argue served as chairman of the board of the Amateur

"LA84 Foundation has ensured, literally, the survival of the team."



Athletic Foundation (now known as the LA84 Foundation). A lawyer, businessman and philanthropist, Argue helped formulate LA84 Foundation's central mission: to serve the youth of Southern California through sport.

"Carla and I saw the name, 'John C. Argue Swimming Stadium,' and we thought, 'We're at this great facility, why not use

that name?'" Carmen explained. "The LA84 Foundation put us in touch with Mr. Argue's son, John M. Argue, and he was so gracious. He gave us permission to use the name of his father for our club."

Since then, support from the LA84 Foundation has provided more than a name. Funding has allowed the JCA





Swim Team to retain full time coaches, maintain their five-days-a-week practice schedule in the water and on dry land, provide equipment for the children, and travel expenses to local meets. The membership fee is an affordable \$60 per month.

“LA84 Foundation has ensured, literally, the survival of the team,” Carmen said. “It wasn’t just my daughter that was going to be affected if the team disappeared. She’s made lifelong friends on this team. They all grew up together. What was affecting my daughter was affecting every single member of the club.”

At a recent practice, a dozen or so kids churned through the pool under the watchful eyes of Luna and two other coaches.

“Swimming means everything to me,” said ninth-grader Elizabeth Membreno, Carmen’s daughter. “The coaches are working with me to make sure my form is correct, so I don’t get injured.”

“Swimming was something my family never did, so I decided to be the first one,” said Brandon Hernandez, 14. “You have to be committed to it. I dedicate everything I have to swimming.”

His mother, Carla Hernandez, applauds this in light of the fact that she was recently diagnosed with Type 2 diabetes. “I don’t want my kids to end up like me,” she said. “I want my kids to learn to love the sport so much that, when they get older, they don’t stop exercising or trying to be healthy.”

One swimmer, Jazmin Hernandez (no relation to Carla), is deaf. The team supported her trip to Portugal in 2011, to take part in the World Deaf Swimming Championships, where she helped the U.S. to victory. She is training to compete at the Deaf Olympics in 2013. “It’s amazing what she did,” Carmen said. “She inspired me to take a sign language course so that we can communicate better.”

Recently, the team experienced another setback. Long-delayed repairs to the LA84 Foundation/John C. Argue Swim Stadium forced the members to leave the confines of their home pool. They’ve been on the road for five months; in the scramble to find a pool for practice, they’ve bounced from the Roosevelt pool, to the LACES pool, to the Fremont pool.

Several members have not been able to handle the chaotic interruption. “With the pool shutting down, a lot of the parents aren’t able to make the commute to the different pools,” said Coach Geovanni Luna. “It’s been a real challenge keeping the team together.”

At practice at the Fremont indoor pool, the entire team squeezed into three lanes for practice. “I miss our pool,” said Erika Crispin, 17, who has been with the team since she was 8. “I love how it’s outdoors and how friendly the staff is there.”

“It doesn’t feel like home here,” said Brandon Hernandez. “It’s like going to someone else’s home. We can’t get comfortable.”

◆
“The coaches are working with me to make sure my form is correct and so I don’t get injured.”
◆

The team’s travails have prevented them from hosting meets in 2012, events that bring in much-needed revenue. “We would normally do four meets a year,” Carmen said. “But now we may be able to do only one. We have to look at what is our priority: to pay our coaches and to have practice for the kids.”

Still, with an assist from LA84 Foundation and Belinda Jackson, the Expo Center executive director, they’re grateful that the JCA team remains a vibrant option in the community. And, with the repairs now completed, the JCA swim team is back at home. “The time, the money, the headaches – when you see the kids swimming in the pool, everything pays off,” Carla said. “You feel good that you’re doing something for the community and for your own kids.”

“This is my full time commitment,” Carmen said. “I don’t see it as a job because we’re doing this for our kids. We just want them to have the same opportunity as other kids.”





GOALS Scores for Youth in Anaheim



In 1994, shortly after the Mighty Ducks of Anaheim began playing in the N.H.L., the Walt Disney Company hired Dave Wilk to organize a youth ice hockey program in the community.

Wilk was used to working with children from low-income areas: he had started a similar program in Harlem. But even that experience left him unprepared for the blight and poverty that he encountered in the urban core of Orange County.

His headquarters was an abandoned courthouse that was scheduled for demolition. The roof leaked, and there was no electricity. Next to the building was a desolate lot overrun by trash and weeds. Across the street was a park occupied by homeless people.

“The low-income neighborhoods of central Anaheim are well-concealed and not talked about in the media,” Wilk said. “But it’s insidious, and it’s the kids that suffer.”



Wilk fixed the roof, wired the place with electricity, and established the headquarters of Growth Opportunities through Athletics Learning & Service (or GOALS) inside the courthouse. With a grant from the LA84 Foundation, he re-purposed an old recreation center in the homeless-populated park into an air-conditioned, multi-sports facility he dubbed GOALS Gardens. He acquired a fleet of buses to transport underserved youth from the distressed neighborhoods of Anaheim, Placentia and Fullerton to their after-school activities.

In 2010, LA84 Foundation funding allowed him to transform a garbage-strewn vacant lot into GOALS Dreamscape. The site now features two gleaming tennis courts that would not look out of place in Indian Wells, a fitness track, and a 6,000-square foot, artificial turf facility that can be used for futsal, lacrosse, field hockey, handball and rugby action. An indoor weight-room and aerobics gym was created in a space that formerly housed prisoners. LA84 Foundation also provided uniforms, sports equipment, a ball machine for tennis, a scoreboard and funds to hire coaches.

“The business of a child is play, but kids need places to play,” Wilk said. “If kids don’t have that, they become disillusioned, disconnected, dispirited, depressed. We were driven to build facilities because none existed here.”

Today, GOALS annually serves 1,500-2,000 boys and girls, ages 6 to 19. Approximately 85% of the children are Latino. GOALS charges no fees for equipment, ice time, or transportation because “increasingly, youth sports are becoming pay-to-play in America,” Wilk said. “Many poor children can’t experience the thrill and comradery of sports because their parents can’t afford to pay for uniforms or club fees. So the kids end up sitting at home in a rundown room doing nothing.”

Another danger lurks within the community: the threat of childhood obesity. To combat that, “we need to keep the kids interested and involved in exercise,” said GOALS’ coordinator Iraj



Anaheim ICE for the kids' 90-minute practices. Inside, as the boys and girls take to the freshly polished surface in their brightly colored uniforms, their voices echo throughout the Frank Gehry-designed rink. The Stanley Cup banner won by the rink's other tenant, the NHL's Anaheim Ducks (now owned by Henry Samueli), hangs from the ceiling.

"I never played hockey before," said Dasilva. "But the coaches really push you to try new things. At first, I didn't like it, but now I love hockey. It's not a one-player game. It's like soccer, but on skates."



"LA84 Foundation has watched us change and expand. They believed in us and helped us grow so that we can continue to serve the youth in this area."

Dowlathshahi, who has worked with Wilk for 12 years. "Otherwise, they're texting each other or they're on Facebook or they're playing video games non-stop."

Wilk and Dowlathshahi point out that GOALS extends beyond sports in promoting academic performance and commitment. The organization has formed an alliance with Valadez Middle School Academy in Placentia. Besides getting an opportunity to play sports through GOALS, these students participate in after-school learning sessions, including a math lab and homework help. "I used to mostly not do my homework," said eighth-grader Yuritzi Avrego, a GOALS member. "I would just be lazy, doing nothing at home. Not no more: I have stuff to do."

"If I didn't have GOALS, I probably wouldn't do my homework because I don't like doing homework," 13-year-old Elijah Dasilva said. "Here they tell you, do your homework, or you can't play sports. I love to play sports, so I end up doing both."

In conjunction with the Anaheim City School District, the GOALS A+ Opportunity Academy offers free tutoring as well as athletic and social enrichment programs to "off-track" youngsters. Because the city's overcrowded school system regularly pushes "off-track" kids out of the classroom, the sessions at the GOALS A+ Opportunity Academy help as many as 50 boys and girls per month stay involved and motivated during their academic down-time.

"We keep adding programs around the interest and needs of the community," Wilk said. "LA84 Foundation has watched us change and expand. They believed in us and helped us grow so that we can continue to serve the youth in this area."

Ice and roller hockey remain the centerpieces of GOALS' recreational schedule. During the week, buses line up outside

"The first thing the coaches teach them is how to fall," GOALS' Dowlathshahi said. "Then they learn how to get up and skate. What's great to see is the smiles on their faces as they get better and better."

Wilk has no plans to stop the building boom. The next planned expansion promises to transform yet another adjacent lot – as bleak as the one GOALS has already fixed up – into Dreamscape II. This area will feature a basketball court, an outdoor rink with synthetic ice and another soccer field – all for enjoyment of the local youth.

To paraphrase the famous line from the film "Field of Dreams:" If you build it, the kids will come.

"Our sole purpose is to get kids involved," Wilk said. "The hook happens to be sports, which is healthy and builds spirit and social connections. If you give a child that, their perspective changes. Sports becomes the backdrop for growing up in a safe harbor and becoming a healthier person. They make friends and feel better about themselves. It gives them an identity and hope."



A Sports Oasis for the Youth in Compton



In a recent afternoon in Compton, Los Angeles County Deputy Sheriff Abi Ben-Sahile was standing inside a converted National Guard armory and overseeing the daily after-school offerings of the Sheriff's Youth Activity League.



The dance team was preparing for the upcoming Cinco de Mayo celebration, and the computer area was packed with kids doing homework. A legion of aspiring Oscar De La Hoyas sparred in the boxing ring, while teams of aspiring Kobe Bryants took turns playing three-on-three basketball.

The sun was shining brightly, but no kids were playing outside the cavernous facility. The parking lot was an island of concrete and metal storage containers, bordered by a chain-link fence. It was as bleak and as desolate as a prison yard.

"It's hard selling the Youth Activity League because we're in this industrial area in Compton that is not kid-friendly," Deputy Ben-Sahile said. "We're limited in what we can do."

And yet, this uninviting space represents an oasis of hope for local youth. In a matter of days, a grant from the LA84 Foundation transformed this urban wasteland into an outdoor playscape for the community, complete with three basketball courts and an artificial-turf soccer field.

With that, the excited yelps of youngsters at play began echoing through the streets of Compton. "Being inside, it gets boring," said Angel Camacho, a fourth-grader at Mayo Elementary

School. "Now we can play outside. I'm going to come here every day."

"Before, we had to play soccer and basketball inside," said Ashley Arguello, a ninth-grader at Paramount High School. "It's great that we can be outside."

"By giving kids more sports outlets, we'll be able to attract more kids," said Deputy Ben-Sahile. "That will make the YAL program more effective and keep more kids off the streets. Hopefully, that will translate into a safer, more cohesive community."

Since 1985, the non-profit Sheriff's Youth Foundation has offered after-school enrichment programs, free of charge, in poverty-stricken and crime-ridden communities throughout Southern California. Every weekday, children ages 8 to 17 gather at YAL facilities to access computer labs, receive tutorial help, and play sports in a safe and supervised environment.

"Serving youth is the heart and soul of the Sheriff's Department," said A.J. Rotella, executive director of the Sheriff's Youth Foundation. "We're here to provide positive alternatives for the kids, through our sports and arts and education programs,

in areas that typically receive less services than places like Santa Monica and Pasadena.”

YAL serves approximately 4,000 boys and girls annually. With severe cutbacks in school budgets throughout California, YAL remains a crucial after school option. A recent study noted that “within an hour after-school lets out, 65% of high schools in California’s poorest neighborhoods close their computer labs, 73% close their libraries, and 84% close their gyms for recreational use.”

“That leaves kids with very few opportunities to do anything constructive after school,” Rotella said. “Without structure and resources, they more easily fall prey to the dangers of the streets, including drugs, gangs and juvenile crime.”

One major key to the success of YAL is providing quality facilities for the kids. In 2009, a grant from the LA84 Foundation (as well as contributions from the Annenberg Foundation) helped turn what was a large tent in the Norwalk-South Whittier area into a permanent structure that Rotella describes as “a model for what a

youth learning center should look like.”

The following year, LA84 Foundation joined with Nike and A Better LA, the charitable organization of former USC football coach Pete Carroll, to transform a parking lot in South Los Angeles into a sports complex.



At the Sheriff’s Youth Center in Lennox, youngsters now enjoy a refurbished skateboard park as well as a multi-sport court for basketball, volleyball, and soccer.

The newly constructed site in Compton marks the third partnership between LA84 Foundation and the Sheriff’s Youth Foundation. In addition, LA84 Foundation brought another non-profit group, Hugo Salcedo’s Urban Soccer Foundation, into the project to provide organized and expert soccer instruction to the children.



“What’s amazing about LA84 Foundation is their willingness to forge alliances with other organizations to ultimately serve more children,” Rotella said. “These connections are far more valuable than just an investment in dollars because it shows that their level of commitment is huge. I’m amazed at the level of support that I’ve received from Patrick [Escobar] and Gabby [Tovar]. LA84 Foundation is much more than a grant resource.”

The recent building boom has increased the number of YAL facilities to 17, up from just six 12 years ago. “As a non-profit, we have to raise our own funds,” Rotella said. “We’re not government funded. So, we’re fortunate to connect with LA84 Foundation because our goals are very complimentary.”

Rotella envisions additional success stories in the future. “There are other areas in Southern California with similar needs that we can help through YAL and with the support of LA84 Foundation,”

With severe cutbacks in school budgets throughout California, the YAL remains a crucial after-school option.

he said. “The opportunities are there for us to provide quality sports and education programs for more kids every year. We want to increase that number every year.”

One challenge in attracting youth to YAL, Compton Deputy Ben-Sahile said, is that “the sheriff’s uniform can be a sticking point with some kids. What I do is get into my basketball shorts and my sneakers and get on the court every day. When they see that I’m just a regular guy and here to help them, that breaks down the barrier.”

According to ninth-grader Ashley Arguello, “A lot of kids don’t want to come here at first because it’s like, ‘Oh no, cops.’ But then you come and talk with them and you go, ‘Okay, they’re not here to get me in trouble. They’re here to protect me and give me guidance.’ Since I’ve been coming here, my grades have gone up.”

The unveiling of the newly improved Compton facility in June, said Deputy Ben-Sahile, should further help break down those barriers. “Once they see the beautiful green soccer field and the beautiful basketball courts and all the kids playing, it sends a message to the entire neighborhood: ‘We’re here, we’re better than ever, and we’re not going anywhere,’” he said.



GRANTS AWARDED

OCTOBER 2010 TO JANUARY 2012

October 2010

MT. SAN ANTONIO COLLEGE FOUNDATION \$120,000

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

GROWTH OPPORTUNITIES THROUGH ATHLETICS LEARNING & SERVICE (GOALS) \$70,000

For personnel, athlete expenses and equipment for tennis and soccer programs at the new GOALS Dreamscape facility in Anaheim and lacrosse at Valadez Middle School Academy in Placentia.

SOUTHERN CALIFORNIA SPEED SKATING ASSOCIATION \$57,100

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

DOWNEY DOLPHINS SWIM CLUB INC. \$50,000

For a 10 lane scoreboard and timing system.

BOYS & GIRLS CLUB OF CARSON \$25,000

For personnel, athlete expenses, equipment and capital refurbishment for basketball, soccer, volleyball and futsal programs.

TGA GOLF FOUNDATION \$21,100

For personnel and equipment for after-school golf program in Compton and Hawthorne.

A PLACE CALLED HOME \$20,000

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

THE SALVATION ARMY – SOUTHERN CALIFORNIA DIVISIONAL HEADQUARTERS \$18,800

For venue costs, equipment and officials' jerseys for the basketball and soccer programs at the Siemon Family Youth & Community Center in South Los Angeles.

REACHBACK LOS ANGELES \$17,802

For athlete expenses and equipment for soccer, basketball, baseball and softball programs.

UNIVERSAL SOCCER LEAGUE \$15,600

For athlete expenses and equipment for soccer program.

BOYS & GIRLS CLUB OF VISTA, INC. \$15,000

For personnel, athlete expenses and equipment for year-round soccer program.

EAST WIND FOUNDATION FOR YOUTH, INC. \$12,000

For athlete expenses and equipment for judo, boxing and kung fu programs.

January 2011

KIDS IN SPORTS \$375,000

For personnel, venue, athlete expenses and equipment in support of baseball/softball/t-ball, basketball, flag football, volleyball and soccer leagues at KIS sports clubs throughout Los Angeles County.

LA's BEST \$300,000

For personnel and athlete expenses in support of a year-round after-school sports program in flag football, softball, basketball and soccer serving boys and girls at 180 elementary schools in Los Angeles Unified School District.

SOUTHERN CALIFORNIA TENNIS ASSOCIATION \$150,000

For personnel, athlete expenses and equipment for tennis programs throughout Southern California.

LOS ANGELES PARKS FOUNDATION \$100,000

For construction of an adaptive baseball field.

BOYS & GIRLS CLUB OF THE LOS ANGELES HARBOR \$80,000

For renovation of the gymnasium and outdoor sports arena at the main site located in San Pedro.

FRIENDS OF EXPO CENTER \$75,000

For personnel for the 2011 Learn to Swim Program.

VARIETY BOYS & GIRLS CLUB \$50,000

For capital improvements of the gymnasium at the new Variety Boys & Girls Club.

BOYS & GIRLS CLUB OF WEST SAN GABRIEL VALLEY \$40,000

For personnel, equipment and athlete expenses for the 2011 teen sports leagues.

YMCA OF METROPOLITAN LOS ANGELES – WESTCHESTER FAMILY BRANCH \$35,000

For personnel, venue, athlete expenses and equipment for the Junior Lakers basketball league.

LA SCORES \$30,000

For personnel, equipment, and venue costs for an after-school soccer program in the Palms neighborhood of Los Angeles.



SMALL GRANTS

BOYS AND GIRLS CLUB OF CAMARILLO \$10,000

For personnel for sports program serving the children of Camarillo and the surrounding communities.

DOWN SYNDROME ASSOCIATION OF LOS ANGELES, INC. \$10,000

For personnel, uniforms and equipment for sports program serving children with down syndrome.

FIELD HOCKEY FEDERATION, INC. \$10,000

For a portion of the total cost of instructional personnel for an in-school, introductory field hockey program during the 2010-11 year across 16 elementary and middle schools in Ventura County.

LOS ANGELES JUNIOR CHAMBER OF COMMERCE CHARITY FOUNDATION \$10,000

For athlete expenses and equipment to support the expansion of The First Tee of Los Angeles at its new Whittier Narrows Golf Course site.

McDUFFY'S ACADEMY OF ACADEMIC EXCELLENCE \$10,000

For uniforms and equipment for the boxing and martial arts program serving children in South Los Angeles.

OCEANSIDE IVEY RANCH PARK ASSOCIATION \$10,000

For scholarships for a therapeutic equestrian program.

ST. STEPHEN MISSIONARY BAPTIST CHURCH \$7,500

For personnel, athlete expenses and equipment for approximately 120 girls and boys for the 2010-11 basketball league.

T.E.R.I., INC. \$10,000

For equipment for the therapeutic equestrian program.





CATHOLIC CHARITIES OF LOS ANGELES, INC. \$25,000

For referee and facility fees for Catholic Youth Organization's spring 2011 middle school soccer program.

SWIM TORRANCE \$15,000

For scholarships for former City of Los Angeles (COLA) members of Peck Park who will be joining Swim Torrance for the 2011-2012 year.

ACADEMIC BASKETBALL ASSOCIATION \$12,000

For uniforms and gym rental fees for basketball program.

SMALL GRANTS

CALABASAS TRACK CLUB INC. \$10,000

For facility fees and equipment for the Calabasas Cheetahs Track Club.

CHATSWORTH YOUTH SPORTS, INC. \$10,000

For athlete expenses and field fees for the 2011 track and field program.

EL SERENO STALLIONS FOOTBALL AND CHEER INC. \$10,000

For equipment for the football program.

LOS ANGELES TABLE TENNIS ASSOCIATION \$10,000

For scholarships and equipment for table tennis program.

MONROVIA YOUTH BASEBALL LEAGUE \$10,000

For athlete expenses, venue costs and equipment for the spring 2011 baseball program.

NORTH VALLEY ATHLETIC CLUB, INC. \$10,000

For uniforms, scholarships, venue, and equipment for the North Valley Golden Bears' track & field program in East San Fernando Valley.

RowLA \$8,000

For facilities, uniform, and competition fees for a girls rowing program.

SIMI TRACK CLUB, INC. \$10,000

For scholarships and uniforms for the track and field and cross country program.

UNITED TRACK CLUB INC. \$10,000

For scholarships, uniforms and equipment for the cross country and track and field program.

US TOO GYMNASTICS INC. \$10,000

For scholarships for the gymnastics and track and field programs serving children with special needs.

WEST VALLEY EAGLES TRACK CLUB INCORPORATED \$10,000

For athlete expenses and venue costs for a track and field program in San Fernando Valley.

June 2011

LOS ANGELES UNIFIED SCHOOL DISTRICT \$525,000

For personnel and athlete expenses for after-school intramural sports league in basketball, soccer, softball and flag football at all 95 middle schools in LAUSD.

STUDENTS RUN LA \$125,000

For personnel and athlete expenses for the 2011-2012 LA Marathon training program for middle school and high school youth.

A BETTER LA \$100,000

For uniforms for basketball and soccer programs offered through 32 parks participating in the Summer Night Lights 2011 sports program.

ROSE BOWL AQUATICS CENTER \$50,704

For personnel and athlete expenses for the Olympic Challenge swim program and a learn-to-swim program for 400 third graders in the Pasadena Unified School District.

BOYS & GIRLS CLUB OF COACHELLA VALLEY \$50,000

For gym renovation at Indio site.

ANAHUAK YOUTH SOCCER ASSOCIATION \$43,700

For venue costs, athlete expenses and equipment for year-round soccer program.





SMALL GRANTS

BACK BAY YOUTH RUGBY FOOTBALL CLUB \$10,000

For personnel, athlete expenses and equipment for rugby football club.

CLAREMONT JUNIOR ALL AMERICAN FOOTBALL AND CHEER \$10,000

For equipment and athlete expenses for football program.

EASTSIDE LIONS YOUTH FOOTBALL AND CHEER ASSOCIATION \$5,000

For athlete expenses for tackle football program.

EL SEGUNDO YOUTH FOOTBALL & CHEERLEADING INC. \$10,000

For venue costs and equipment for football program.

ENCINITAS SOCCER LEAGUE \$10,000

For athlete expenses for the recreational soccer teams in the Encinitas area in San Diego County.

GLENDALE JUNIOR ALL AMERICAN FOOTBALL ASSOCIATION INC. \$10,000

For equipment for football program.



BOYS & GIRLS CLUBS OF LONG BEACH \$40,000

For gym renovation at Petrolane location.

INGLEWOOD POLICE ACTIVITIES LEAGUE \$30,000

For athlete expenses and equipment for baseball, basketball, boxing and football programs.

YALLA SAN DIEGO, INC. \$30,000

For personnel, athlete expenses and equipment for soccer program that serves Iraqi youth refugees in the El Cajon area.

J TECH INSTITUTE INC.

(DBA FALCONS YOUTH & FAMILY SERVICES) \$27,890

For venue costs, athlete expenses and equipment for football program.

YOUTH SPEAK COLLECTIVE \$27,140

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

WATTS WILLOWBROOK BOYS & GIRLS CLUB \$25,200

For personnel, athlete expenses and equipment for soccer, basketball, baseball and softball programs.

PERRIS VALLEY YOUTH ASSOCIATION SPORTS \$25,000

For athlete expenses and equipment for the boxing and football programs.

HOLLYWOOD POLICE ACTIVITY LEAGUE \$24,000

For personnel, venue costs, athlete expenses and equipment for soccer and karate programs.

AMERICAN YOUTH SOCCER ORGANIZATION (REGION 1065) \$20,000

For venue costs, athlete expenses and equipment for soccer program serving Montebello and the surrounding communities.

BOYS & GIRLS CLUB OF WHITTIER INC. \$13,599

For personnel, athlete expenses and equipment for softball program.

LINCOLN HEIGHTS YOUTH ASSOCIATION \$10,000

For athlete expenses and equipment for football program.

MORENO VALLEY JUNIOR ALL AMERICAN FOOTBALL AND CHEER INC. \$10,000

For equipment for football program.

MOUSE IN THE HOUSE FOUNDATION \$7,500

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

NEIGHBORHOOD JUNIOR TENNIS PROGRAM INC. \$10,000

For athlete expenses, equipment and personnel for tennis lessons and league/tournament play.

OAK GROVE INSTITUTE FOUNDATION, INC. \$10,000

For personnel, athlete expenses and equipment for basketball, baseball, volleyball, and martial arts program for youth, ages 7 to 17, in Oak Grove's residential and day programs in Riverside.


TEAM PRIME TIME, INC. \$10,000

For personnel, athlete expenses and equipment for games at Palms Middle School in West Los Angeles, in which able-bodied students are paired to work with special-needs students in a structured sports program.

THE APPLE VALLEY POLICE COMMUNITY ACTIVITY LEAGUE \$10,000

For athlete expenses and equipment for boxing program.

UNITED BOYS & GIRLS CLUBS OF SANTA BARBARA COUNTY \$10,000

For gym floor renovation for the Santa Barbara Westside site.

October 2011
THINK TOGETHER \$76,040

For personnel, athlete expenses and equipment for middle school sports program.

WOODCRAFT RANGERS \$75,000

For personnel and equipment for soccer and basketball sports programs as part of the Nvision Afterschool Program.

YMCA OF THE EAST VALLEY – REDLANDS FAMILY BRANCH \$75,000

For new aquatic facility.

INTER TRIBAL SPORTS INC. \$60,000

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

BOYS & GIRLS CLUB OF VENICE, INC. \$23,000

For personnel for the Play Now year-round seasonal sports program including basketball, soccer, baseball and flag football.

ASSISTANCE LEAGUE OF SOUTHERN CALIFORNIA \$22,482

For personnel, venue costs, athlete expenses and equipment for basketball and swimming programs for the CHEERS after-school program.

BOYS & GIRLS CLUB OF BURBANK INC. \$18,505

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

CHALLENGERS BOYS & GIRLS CLUB \$15,000

For personnel, venue costs, athlete expenses and equipment for soccer program expansion in Los Angeles.


SMALL GRANTS
CARLSBAD WAVE SOCCER \$10,000

For scholarships for soccer program.

CAROUSEL RANCH INC. \$10,000

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

CENTRAL COAST JUNIOR GOLF, INC. \$10,000

For equipment for the National Schools Program that provides golf in schools for elementary school-age youth in Santa Barbara County.

LAKE CASITAS ROWING ASSOCIATION \$10,000

For additional boats and ergs to accommodate program growth.

PRO KIDS GOLF ACADEMY, INC. \$5,000

For tournament expenses and equipment for a year-round golf program in the City Heights neighborhood in San Diego County.

RIDE ON LA \$10,000

For equipment to support the therapeutic equestrian program for children with mental and physical disabilities.

RIDING EMPHASIZING INDIVIDUAL NEEDS AND STRENGTHS (REINS) \$10,000

For scholarships for a therapeutic horsemanship program in the Fallbrook community in San Diego County.



January 2012

KIDS IN SPORTS \$395,000

For personnel, venue, athlete expenses and administrative costs for a data management program in support of basketball, baseball/softball/t-ball, volleyball and soccer leagues at KIS sports clubs throughout Los Angeles County.

LA's BEST \$300,000

For personnel and athlete expenses in support of a year-round after-school sports program at 180 elementary schools in the Los Angeles Unified School District.

SOUTHERN CALIFORNIA TENNIS ASSOCIATION \$150,000

For personnel, athlete expenses and equipment for tennis programs throughout Southern California.

MT. SAN ANTONIO COLLEGE \$120,000

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

SHERIFF'S YOUTH FOUNDATION OF LOS ANGELES COUNTY \$76,200

For outdoor facility improvements at the Compton Youth Activities League Center.

PLAY RUGBY – CALIFORNIA, INC. \$60,000

For personnel and equipment for rugby program.

HEART OF LOS ANGELES YOUTH, INC. \$53,440

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

CHATSWORTH JUNIOR BASEBALL LEAGUE, INC. \$50,000

For renovation of baseball fields.

JOHN C. ARGUE SWIM TEAM \$35,000

For athlete expenses and venue fees for swimming program.





P. F. BRESEE FOUNDATION \$35,000

For coaches, uniforms, equipment and facility rental for the after-school and summer sports program.

CATHOLIC CHARITIES, INC. \$25,000

For referee and facility fees for Catholic Youth Organization's Spring 2012 middle school soccer program.

A PLACE CALLED HOME \$21,875

For personnel athlete expenses and equipment for the South Central Sports League's basketball, flag football and soccer programs, as well as capoeira.

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

For athlete expenses and equipment for swim and soccer leagues.

GREATER SAN DIEGO AFTER-SCHOOL ALL-STARS \$19,185

For personnel and athlete/equipment expenses and for the after-school soccer and flag football programs.

PLEASANT VALLEY SWIM CLUB \$15,000

For venue expenses and equipment for swimming program.

YMCA OF METROPOLITAN LOS ANGELES –

HOLLYWOOD WILSHIRE \$15,000

For uniforms and scholarships for the Junior Lakers basketball program.

YOUTH 'N MOTION ACADEMY, INC. \$13,650

For equipment and athlete expenses for martial arts program.

EAST SAN GABRIEL VALLEY JAPANESE COMMUNITY CENTER \$13,500

To sand and refinish the gym floor for basketball and martial arts programs.

TOBERMAN NEIGHBORHOOD CENTER, INC. \$12,180

For uniforms, equipment, awards and referees for the soccer and basketball programs.

SMALL GRANTS

ANTELOPE VALLEY YOUTH ATHLETICS INC. \$7,500

For personnel, athlete expenses and equipment for track & field program.

CRENSHAW COUGARS YOUTH FOOTBALL ORGANIZATION \$10,000

For helmets and game pants for the football program.

INNER CITY EDUCATION FOUNDATION \$10,000

For personnel and athlete expenses for middle and high school tackle rugby program.

INSTITUTE FOR THE REDESIGN OF LEARNING

DBA THE ALMANSOR CENTER \$5,000

For equipment and uniforms for the basketball program.

KIDS ENJOY EXERCISE NOW LOS ANGELES \$10,000

For venue, equipment, personnel and administrative expenses for athletic program.

METROPOLITAN PONY BASEBALL \$10,000

For equipment and field rental for baseball program.

ORANGE COUNTY YOUTH COMMISSION \$10,000

For equipment, athlete expenses and resurfacing gym floor for boxing program.

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

For uniforms for the track and field program.

TEMPLE CITY AMATEUR SOFTBALL ASSOCIATION \$10,000

For venue and equipment for girls' softball program.





June 2012

LOS ANGELES UNIFIED SCHOOL DISTRICT \$500,000

For personnel and athlete expenses for an after-school intramural sports league in multiple sports at all 98 middle schools in LAUSD.

STUDENTS RUN LA \$125,080

For athlete expenses for the 2012-2013 LA Marathon training program for middle school and high school youth.

FRIENDS OF EXPO CENTER \$60,000

For personnel for the 2012 Learn-to-Swim program offered to students in schools in the Exposition Park area.

ROSE BOWL AQUATICS CENTER \$52,688

For personnel and athlete expenses for the Olympic Challenge, a learn-to-swim program, for 400 third graders in the Pasadena Unified School District.

BOYS & GIRLS CLUB OF HOLLYWOOD \$50,000

For the renovation of the gym floor.

CALIFORNIA HOSPITAL MEDICAL CENTER FOUNDATION \$50,000

Toward the construction of a new play space to serve youngsters in downtown Los Angeles.

THE GRYPH FOUNDATION \$50,000

For sports uniforms for youth participating in the Summer Night Lights 2012 Sports Program.

COUNTY OF LOS ANGELES, DEPARTMENT OF PARKS & RECREATION \$25,870

For personnel, athlete and equipment expenses for Parks After Dark summer sports program.

PLAYWORKS EDUCATION ENERGIZED \$24,100

For personnel, venue and equipment for sports league at 10 elementary schools.

SMALL GRANTS

ANY BODY CAN YOUTH RESORTS FOUNDATION \$10,000

For equipment and athlete expenses for a boxing program in the Stockton neighborhood in San Diego County.

COVINA VIKINGS YOUTH FOOTBALL ORGANIZATION \$10,000

For equipment for a football program.

DUARTE HAWKS YOUTH FOOTBALL CORPORATION \$10,000

For athlete expenses and equipment for a football program.

EASTSIDE LIONS OF LANCASTER \$7,000

For equipment for a football program.

GLENDORA JUNIOR ALL-AMERICAN FOOTBALL \$5,000

For equipment for a football program.

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

For equipment for a football program.

LA SOUTHEAST YOUTH ATHLETIC FOUNDATION \$10,000

For athlete expenses and equipment for a football program.

LAKEWOOD POP WARNER \$5,500

For athlete expenses for a tackle football program and a Challenger flag football program.

LAWNDALE YOUTH FOOTBALL & CHEERLEADING ASSOCIATION, INC. \$10,000

For equipment for a football program.

LTSC COMMUNITY DEVELOPMENT CORPORATION AKA LITTLE TOKYO SERVICE CENTER \$7,000

For athlete expenses and equipment for a basketball program.

MID-SAN GABRIEL VALLEY POP WARNER, INCORPORATED \$10,000

For equipment for a football program.

PEOPLE FOR PARKS CHARITABLE FUND \$10,000

For personnel and equipment for the One Watts/Watts Unido Sports Program.

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

For equipment for a football program.

SEARCH TO INVOLVE PILIPINO AMERICANS \$10,000

For personnel, venue costs, athlete expenses and equipment for the Temple Gateway Youth Sports League basketball program.

SNOWLINE COMMUNITIES YOUTH FOOTBALL ASSOCIATION, INC. \$10,000

For athlete expenses and equipment for a tackle football program.

TAKING THE REINS \$5,000

For equipment (a horse) for a girls' riding program.

WEST COVINA BRUINS YOUTH FOOTBALL \$7,000

For equipment for a football program.

XTREME YOUTH FOOTBALL & CHEER INC. \$7,000

For equipment for a football program.

YWCA OF SANTA MONICA – WESTSIDE \$10,000

For athlete expenses and personnel for a girls' basketball league.



FOUNDATION 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 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.
6. Grantee acknowledges that it has a written policy that addresses its commitment to keep children safe from sexual abuse by preventing, recognizing and responding to situations both on and off the playing field that in any way compromises their safety.

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 prioritize 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, 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 cost 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 Field of Play: Field of Play requests will be considered 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 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. If it is determined 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 online 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
- 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

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.)
- Send your coaches to a coaching education course presented or approved by the LA84 Foundation.

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: Funding is 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 through reports, to monitor program expenses and to be available to help if problems arise.



Financial Profile

Investment Portfolio
as of June 30, 2012
\$133,220,662

OFFENSIVE
\$74,234,343

DEFENSIVE
\$58,986,319



Summary of Expenditures from
Inception (1985) to June 30, 2012
\$206,902,184

GRANTS
\$94,755,139

SPORTS PROGRAMS
\$32,835,263

LIBRARY, WEBSITE, AND RESEARCH
\$37,402,891

ADMINISTRATION AND OTHER
\$26,602,162

FACILITIES
\$15,306,729



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