

2012 - 2014



BIENNIAL REPORT



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Published biennially by the
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Published July 2014

LETTER FROM THE CHAIR:



In June 18, 2014, I had the honor of being elected Chair of the LA84 Foundation by my colleagues on the board. The timing of my election is particularly significant to me as we are celebrating the 30th Anniversary of the 1984 Los Angeles Olympic Games. The LA84 Foundation is the legacy of those Games.

As I reflect back to the 1984 Olympic Games, one word comes to mind: excellence. There is no better word to describe the manner in which the Games were organized and delivered by my board colleague, Peter V. Ueberroth, his management team, staff and thousands of volunteers. I recall the excellence displayed by the best athletes from around the world as they competed to earn Olympic medals. I fondly remember how the residents of Los Angeles also reached for excellence as hosts and showed the world that a diverse people could come together as one unified community to support a global event.

It is thus not surprising that at the LA84 Foundation we also strive for excellence as we serve youth through sport and increase the understanding of the role of sport in society. To each of the previous chairs of the Foundation, I extend my gratitude for their leadership in this work. I congratulate my immediate predecessor, Bob Graziano, for his commitment to increase the resources available to the Foundation to expand its services and brand.

I believe the Foundation is uniquely positioned to be a catalyst for change. We have extensive knowledge of the various manners in which youth sports is delivered in Southern California. We know what works and what does not. We also are aware of the issues facing youth sports. By applying our knowledge and resources in innovative ways and taking a leadership position, we can bring positive change to the field.

We know we cannot go at this alone. I call upon others to join our effort. There is a great need to have healthy youngsters at play under qualified coaches in a safe environment. Working together we can strengthen our communities through sport.

Frank Sanchez



PRESIDENT'S REPORT



Thirty years ago, in August 1984, Los Angeles was enjoying the afterglow of having hosted the most successful Olympic Games to date. The 1984 Los Angeles Olympic Games far exceeded everyone's expectations. The Games were unforgettable for the Olympians who participated, the spectators who came out to cheer them on, the volunteers who made everyone welcome, the staff who worked long hours to make everything come together for the two-week period and each of the communities throughout Southern California that supported this magnificent global sports event.

As the legacy of the 1984 Olympic Games, the LA84 Foundation celebrates this 30th anniversary by continuing to meet our mission of serving youth through sport and increasing the knowledge of sport and its impact on people's lives. Each day, somewhere in Southern California, youngsters are experiencing the magic of sports as a result of our efforts. This biennial report highlights the Foundation's activities since the last report was published in August of 2012.

Grantmaking

Through our grantmaking we awarded 170 grants totaling \$7.2 million to a diverse group of organizations from October 2012 to June 2014. (Please see pages 20 to 27 for a list.) Our grants provide funding for equipment, uniforms, coaches and infrastructure improvements. A major focus remains programs serving girls and the middle school-age population. The key to this effort are the grants to the Los Angeles Unified School District's Beyond the Bell Branch to provide organized after-school sports programs at all middle schools in the district.

An independent evaluation of the program shows that sports are an effective tool for keeping English Learners and other students on the fringe connected to their school. The number of participants has continued to increase year after year. Many of the girls and boys play more than one sport throughout the year. A good number of them are staying with the program through their entire time in middle school. We complement the grants to LAUSD with grants to other

organizations serving similar populations in charter and parochial schools as well as high-need areas in unincorporated areas of Los Angeles County and the Inland Empire.

The LA84 Foundation has always been at the vanguard of ensuring that youth involved in sports can practice their sport of choice under safe conditions. In the fall of 2013, the Foundation adopted new youth football grant guidelines. The grant guidelines are the culmination of a process in which the LA84 Foundation staff conducted extensive conversations with youth football administrators in Southern California, reviewed the medical literature on youth sports brain injuries and hosted a national conference on concussions associated with tackling in youth football.

Under the revised grant guidelines, the Foundation will give priority to requests from football organizations that provide flag football for 6- and 7-year-olds and offer tackle no earlier than age 8, require training of their coaches in helmet-free tackling methods, limit contact drills during regular season and have trained medics at all games.

Because of these guidelines, many organizations that had previously received funding are no longer eligible. It is our hope with the increased publicity and information about the dangers of concussions as well as the inducement of our funding, football organizations and parents recognize that flag football is a better way to introduce this sport to young players.

Over the years, we have had a number of athletes who started in our programs, or those we fund, move on to compete at the



Olympic level. Others have benefited from coaches who we have supported in Southern California so that our athletes have the best opportunities to go further. We are proud to report that J.R. Celski, Eddy Alvarez and Jordan Malone, who trained with LA84 Foundation grantee, Southern California Speed Skating Association and Coach Wilma Boomstra, won spots on the 2014 U.S. Olympic short track speed skating team. Sarah Chen placed 4th in the Olympic Trials, just missing a place. Her sister Jacqueline was 7th of 16 qualifiers. Kyle Uyehara was 8th and Casey Mullarkey 15th in the men's trials.

J.R. Celski, Eddy Alvarez and Jordan Malone were part of the men's 5000m relay team that won a silver medal. They were quick to give credit to their coach Wilma Boomstra, who has been the mainstay of the speedskating program in Southern California.

Programs

In the summer of 2013, the Foundation offered the 27th edition of its Summer Swim Program. In partnership with 13 municipalities, the program reached a total of 15,832 participants. Boys and girls learned to swim and participated in dive, water polo and synchronized swimming programs. It is always gratifying to see that a number of the lifeguards working at the pools were participants in the program as they were growing up.

As we have done for the past 26 years, the LA84 Foundation offered the Run4Fun Program in the winter of 2013. A total of 5,652 girls and boys from 90 middle schools took part in the 10-week program. At the Run4Fun Festival on December 14, an impressive 1,180 runners completed the 2K course at Whittier Narrows.

As of June 2013, the cycling program we initiated in 2005 led by Olympian Connie Paraskevin is now being managed by the Connie Cycling Foundation. As a non-profit with an excellent program, the Connie Cycling Foundation is now able to attract funding from a variety of sources. Also, the flag rugby program that we started in 2010 in partnership with Play Rugby USA has strengthened its administrative capacity and now has its own dedicated board responsible for growing the number of youth that now play on the West Coast with an emphasis on Los Angeles County and the Bay Area in Northern California. We are examining other sports with fledging organizations that we may want to incubate so that over time they can grow strong and be able to stand on their own as these two have.

Digital Library

In January 2013, we began a three-year digitization project of the library. The project will create a higher level of service to sport researchers, expand the size of the existing digital collection and increase awareness of the Foundation.

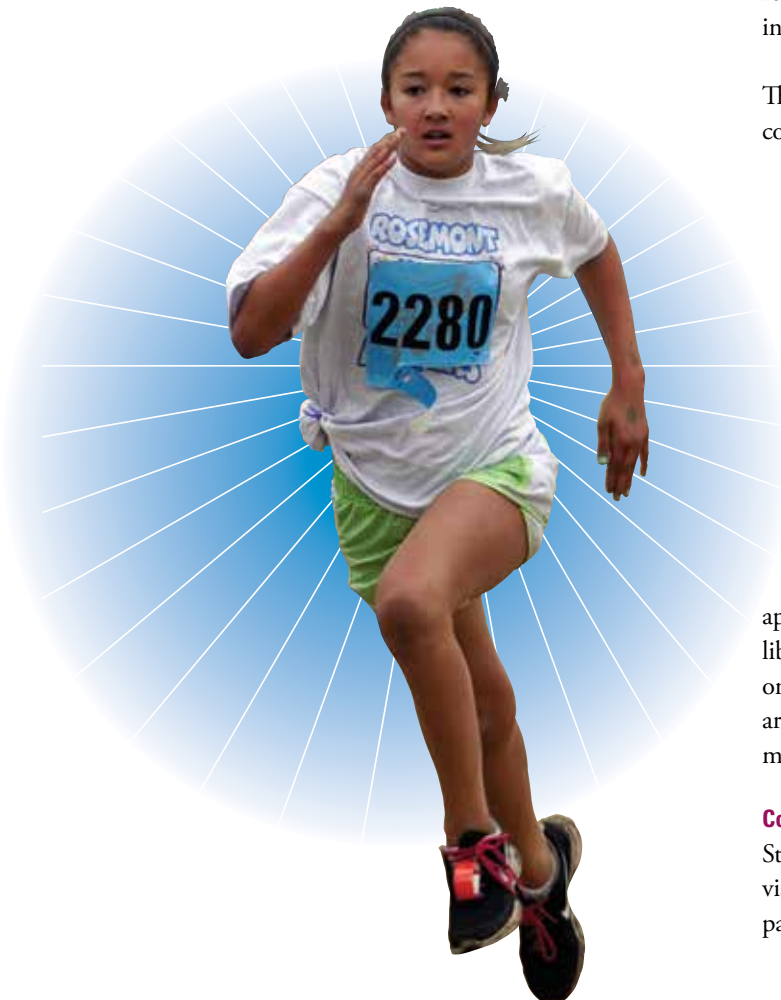
The digitization project is going well and is expected to be completed in the first half of 2016. We continue to serve by

The LA84 Foundation has always been at the vanguard of ensuring that youth involved in sports can practice their sport of choice under safe conditions.

appointment those who are doing research and need access to library resources. The additional space that will be made available once the digitization project is complete will be used to exhibit artifacts from our Olympic Games collection and for additional meeting space.

Communications & Education

Staging conferences, educating the public about youth sport issues via social media, the website and subsequent reports are a central part of our educational programming.





In November 2012, we organized the first LA84 Foundation Summit. About 80 people from California, eight other states, the District of Columbia and Great Britain convened to discuss the relationship between youth sports and academic achievement. USC Athletic Director Pat Haden was the keynote speaker. The digitally published conference report was downloaded more than 10,000 times during the first week it was posted. See http://www.la84.org/9arr/ResearchReports/LA84_2012_Summit.pdf

On October 17, 2013, the 2nd Annual LA84 Foundation Summit was held. The Summit focused on programs with a proven record of successfully promoting academic achievement through sport. One of the featured programs was the LA84/Beyond the Bell Middle School Sports Program. USOC CEO Scott Blackmun was the keynote speaker.

On January 24-25, 2014, the Foundation hosted an academic conference in partnership with California State University Fullerton examining the impact of the 1984 Los Angeles Olympic Games, on the occasion of the 30th anniversary of those Games. A group of scholars from the U.S. and Canada presented early drafts of papers that will appear later this year in a special issue of the International Journal of the History of Sport. The conference included a public session on Saturday, January 25th. The City of Los Angeles Councilman Tom LaBonge and Dr. Mark Dyreson of Penn State University made presentations, which were followed by a panel discussion featuring three people who worked on the 1984 Games – Barry Sanders, David Simon and I. Journalist Alan Abrahamson moderated the discussion. More than 75 people attended the event.

On April 15, 2014, the Foundation partnered with the USOC to host the U.S. Olympic Academy. This was the first Olympic Academy in this country in 23 years. An audience of 110 people including Olympians, representatives of the United States Olympic Committee, the International Olympic Academy, Paralympians, national sports governing bodies, media companies, universities and youth sport organizations came together to discuss athlete development. Among the 13 speakers were USOC leaders Scott Blackmun (CEO), Alan Ashley (Chief of Sport Performance) and Benita Fitzgerald Mosley (Chief of Organizational Excellence). In addition to the live audience, approximately 300 others watched a live stream of the event on the USOC website. The complete video recording of the event has been archived on the LA84 YouTube page and the USOC website. A transcript of the Academy sessions can be found at http://www.la84.org/wp-content/uploads/2014/05/USOA_Proceedings_2014.pdf

Brand Awareness

During the 2012 London Olympic Games the Foundation made a major push to increase awareness and attract Facebook users. Using a reporter in London and our staff in Los Angeles, the Foundation created 89 content pieces and 46 Olympian interviews. There was a dramatic increase in usage of the Facebook page with some metrics showing a 3000 percent increase.

This effort was repeated for the 2014 Sochi Olympic Winter Games. Using a reporter on the ground in Sochi, photos I e-mailed and content generated from the Foundation's historical Olympic photo collection, we created 186 posts in 19 days. The Facebook posts were accompanied by daily Tweets through the Foundation's Twitter account.

In June of 2014, thanks to Alta Dena Dairy, our message about the importance of learning to swim and promoting the Foundation's Summer Swim Program was included on three million quart-size cartons of Knudsen's Buttermilk and Alta Dena Half & Half in Southern California. A similar promotion saluting the 30th Anniversary of the Los Angeles Olympic Games took place in July and August.



At our behest, the Los Angeles Clippers, the Los Angeles Dodgers, the Los Angeles Angels of Anaheim and the Los Angeles Galaxy held pre-game ceremonies highlighting the 30th Anniversary of the Los Angeles Olympic Games. The Los Angeles Dodgers honored the LA84/BTB Middle Schools Softball Champions at a pregame ceremony.

On September 15, 2013, the Foundation was awarded the 2013 Robert Wood Johnson Foundation Patterson Award for Excellence in Sports Philanthropy. The award ceremony was held at the RWJ Foundation headquarters in Princeton, New Jersey. We are grateful for this recognition of our work from one of the largest foundations in the nation committed to improving the health of Americans. This recognition reinforces the role of sport in helping to keep youth healthy, physically and emotionally fit.

Finance

The Foundation has been able to take advantage of the positive market performance over the last couple of years. As of June 30, 2014 the Foundation's portfolio value is at \$159,709,928. This is an impressive increase of \$26.5 million over the \$133.2 million as of June 2012.

The LA84 Foundation is a member of the Foundation Financial Officers Group, which conducts an annual investment survey. Recently, we received the results from the 2013 Investment Survey. The LA84 Foundation 2013 returns ranked in the top quartile among the 155 participating foundations representing over \$231 billion in assets. In fact, the Foundation ranked in the top quartile of returns for the 1-, 3-, 5- and 10-year periods. These results are made possible through the guidance of the Investment Committee of the Board.

Infrastructure Improvements

We have continued to partner with the Los Angeles Dodgers to improve youth baseball fields throughout the area. As of the end of 2013, we had completed 27 fields with the Dodgers. Four more fields are now in the process of being completed.

Earlier this year we also partnered with the Los Angeles Clippers in creating a Fit Zone at Algin Sutton Park. Our contribution to this project was the resurfacing of the two full-size courts and a half court, all located outside within an area designated for fitness that also included exercise equipment for all ages.

Ferraro Fields Initiative

On March 19, 2014, the Foundation's board approved the largest initiative we have undertaken to date. The initiative is to raise \$10 million to refurbish the Ferraro Fields. The Ferraro Fields is a multi-field soccer complex located in 26 acres in Griffith Park. The fields are located at the intersection of the 5 and 134 Freeways near the Los Angeles Zoo.

The poor condition of the fields is limiting their use, particularly among youngsters. Most local AYSO regions and other youth soccer organizations do not use them for safety reasons. The refurbishment would exponentially increase their use from the current 7,360 youth to about 170,000.

The refurbishment includes installation of synthetic turf on seven fields. This will make the fields usable seven days a week year-round. As a result, more youngsters and adults will be playing soccer, which provides a great cardiovascular workout, thus improving their health. Additional refurbishments include a walking path around the perimeter and other amenities to cater to the entire family. We want all of the visitors to the complex to have the opportunity to keep moving.

The Foundation's board has committed \$1 million to the refurbishment of the fields. Joining us in our efforts are Councilman Tom LaBonge, who has dedicated \$1 million of Quimby Funds, The Wasserman Foundation, Mr. Gregory Annenberg Weingarten and the Annenberg Foundation. We have reached out to many of our colleagues in the foundation world and are awaiting responses from several that are considering the request for funding. We are making a concerted effort to attract funding from corporations and others for the project.

The Los Angeles Parks Foundation, a non-profit organization, is receiving the funding and will be responsible for managing the refurbishment and will work very closely with the Los Angeles City Recreation and Parks Department. The project will be implemented in phases with work beginning on the youth fields in July 2014.

We undertook this initiative because of the need for more usable field space in the Southern California area. More young people and adults will be able to stay healthy and participate in sports because of these fields. Water usage at the fields will be dramatically reduced from 10 million gallons a year to only one-half million. Los Angeles area families will no longer have to travel long distances to participate in regional soccer tournaments.

We ask for your support of this major initiative that will benefit Southern California.

Conclusion

The 1984 Olympic Games demonstrated the power of sport to inspire and to bring communities together. Through our work we aim to inspire each new generation to excel in the field of play and beyond. This work would not be possible without the organizations on the front lines which provide consistent sport programming throughout the year. We are indebted to the volunteers and staff who act as coaches, mentors and friends to the thousands of youngsters they interact with each day. These individuals are at the heart of youth sports. They deserve our continued support and we hope they can count on yours as well.



Peter Ueberroth needs no introduction. Under his stewardship, the 1984 Los Angeles Olympics were not only a great financial success, but also re-energized the Olympic Movement. In the process, he helped leave Southern California with a great legacy: the LA84 Foundation.

*As we celebrate the
30th anniversary of the
1984 Olympic Games,
LA84 Foundation Board
member talks about the
legacy of those Games.*



Did you have a goal in mind in terms of a surplus for the 1984 Olympics?



The slim possibility of a surplus versus a substantial loss was thought about during the preparation of the Games. Basically, people didn't pay much attention to that possibility because the predictions were about horrendous overruns and big losses.

The goal was clearly to break even and not cost the taxpayers any money. We really wanted to be sure that we didn't have a deficit. When you do that, you budget carefully. You budget with your costs being high, so that if you can beat the budget, you'll have a surplus. We had budgeted that, if things worked very well a surplus could happen, but we needed so many things to come together at the right time.

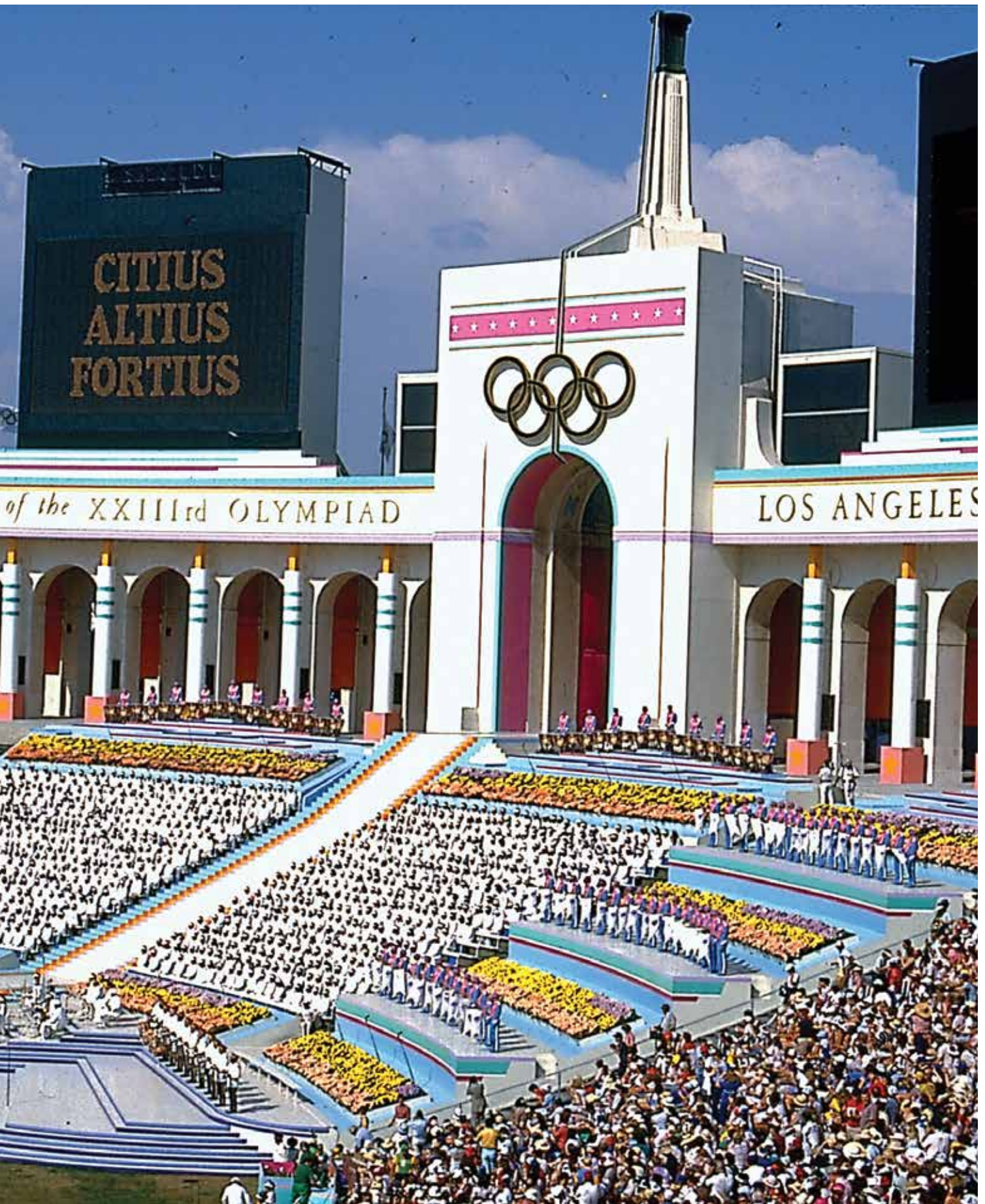
Then, we budgeted for contingencies. Well, we were able to avoid most of them and we ended up with a large surplus.

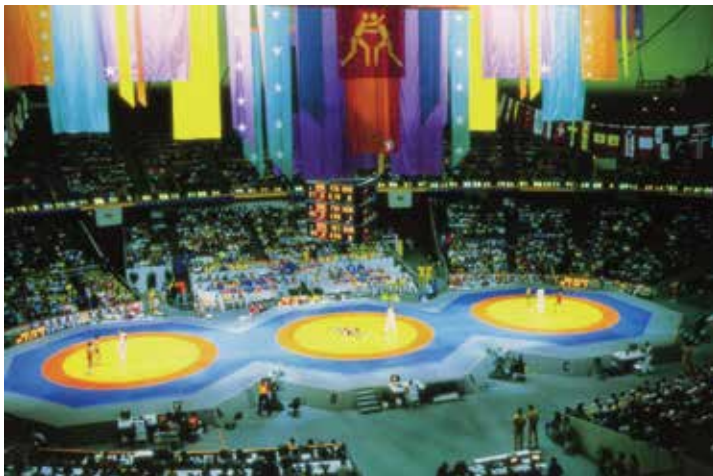


What were some of those contingencies?



One major concern was with the television [contract with ABC]. Much of the television money with ABC was at risk, having to do with ratings and the number of people coming to watch the Games.





The people who were watching it – Harry Usher, myself, and Joel Rubinstein on the revenue side – could easily portray a \$100 million loss with ABC. Potentially, we could paint a scenario that we would end up without a surplus.

The other area was ticket sales. We estimated low for sales. I remember people telling us that nobody would go to see soccer, that the Rose Bowl would be empty. Also, for baseball: people said that fans who were used to seeing the Los Angeles Dodgers would never come to Dodger Stadium to see, say, Nicaragua against the Dutch and pay more for their tickets. They were wrong. There was something about it that caught the imagination of the people and they wanted to go to everything.

The other cost overrun possibility was in the security area. If there was a major difficulty and we had to call out the National Guard, that could have cost millions of dollars a day.

Q *What happened during the Games such that the profits from the 1984 Olympics were so much larger than you anticipated?*

A A lot of the credit goes to the commissioners of each sport. It was our idea to have people in place who were entrepreneurs and used to having run companies. They understood budgets. They were careful in their budgeting, but they were more

careful than we knew. They were planning on worst outcome, and when it turned out to be the best outcome, there were very substantial surpluses.

Only later on, when Conrad Freund, Harry Usher and I could see that we might have a surplus, did we start to think about what to do next.

Q *What were some of the challenges that you encountered during the run-up to the Olympics?*

A The one thing when we started budgeting that we didn't contemplate was when Jimmy Carter started with his really misguided boycott of the Moscow Games based on the entry of the Soviet Union into Afghanistan. Boycotts haven't helped anybody. The counter-boycott could have shut us down.

Besides the commissioners, the other miracle group that accounted for the surplus was the envoys. We couldn't call them ambassadors for obvious reasons. But realize the predicament that these LAOOC envoys were in. They were trying to encourage countries to come to Los Angeles while our State Department was encouraging countries not to go to the Moscow Games.

Pick a country and just imagine what the head of sports for that country had to deal with: you've got the official U.S. delegate saying you should boycott these Moscow Games that are coming up, and meantime we're making a sales call on the same person saying, "Look. We're going to do a private Olympic Games for the first time and we'd really like you to come and here are all these things we're going to do for you." That's a tough position.

Q *How did the concept of establishing a foundation with a portion of the profits come about?*

A We formed a 501 c (4), which is a not-for-profit corporation. If there are proceeds, they need to be divided. It was decided that, if there was to be a surplus, we would divide it 40 percent to the United States Olympic Committee; 20 percent to all the national governing bodies evenly, whether

it was gymnastics or swimming or whatever; and 40 percent for a to-be established institution in Southern California.

At the same time as we were starting to think about an organization that could receive the 40 percent local funding, we were involved in buying the Helms Athletic Foundation. A wonderful woman named Jeanne D'Amico had been the assistant to John Argue prior to the Games. She started looking for a location, and then found one that we were able to secure. That's the location [of LA84 Foundation] today.

Q *How was it decided that the foundation would be exclusively devoted to youth sports in Southern California?*

A It came about from our learning from the people running the Games how woefully under-funded amateur sports are in the United States, even at the elite level. There are a couple of exceptions, basketball being one. It's very well funded. But many of the so-called "secondary" sports, like rowing, are not. Rowing is expensive, it takes time, it's difficult to get a lot of people out for the sport, it's difficult to get the waterways for practice.

On top of that, as we worked in the 29 cities throughout Southern California that hosted the different events, we saw how under-funded youth sports were in each one of those cities. Even in very wealthy cities: they just didn't have much support for youth sports.

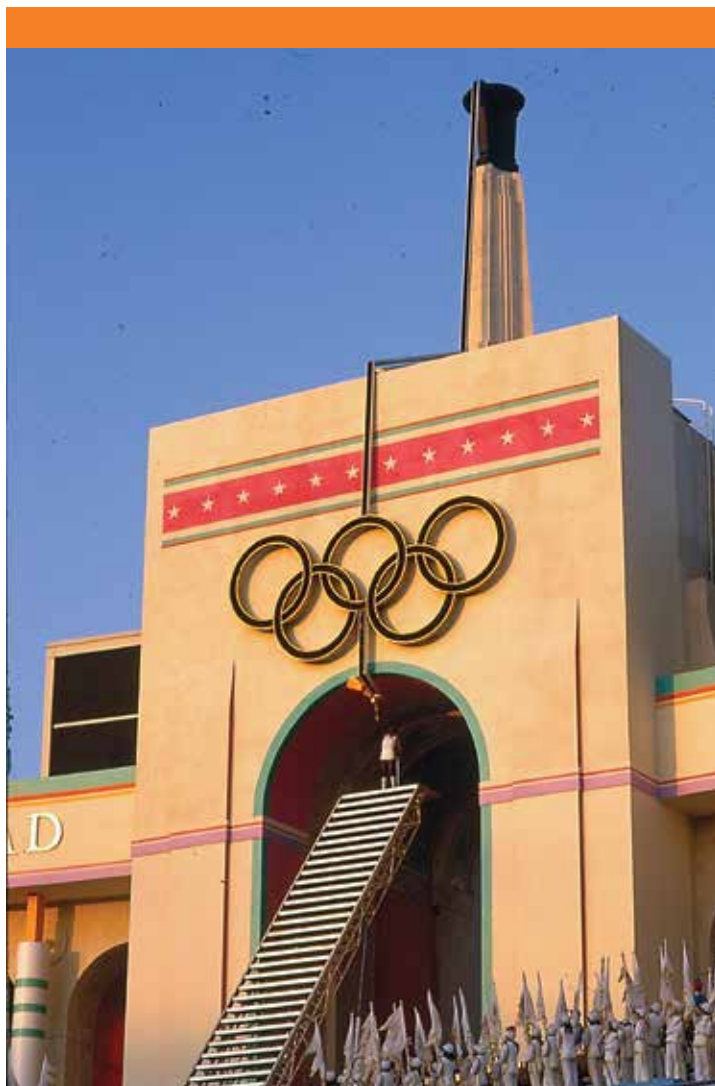
So, youth sports became the obvious choice. After all, we are a sports organization. It seemed like the right thing to do. It wasn't like some lightening bolt hit and everybody suddenly got very smart about it.

Q *What were the major challenges in creating the foundation?*

A It was smooth [transition]. We had found a building. We partnered with a bank – United California Bank



**What comes through
is the steady devotion
to serving kids that
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I think LA84's role is to continue to break new barriers and do some new things that help further its mission.

– to move the Helms Athletic collection there. Those things gave us an idea of a permanent place. We didn't want this to be a memorial or a tribute. We wanted it to be doing good for the people and for the region.

Q *How did the decision to make LA84 Foundation a permanent institution come about?*

A I think it really gelled when we saw that we had a chance to have a substantial amount of money. If it was a small amount of money, it is easily disbursable through a community foundation, and that's that.

Q *Do you think that the LA84 Foundation is fulfilling its mission today?*

A I think the LA84 Foundation is fulfilling its mission. The leadership has been very good. I think that the board has been long-time serving and they've been sticking to their principals. I think that they're doing a very, very good job.

With Anita's leadership and the people who report to Anita – Patrick [Escobar] certainly is an incredible leader and Wayne Wilson, too – they're not standing still. They're discovering new ways to do some things. I think you'll see some announcements coming about taking on different challenges.

What comes through is the steady devotion to serving kids that emulates from the key staff and management people and the board. That's been steady. They've not wandered off into a lot of other areas.

Q *Do you think the LA84 Foundation should have a bigger profile?*

A The responsibility for that falls on LA84 Foundation to have the partnerships and programs that move the needle. You have to be able to change – change the way you approach things – but there's really good opportunities there.

They can expand it. There are some avenues that they can take. It can transform itself to another level, a better level. And, I think it will.

Q *How do you measure the legacy of the 1984 Olympics?*

A I pretty much spend my time in the present and in the future. Some people are trying to re-write history: Who did what? Who was responsible? Success has a thousand fathers, right?

The truth is the rank and file citizens of Los Angeles put their differences aside and participated in welcoming attendees from all over the world. It was a good example of, when enough people care about anything, anything is possible.

Q *In the future, 30 years from today, what role do you see the LA84 Foundation having?*

A If I could roll ahead 30 years, I'd like it to be such an important factor in our society because nobody else is there to fill this space. I'd like to see other cities model it, with the private sector working with a not-for-profit, and not doing it on a donated-dollar basis, but on a project basis, to impact youth in the major cities of the United States. I'd like to see look-alikes all over the nation impacting our youth, groups that are totally focused on kids and sports. It's that simple. It's not complicated.

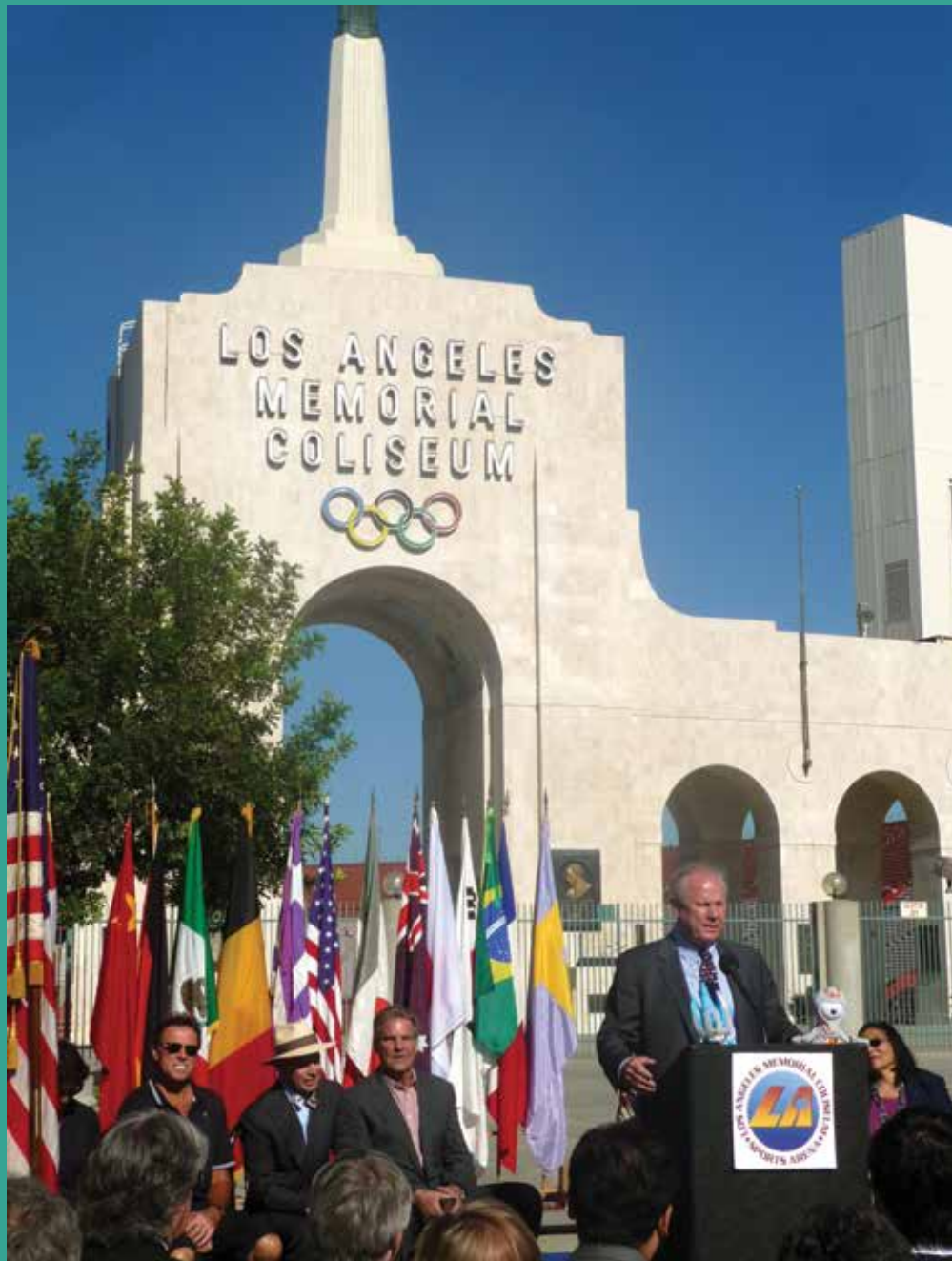
Q *If Los Angeles is able to host the Olympic Games in the future and there is a surplus from those Games, how do you think that would affect the LA84 Foundation?*

A L.A. could certainly get the bid and would be very deserving. I think that it's unlikely that the current mechanism of the International Olympic Committee and its relationship with the bid cities would allow for any substantial surplus. Basically, the International Olympic Committee took our model and made it theirs.

Q *What do you think the legacy of the LA84 Foundation is?*

A I don't think it should have a legacy. It should do its job each year and think about how it can be better each year, how it can impact more people and more kids. Everything either progresses or retrogresses, and I think LA84's role is to continue to break new barriers and do some new things that help further its mission. They've been true to the mission, and I think that it's going to be exciting.





Los Angeles City Councilmember Tom LaBonge worked for John Ferraro when Los Angeles won the bid to host the 1984 Olympics. Recently, Councilmember LaBonge reminisced about Mr. Ferraro and the assistance his former boss rendered to enable Los Angeles to host the Olympics.

Q *What was Mr. Ferraro's background for supporting the bid for the 1984 Olympics?*

A John Ferraro was an excellent athlete. He played football for Bell High School and won a scholarship to USC. He was an All-American tackle, and when you were an All-American back then, you were really something. Being an athlete, being an offensive tackle, he had great skills as a person to help move things along.

John always did what was best for the city of Los Angeles. He knew that the Olympic Games were good for Los Angeles. I'm sure his athletic background helped with that.

Q *How did Mr. Ferraro help support the bid?*

A There were some politicians – and they're not around anymore – who tried to make a career out of being against the Olympic Games. They were complaining about the situation in Montreal in '76, when the city of Montreal lost money and ended up in debt.



John was the leader on the City Council, with Tom Bradley as mayor. This was a very important dynamic. John helped when the negotiations between Mayor Bradley and the IOC were tense, and he stayed firm so that the city did not withdraw its bid. Then, when there was so much dissension within the City Council about the contract [with the IOC], John let it stew for a while. Finally, he brought it to the floor of the City Council, and they voted 8-7 in favor of the bid. It was a very tough vote. [Councilmember] Marvin Braude was the eighth vote. We got the Games, and that was a huge step.

Q *What did you learn from John Ferraro from this issue?*

A John never made people crawl to him, like some politicians do. John didn't do that. He tried to find a way to make everybody win, including the city of Los Angeles. That was his passion. I hope there's half the leadership in the years ahead, with current and future city councils, so that Los Angeles can try and compete for another Olympic Games.

Q *What was John's highlight from the 1984 Olympics and what was your personal highlight?*

A We went to 24 events, plus the Opening and Closing ceremonies. For John, I think it was when we were standing on the steps of the peristyle at the Coliseum when [Alberto] Cova won the 10,000 meters. John was so happy because the winner was an Italian athlete.

For me, it was when Jesse Owens' granddaughter, Gina Hemphill, ran at the Coliseum during the Opening Ceremony and then handed the torch to Rafer Johnson. And then, that quiet moment when Rafer ran up the steps, up the stairway to heaven with no railing, to light the Olympic flame. He gets to the top and turns around. Gosh, what a sight!

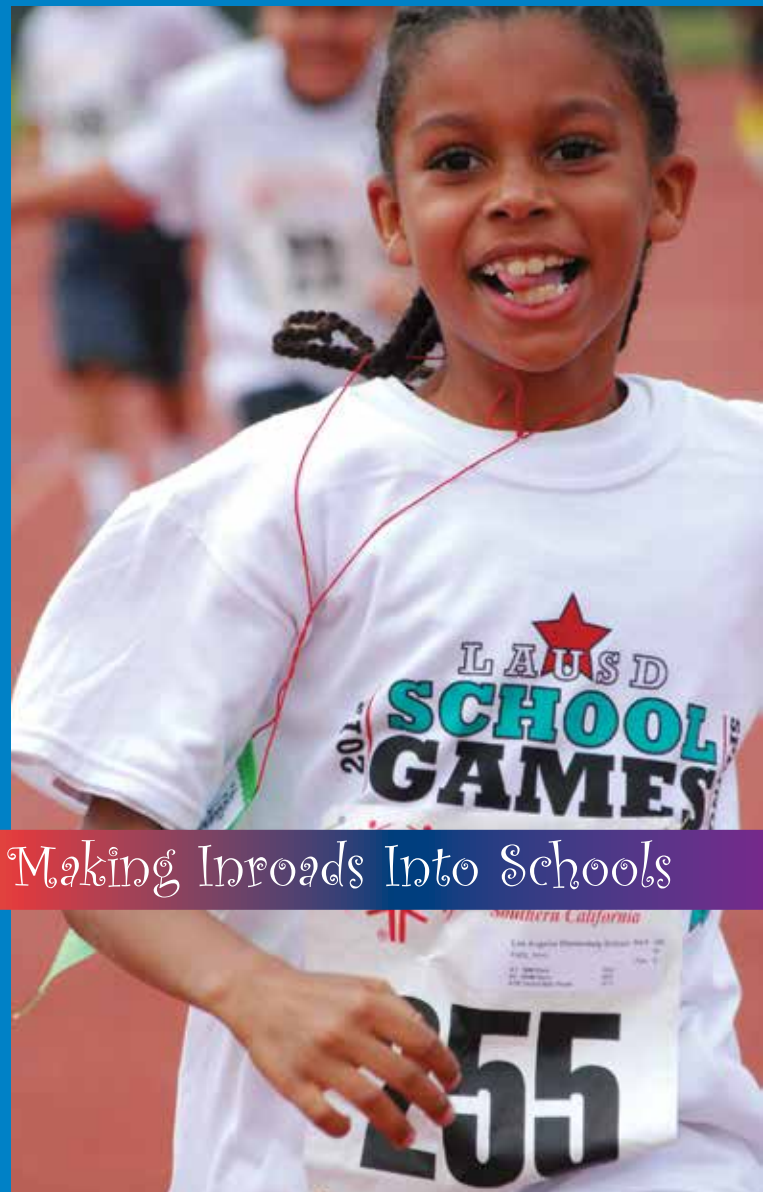
Q *What is the legacy of the 1984 Olympics?*

A The first is the LA84 Foundation. What the LA84 Foundation does is the true legacy. A wise person once said, "Give a person a fish, and he will eat for a day. Teach a person to fish, and he will eat for the rest of his life." LA84 Foundation says, "Let's teach coaches how to coach. Let's teach coaches how to encourage youth athletics. Let's make a difference in kids' lives now to make their future better."

The second thing is, Los Angeles became a more diverse, international city after 1984. A global city. If I look back in my life, and I'm 60 years old right now, this was the brightest point for Los Angeles. Those 16 days of glory right here. It worked. It worked.



In the not-so-distant past, youth with intellectual disabilities were routinely shunned or neglected. With few exceptions, they were excluded from playing sports or undertaking any physical activity at the school they attended.



Special Olympics Program Making Inroads Into Schools

This is changing, thankfully, in no small part because of innovative programs driven by Special Olympics Southern California (SOSC) and sponsored by the LA84 Foundation.

Since 2006, the LA84 Foundation has provided grants and support that have enabled SOSC to create a sports program for students with intellectual disabilities in the Los Angeles Unified School District.

The School Partnership Program started with 150 students at 12 middle schools within LAUSD. The initial batch of students trained in track and field and then participated in a culminating competition.

Since then, SPP has exploded to include more than 200 schools in seven counties (L.A., Orange, San Diego, Ventura, Santa Barbara, Riverside and San Bernardino). The program serves over 7,000 youth in elementary, middle and high schools – a gain of over 2800 percent – and has expanded to include basketball and soccer.

“The reason this program is extremely successful is we bring the program to the schools,” said Patrick Taillon, senior program director at Special Olympics Southern California. “This takes away all the obstacles that many parents face, especially parents

who might not have the resources to arrange babysitters or transportation or hire a coach or bring their kids to a location in the community.”

Grants from LA84 Foundation provide for all athlete expenses, including uniforms, awards and equipment. The cost per child: zero.

“The funding we receive from LA84 Foundation is fantastic because it’s not just about the equipment and the uniforms,” Taillon said. “It is also about coaches’ education. Most of our coaches are adapted P.E. teachers or classroom teachers. They are not necessarily well versed in coaching. If we need to, LA84 Foundation will connect us with a clinician who will come out and do a coaching clinic to help them with drill examples that they can implement.”

The SPP program enables the children to train multiple times a week in their sport for six to eight weeks. These sessions are instructive, with the students taught specific skills. The kids actually learn how to play basketball and how to run the 4 x 100 relay. “What we’re getting away from is, ‘Hey, let’s everybody come out and let’s just have fun,’” Taillon said.

The skills that the youth learn from these classes are then put to the test at the School Games. Each district brings together student-athletes from the participating local schools to vie against their peers. Teams and competitions are organized by age and skill level so that the athletes of similar abilities get to compete against one another. The event is “a bona fide competition,” Taillon said. “It’s not just a day where everybody comes out and runs and plays.”

Taillon believes that with the training the students receive they will want to integrate physical fitness into their lives long after school is finished. “What we’re doing is trying to instill sports participation and leadership skills among the kids,” he said. “We’re trying to give these students the opportunity to participate in sports over their lifetime. We don’t want them to stop when they graduate from school.”

Another genuine payoff comes when parents get to watch their kids compete in sports – often for the first time in their lives. “When they see their child run a 100-meter dash or play in a soccer tournament, that changes a lot of perceptions,” Taillon said. “Many parents never thought that their kids would have an opportunity to do something like this.”

Taillon praises LA84 Foundation for their commitment to the mission of the Special Olympics. “What’s unique about LA84 is, they don’t just provide financial support and then it’s, ‘See you later,’” he said. “They actually come to our events and see our different School Games. They’re not just making an investment in some program. They’re personally invested.”

This coming year, local kids with intellectual disabilities have another incentive to train for competition, with the 2015 Special Olympics World Games coming to Southern California. Eunice Kennedy Shriver started the concept that grew into Special Olympics, inspired by the example of her sister, Rosemary, who grew up with an intellectual disability but was active in sports.



Mrs. Shriver started a summer day camp in 1962 so that youth with intellectual disabilities could have an outlet for sports.

The first international Special Olympics were held in 1968. Since then, Special Olympics has grown into a massive biennial event, with 7,000 athletes from 177 nations expected to compete in 25 Olympic-style sports in Los Angeles in 2015. Like the 1984 Olympics, Special Olympics 2015 will take place at multiple

venues across Southern California, including USC and UCLA, with the Los Angeles Memorial Coliseum hosting the Opening Ceremony.

Beyond the overall excitement generated during the event, Special Olympics seeks to create the type of legacy that

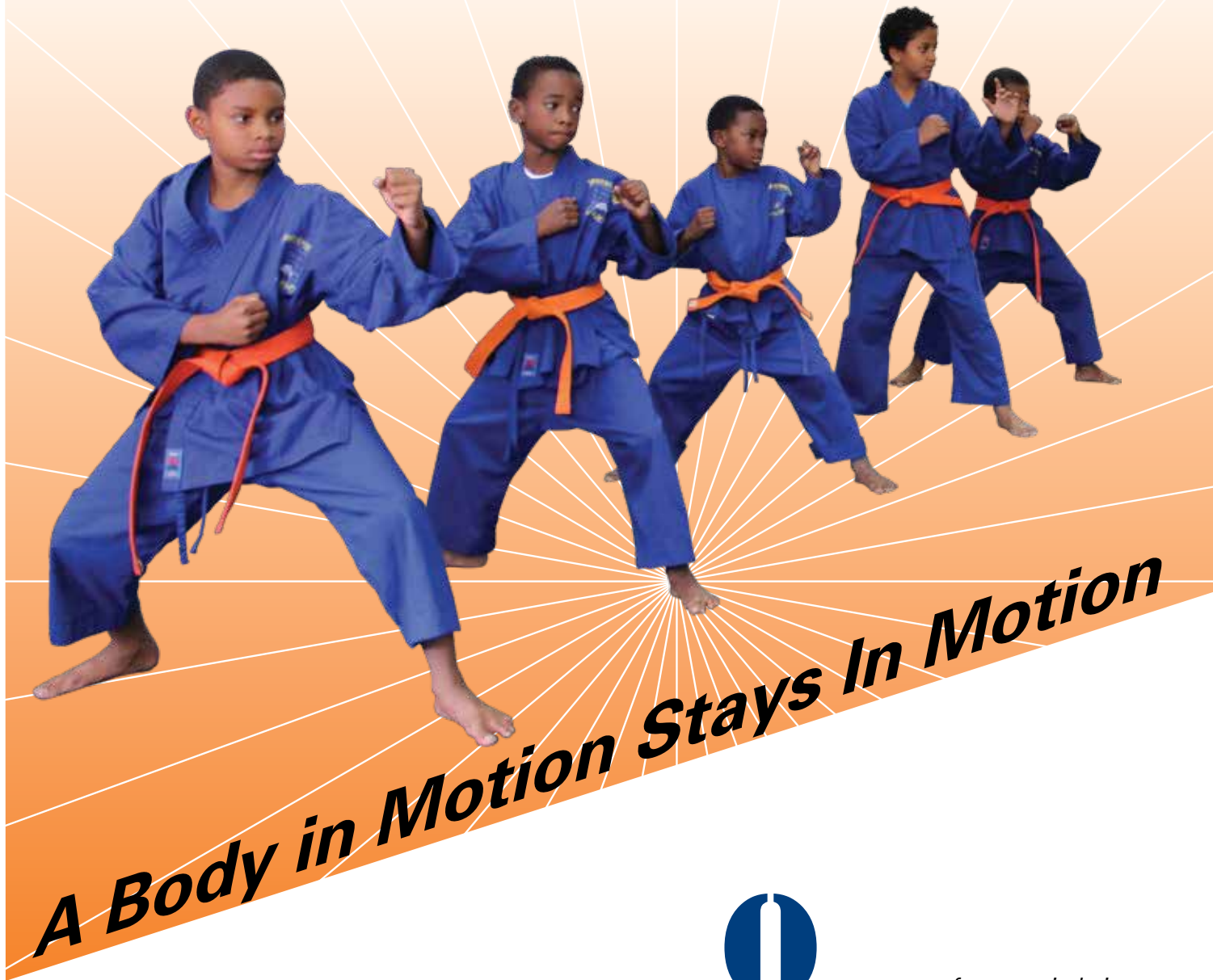
“LA84 Foundation probably

understands,” Taillon said. “After the Games are finished, there’s all that buzz and all of that momentum that Special Olympics Southern California hopes to capitalize on. We’re hoping to utilize a whole new wave of volunteers, a whole new wave of partners, to further develop and grow our school partnership program throughout Southern California.”

Special Olympics Southern California and the school partnership program have a “fantastic partner” in LA84 Foundation, Taillon said. “This would not have happened without their continued support.”

The 2015 Special Olympics World Games will take place in Los Angeles from July 25-August 2. For more information, go to: <http://www.la2015.org>.

The program serves over 7,000 youth in elementary, middle and high schools – a gain of over 2800 percent – and has expanded to include basketball and soccer.



A Body in Motion Stays In Motion

On a recent afternoon in Leimert Park, the storefronts are all quiet except for one: the Youth N' Motion karate studio, where the voices of eight young children pierce the sunny calm.

"Aaaa-Yah!" they yell in unison as they practice their martial arts moves in front of a floor-to-ceiling mirror.

Youth N' Motion Academy is a non-profit organization that was founded by Lindsay "Sifu" Ferguson, a former international fighter who holds a black belt in Kempo Karate. Since 2007, YNMA has offered after-school instruction for low-income, at-risk youth in Los Angeles, using martial arts to instill fitness, respect and self-confidence within their students.

"This is a safe sanctuary for kids to come and stay away from negative influences in the environment and in the streets," Ferguson said. "We are here for them, to help them understand about being disciplined and to develop their self-esteem."

"If I win, it feels good," he said. "If I lose, it makes me want to learn another move for next time."



The youngest students start with basic lessons in coordination. "We teach them their right from their left," Ferguson said. "We use the movements of martial arts to teach kids to coordinate with their limbs, so that their bodies become more functional as they grow."

Progress is measured by the belt system, starting with white and yellow belts for beginners and graduating to brown and black belts for advanced students. "This gives youth something to go for," Ferguson said. "They feel good as they move up the ranks."

Approximately once a month, Ferguson takes the YNMA crew to compete at tournaments throughout Southern California. Such outings are important, he said, because "competition helps youth understand that sometimes they'll lose and sometimes they'll win. To be able to have the confidence to compete, and apply what they learned at class is a big plus."

One student was showing off an expert move called the "tornado kick." Julaideb, a 10-year-old boy, proudly wears an orange belt wrapped around his waist. He has been coming to YNMA since he was six. "I like to work out and this helps me with other sports, like when I play basketball and football," he said. "They are teaching me discipline and leadership."

Julaideb enjoys going to different tournaments with his YNMA teammates. "If I win, it feels good," he said. "If I lose, it makes me want to learn another move for next time."

LA84 Foundation has been a key contributor to YNMA's success since its humble start at nearby Marlton Plaza. "LA84 Foundation was the first organization to give us a grant," Ferguson said. "They helped us get off the ground. We were able to use the money to buy uniforms for the kids, pay for tournament competition fees and expenses, and purchase mats and protective gear."

The coaching clinics that LA84 Foundation offer are another benefit for YNMA, Ferguson said. "We're always learning something new about different attitudes, philosophies and techniques. Any time we can learn more about how to train youth, we try to take advantage of that."

YNMA's relationship with LA84 Foundation has enabled the organization to reach out to other partners, Ferguson said, because when "people see that you're connected with LA84 Foundation, they know that you're legitimate. We are looking forward for more involvement with LA84 Foundation in the future."

When the first class of the afternoon ends and the children take their leave, the studio falls quiet – but only until the next group of kids files in. Soon, the sounds of their yells can be heard echoing through the streets of Leimert Park: "Aaaa-Yah!"





KEEPING YOUTH ON COURSE THROUGH FITNESS AND GOLF

Golf is a challenging sport for youth to master. It takes many hours to learn how to play – no small concern in this age of instant gratification – and the cost of equipment, greens fees, instruction and club membership can be prohibitive.

“A kid can’t just go to the park, pick up a golf club and start hitting balls,” said Jen Alban, Youth on Course program director with the Southern California Golf Association. “They have to be at a facility, they have to have transportation to get there and they need guidance and instruction.”

This past year, in an effort to grow the game among junior golfers in underserved communities in the Southland, SCGA turned to the LA84 Foundation for assistance. Thanks to a grant from the LA84 Foundation, SCGA initiated a 10-week instruction program that takes place four times a year at the Pico Rivera and Norwalk golf courses.

The activity-based program is adopted from the Titleist Performance Institute’s junior golf curriculum. The kids learn to become athletes first, and then they apply that to golf. For instance, learning how to toss a football helps them understand the concept of “weight shift” in the golf swing.

“It’s a new way to teach the game that is really fun for the kids,” Alban said. “In the past, they hit buckets of balls and practiced the same thing over and over again. This program keeps the kids moving. Every five minutes they’re doing a different activity, so it keeps them engaged. They’re exercising and focusing on their fitness.”





In the first year of the program, Youth on Course has served about 150 kids at the two sites. Their goal is to work with at least 600 children this year, Alban said, with the hope that these kids will view golf as more than just a sport for the privileged few.

“We want to create golfers in these communities that don’t currently have many adult golfers, let alone junior golfers,” she said. “SCGA wants to see kids have the opportunity to continue in the game as long as possible, whether that means helping to create high school teams at the local level or educating kids about college scholarship opportunities. The more we can educate the kids in our program about where the game of golf can take them, that’s what we’re striving to do.”

With golf scheduled to make its long-awaited re-entry to the Olympic program in 2016, the sport will soon benefit from increased international exposure. And, while it is too soon to determine whether Youth on Course will produce a future Olympic champ – much less the next Tiger Woods or Michelle

Wie or Sergio Garcia – Alban exulted that a 6-year-old girl in the program “just won her second tournament last weekend, playing in the 11-and-under division. Because of the fitness that she’s added to her normal golf routine, she’s hitting the ball further and is able to keep up with kids who are older than she is. Her dad attributes it to the change in curriculum.”

The role of LA84 Foundation went beyond funding, according to Alban, because LA84 mined its resources to connect Youth on Course with other sports-based youth development groups. “LA84 Foundation introduced SCGA to Up2Us, and it was through that introduction that we were able to get this instruction program off the ground,” Alban said. “I can’t stress enough just how important LA84 Foundation has been for us as far as creating partnership opportunities with other programs so that we can all help bring golf into different communities.”



GRANTS AWARDED

OCTOBER 2012 TO JANUARY 2014

LA84 FOUNDATION



OCTOBER 2012

Crossroads \$12,000

For equipment for the Los Angeles School Police Department Tiger Wrestling Club.

Hollenbeck Police Activities League \$45,491

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

THINK Together \$66,042

For personnel, athlete expenses and equipment for the after-school sports program at middle schools throughout Los Angeles County school districts.

Vernon Lee Amateur Gymnastics Academy \$25,000

For gymnastics equipment.

SMALL GRANTS

Access Youth Academy \$10,000

For equipment and coaches for a squash program for youngsters 13 through 18 years old.

Boys & Girls Clubs of America - La Habra/Brea \$10,000

For new equipment and uniforms for volleyball, basketball and indoor soccer programs.

High Desert Heat Track Club \$10,000

For a new timing system, scholarships and equipment for a track and field program.

Optimist Boys Home and Ranch, Inc. \$10,000

For athlete expenses, equipment and field fees for basketball, volleyball, baseball, softball and football programs for abused, neglected or at-risk residents and students.

Los Angeles Police Department Devonshire Police Activity League \$10,000

For scholarships and mats for the Tae Kwon Do program.

Santa Clarita Valley Boys and Girls Club \$10,000

For equipment, venue costs and athlete expenses for the basketball, football, volleyball and soccer programs.



United Boys & Girls Clubs of Santa Barbara County \$10,000

For the repair and maintenance of the gym floor at Goleta Boys & Girls Club.

JANUARY 2013

Apple Valley Police Community Activity League \$25,000

For personnel, venue cost and athlete expenses for youth boxing program.

Boys & Girls Club of Pomona Valley \$75,000

For a new gym floor, wall padding and ceiling repairs as part of a renovation of the Boys & Girls Club of Pomona gymnasium.

Catholic Charities of Los Angeles, Inc. \$25,000

For personnel and referees for Catholic Youth Organization's spring 2013 soccer program.

Foundation for Interscholastic Youth Athletics \$28,000

For officials and awards for the middle school sports program.

Girls Incorporated of Greater Santa Barbara \$25,000

For personnel, scholarships and equipment for the soccer, basketball, softball and gymnastics Sporting Chance Program.

Hollenbeck Police Business Council Inc. \$25,000

For a new boxing ring, equipment and boxing instructors for the youth boxing program.

JCA Swim Team, Inc. \$29,781

For swim suits, goggles and caps as well as provide scholarships and pay for facility fees for the John C. Argue Swim Team.

Kids In Sports \$456,210

For personnel, venue costs, athlete and equipment expenses and general and administrative expenses for multiple sports across 11 sports clubs in Los Angeles County.

KidWorks Community Development Corporation \$25,000

For personnel, venue costs, athlete and equipment expenses for the FitWorks sports program in Santa Ana.

LA's BEST \$300,000

For personnel, athlete expenses, and equipment in support of LA's BEST'S after-school program at 182 elementary schools in the Los Angeles Unified School District.

Mt. San Antonio Community College District \$110,000

For the LA84 Foundation/Mt. SAC Relays Youth Days Track and Field Program.

Play Rugby, Inc. \$75,000

For personnel and equipment for rugby program at 50 sites.

Southern California Tennis Association \$150,000

For personnel, athlete expenses and equipment for tennis programs at 130 summer sites and 35 year-round sites.

Special Olympics - Southern California \$50,000

For uniforms, awards, venue and equipment expenses for the Southern California School Partnership Program.

YMCA of Metropolitan Los Angeles \$23,400

For personnel, gym and field fees, uniforms and equipment for the Montebello-Commerce YMCA basketball, softball and soccer youth sports programs.

SMALL GRANTS

Boys & Girls Club of Carlsbad \$10,000

For personnel, athlete and equipment expenses for the learn-to-swim program.

Boys & Girls Club of Carson \$10,000

For personnel, uniforms, and equipment for the basketball, futsal, football and running programs.

Hawks Track Club, Inc. \$7,000

For uniforms, timing and field equipment and field fees for the 2013 track and field season.

Glendora American Little League \$5,500

For helmets with face masks, catcher's safety equipment and uniforms for little league baseball.

**Little League Baseball, Inc. - Alhambra American 7,200**

For scholarships, helmets, catcher's gear and balls for the little league.

Little League Baseball, Inc. - Central Altadena \$10,000

For batting and catcher's equipment and backstop pads for little league baseball.

El Centro Police Activities League \$10,000

For jerseys and shorts for the youth soccer program.

Santa Clarita Valley Athletic Association \$10,000

For facility fees and scholarships and to purchase new timing equipment and uniforms for the youth track and field program.

Santa Monica Youth Football and Cheer Association \$10,000

For helmets and shoulders pads and to pay facility field fees for the 2013 youth football season.

United Track Club, Inc. \$7,000

For uniforms and scholarships for the youth track and field program.

Wilshire Softball Association \$10,000

For uniforms and scholarships, referees, field permits fees and batting helmets, ball buckets and bats.

JUNE 2013**Athletes for Life Foundation \$40,000**

For an after-school youth sports programs for elementary and middle school students in the Rialto Unified School District.

Beat the Streets Los Angeles, Inc. \$33,475

For equipment and wrestling shoes for the youth wrestling program.

Boys & Girls Club of Vista, Inc. \$50,000

For a gymnasium floor renovation.

Boys & Girls Club of North County \$25,000

For an athletic director for the club's year-round seasonal sports program including basketball, soccer, flag football, and swim programs.

California Aquatic Therapy & Wellness Center Inc. \$22,000

For swim lessons for children with disabilities.

Connie Cycling Foundation \$75,000

For the youth track cycling program.

County of Los Angeles \$30,000

For the Parks After Dark Youth Sports Program.

Friends of EXPO Center \$63,984

For a program coordinator and instructors for the 2013 Learn-to-Swim Program.

Lake Casitas Rowing Association \$20,000

For a new dock.

Los Angeles Boys & Girls Club \$74,882

For renovation of swimming pool and program costs for the baseball, softball, and basketball programs.

Los Angeles Unified School District \$496,946

For the Beyond the Bell Branch seasonal after-school sports program at all 98 middle schools in the Los Angeles Unified School District.

Moreno Valley Aquatics Swim Team \$20,000

For a Colorado timing system.

Perris Valley Youth Association Sports \$30,000

For boxing and football equipment.

Rose Bowl Aquatics Center \$54,443

For personnel and athlete expenses for the Olympic Challenge, a learn-to-swim program.

Santa Clarita Speed Skating Club \$20,000

For safety equipment for youth short track (ice) speed skating program.

Students Run America \$125,000

For athlete expenses for the 2013-2014 LA Marathon training program for middle school and high school youth.

The GRYD Foundation \$100,000

For the Summer Night Lights 2013 Sports Program at 32 LA City parks.

Tiger Woods Learning Center Foundation \$20,000

For personnel, athlete expenses, equipment and green fees for the Player Development Program.



SMALL GRANTS

Boys & Girls Clubs of the Foothills \$10,000

For the basketball, soccer, and flag football programs.

Eastvale Mustangs Youth Football, Inc. \$10,000

For new helmets.

Glendale Junior All-American Football Association, Inc. \$10,000

For uniforms (jerseys and game pants).

Hawaiian Gardens Pop Warner Football and Cheer \$10,000

For helmets, shoulder pads and uniforms for the football program.

Hesperia Trojans Youth Football and Cheer \$10,000

For helmets and uniforms for the football program.

Highland Youth Football \$10,000

For new helmets.

J Tech Institute, Inc. (Falcons Youth & Family Services) \$10,000

For portable field lights and football equipment for the youth football program.

Lincoln Heights Youth Association \$10,000

For new uniforms and shoulder pads for the football program.

Los Angeles Demos Youth Sports Club Association Inc. \$10,000

For new football helmets and shoulder pads for the youth football program.

Los Angeles Jr. Chamber of Commerce Charity Foundation \$10,000

For personnel and venue costs for The First Tee of Los Angeles' youth golf programs.

Lynwood Athletics Community Services \$10,000

For new football helmets, pads and uniforms for the youth football program.

Northwest Pasadena Youth Sports, Inc. \$10,000

For uniforms and pads for the football program.

Oceanside Ivey Ranch Park Association \$10,000

For full and partial scholarships for a special needs therapeutic equestrian program.

Pure Game \$10,000

For personnel, uniforms and equipment for the youth soccer program.

Rancho Belago Ravens Football & Cheer \$10,000

For new helmets, pads and equipment for the youth football program.

Team Prime Time, Inc. \$8,800

For equipment and athlete expenses for Varsity Games' soccer program.

The Westside Vikings Youth Organizations, Inc. \$10,000

For new helmets, uniforms and shoulder pads for the football program.

Victor Valley Magic Softball Club, Inc. \$10,000

For equipment and uniforms for the softball program.

West Valley Eagles Youth Football \$10,000

For new helmets, facility fees, and scholarships for the football program.

Western States Golf Assoc. So. Area Youth Program, Inc. \$10,000

For the elementary school learn to play golf program.

OCTOBER 2013

American Youth Soccer Organization \$20,000

For scholarships for participants that cannot afford the registration fees at AYSO - Region 1031.

Boys & Girls Clubs of America - West San Gabriel Valley \$12,000

For sports equipment to support the youth sports programs.

Boys & Girls Clubs of Long Beach \$25,000

For sports equipment for the Recreational Sports League.

Mt. San Antonio Community College District \$110,000

For personnel, venue and athlete expenses associated with the LA84 Foundation/Mt. SAC Relays Youth Days Track and Field Program.

**Salesian Boys and Girls Club of Los Angeles \$85,000**

For pool renovations, coach salaries and equipment to support the Salesian Boys and Girls Club aquatics program.

SCGA Junior Golf Foundation \$20,000

For instruction, range and course access and uniforms for the junior golf program.

THINK Together \$84,252

For personnel, uniforms and equipment to support the THINK Together LA84 Middle School Sports Program in Los Angeles and Riverside Counties.

SMALL GRANTS**Boys & Girls Clubs of Burbank, Inc. \$10,000**

For officials and equipment for the youth soccer and flag football programs.

Carousel Ranch \$10,000

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

Girls Incorporated of Carpinteria \$10,000

For scholarships and equipment for the volleyball and basketball programs.

Hillsides \$5,000

For instructors and referees, uniforms and equipment for Hillsides' basketball and volleyball programs.

Lords Gym at LA Dream Center, Inc. \$3,000

For equipment for the youth basketball program.

Los Angeles Falcons Track & Field and Cross Country Team \$10,000

For uniforms and equipment for the track and field and cross country programs.

Los Angeles Jets Track Club \$10,000

For partial scholarships for participants that cannot afford the registration fees.

Mar Vista Family Center \$10,000

For personnel and equipment for the soccer and basketball programs for elementary school youth.

Project Fighting Chance \$9,000

For floor pads and boxing equipment for the youth boxing program.

Riding Emphasizing Individual Needs and Strengths \$10,000

For a portable mounting ramp, saddles, and scholarships for a youth therapeutic horsemanship program.

Rio Hondo Education Consortium \$10,000

For officials, uniforms, awards and sport equipment for the after-school sports league.

Santa Clarita Track Club, Inc. \$10,000

For uniforms, race entry fees, awards and facility rental fees for the track and field and cross country programs.

Temecula Valley National Little League Baseball, Inc. \$10,000

For equipment and scholarships for the Temecula Valley National Little League.

TERI, Inc. \$10,000

For sports equipment for the adaptive sports program for special needs students.

Us Too Gymnastics, Inc. \$10,000

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

JANUARY 2014**Antelope Valley Boys & Girls Club \$65,000**

For a new gym floor in the 12,000 square foot gymnasium.

Caritas Corporation \$20,000

For equipment and improvement of play space into a small soccer field.

Downey Girls Pony Tail Athletic Association \$20,500

For coaching kits and to install a sprinkler system in the softball fields.



Foundation for Interscholastic Youth Athletics \$35,000

For officials for the middle school program.

Gardena Judo Club \$20,000

For new mats for the Gardena Judo Club.

Growth Opportunities Through Athletics Learning and Service (GOALS) \$50,000

For the expansion of a new multi-sports facility that will be used for basketball, roller hockey, futsal and other team sports.

Heart of Los Angeles Youth, Inc. \$75,430

For personnel, uniforms and equipment for the youth sports programs.

Inner City Education Foundation \$25,000

For personnel, venue, equipment and athlete expenses for the ICEF Youth Rugby Program.

Inter-Tribal Sports \$60,000

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

Kids In Sports \$450,000

For venue, equipment, administrative and athlete expenses for basketball, baseball/softball, volleyball and soccer leagues organized by Kids in Sports clubs throughout Los Angeles County.

LA's Best \$300,000

For personnel, athlete expenses and equipment in support of the after-school program implemented at 182 elementary schools in the Los Angeles Unified School District.

P.F. Bresee Foundation \$34,400

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

Play Rugby, Inc. \$75,000

For personnel and equipment for the LA84/Play Rugby program.

Proyecto Pastoral \$45,000

For equipment, officials and coaches for the baseball, basketball, soccer, flag football and gymnastics programs.

Redlands Baseball Softball For Youth \$15,000

For scholarships, field maintenance costs and background checks on coaches and volunteers.

Saint Sebastian Project, Inc. \$19,475

For officials fees, uniforms, trophies and sports equipment for the after-school sports program.

Sheriffs Youth Foundation of Los Angeles County \$126,800

For the construction of several play spaces at the Century Youth Activities League Center.

Southern California Tennis Association \$150,000

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

Variety Boys and Girls Club \$50,000

For personnel and to purchase equipment for the youth aquatics and golf programs.

YMCA of Metropolitan Los Angeles \$50,000

For the construction of the new aquatic center at the Anderson Munger Family YMCA.

SMALL GRANTS

American Roundball Corporation, Inc. \$10,000

For the ARC Youth Basketball Program to provide partial scholarship assistance to participants that cannot afford the league fees.

American Youth Football (Balboa Youth Football and Cheer) \$10,000

For safety equipment including new helmets, dummies and shoulder pads for the 2014 football season.

Boys and Girls Club of Capistrano Valley \$7,500

For personnel, equipment and awards for the basketball, soccer and wrestling program.

Claremont Jr. All-American Youth Football and Cheer \$10,000

For helmets and uniforms for the 2014 football season.

DeMorra Speedskating \$10,000

For safety equipment and skates for the youth short track speedskating program.



Simi Track Club, Inc. \$10,000

For uniforms and equipment for the youth track and field and cross country programs.

March 2014

LA Parks Foundation \$1,000,000

For the renovation of the entire Ferraro Fields complex and the specific refurbishment of one youth field.

June 2014

America SCORES LA \$26,420

For personnel, uniforms and equipment for America SCORES LA's after-school soccer program.

Boys & Girls Club of Santa Ana, Inc. \$25,000

For equipment, floor refinishing, sprinkler repair and wall pads for the main clubhouse.

Boys & Girls Club of the Los Angeles Harbor \$50,000

For capital improvements to Daniels Field Multipurpose Recreational area.

Boys & Girls Club of Whittier, Inc. \$25,000

For athlete expenses, equipment and venue costs for the volleyball and basketball programs.

Challengers Boys & Girls Club \$37,500

To purchase uniforms and equipment for their year-round sports program.

Connie Cycling Foundation \$75,000

To support the youth track cycling program.

County of Los Angeles \$30,000

For the Parks After Dark Youth Sports Program.

Friends of Expo Center \$65,000

For a program coordinator and instructors for the 2014 Learn-to-Swim Program.

Hollywood Police Activities League \$20,000

To pay for coaches, facility fees, uniforms and equipment for the soccer and martial arts programs.

Los Angeles Unified School District \$449,820

For an after-school intramural sports league at 95 middle schools in the Los Angeles Unified School District.

Playworks Education Energized \$22,000

For personnel, venue and equipment for a sports league at elementary schools in South Los Angeles.

Ride on LA \$40,000

For arena repair and a horse trailer for competition.

Rose Bowl Aquatics Center \$54,443

For personnel, scholarship assistance and swim suits for the Olympic Challenge, a learn-to-swim program for third graders in the Pasadena Unified School District.

Students Run America \$125,000

For race entry fees and uniforms for the 2014-2015 LA Marathon training program for middle school and high school youth.

The GRYD Foundation \$75,000

For the Summer Night Lights 2014 Sports Program at 32 parks within the City of Los Angeles.

Woodcraft Rangers \$68,029

For personnel and purchase equipment for the Nvision Sports Clubs programs at more than 50 Los Angeles area schools.

YALLA San Diego, Inc. Youth And Leaders Living Actively \$20,000

For personnel and league fees for YALLA's soccer program in El Cajon.

Youth Speak Collective \$20,000

For personnel, venue and equipment for the Club Futbolito Program.



SMALL GRANTS

Azusa Junior All-American Football Corporation \$10,000

For new helmets and blocking shields for the youth football program.

Boyle Heights Youth Football \$10,000

For new helmets, shoulder pads and medics for the 2014 football season.

Boys & Girls Club of Cypress \$5,000

To purchase uniforms and sports equipment for the sports program.

Channel Island Young Men's Christian Association \$10,000

For personnel, equipment and athlete expenses for the swim team.

Duarte Hawks Youth Football Corp \$10,000

For helmets and shoulder pads for the 2014 football program.

Junior Raiders Enrichment & Athletic Mentorship Youth Development Organization \$10,000

To purchase new helmets, shoulder pads, tackling dummies and to cover medical personnel for their games.

Oak Grove Institute Foundation, Inc. \$10,000

To pay coaches and purchase equipment for the adaptive sports programs offered at the Oak Grove Center.

Whittier Youth Football Association \$10,000

To purchase new football helmets and shoulder pads for the youth football program.

YMCA of San Diego County \$10,000

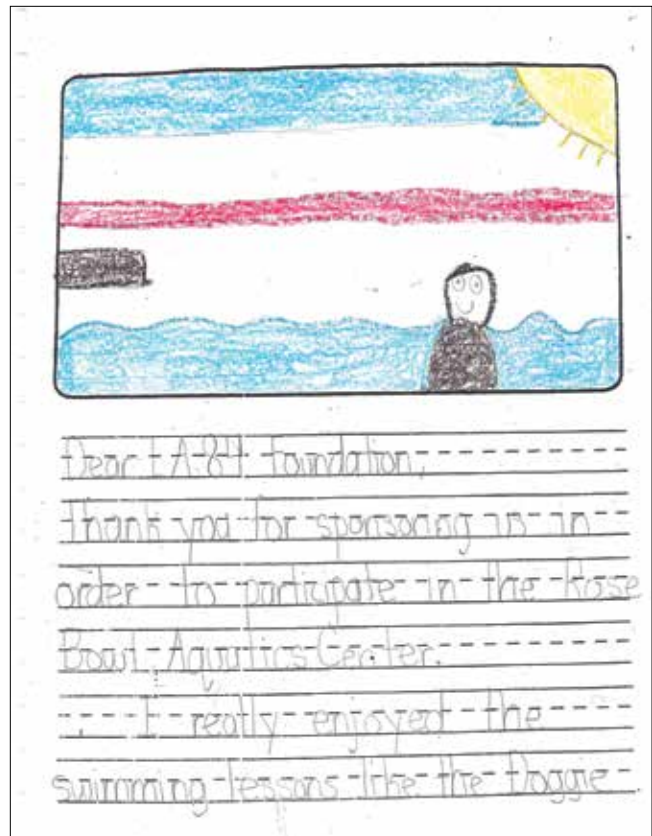
For sports equipment for the East County Y's gymnastics program.

Young Men's Christian Association of Anaheim \$10,000

For scholarships for the year-round basketball league.

Youth N' Motion Academy Inc. \$10,000

For instructors, tournament fees and venue equipment for a martial arts program in South Los Angeles.





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. Applicant 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. A Resource Guide On Preventing Child Sexual Abuse in Youth Sports.

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
- Camps, tournaments and other short term 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 four 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 Improvements: These 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. ONLINE 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 online 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:

Internal Revenue Service
CA – Franchise Tax Board

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, usually in January, June and October, to approve grant requests. The Foundation accepts and processes grant proposals at any time throughout the year 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.

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.

3. Youth Football Organizations: The safety of the athlete is a priority of the Foundation. Recognizing that youth football can be made safer for participants, the Foundation will give priority to organizations that have adopted the following best practices:

- Require training of all tackle coaches in the Bobby Hosea Train 'Em Up Academy "helmet-free" tackling method or the USA Football Heads Up training.
- Distribute information regarding the dangers of concussions to parents, coaches and players
- Provide flag football for 6-7 year olds and offer tackle no earlier than age 8.
- In pre-season, no physical contact is allowed. Spring practices are to be used for conditioning, strength training, skill development and recruitment.

- In regular season 2-hour practices, the first 90 minutes should be non-contact or limited contact and the last 30 minutes can be full speed contact, but no more than a total 90 minutes per week. No full speed head-on blocking or tackling drills in which the players line up more than 3 yards apart are permitted. Chop blocking, face tackling or spearing techniques are strictly prohibited.
- Have trained personnel as safety monitors at practices to help identify concussion or other injuries.
- Have trained medics at all games.

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, 2014 \$159,709,928

OFFENSIVE
57.35%
\$91,593,644



DEFENSIVE
42.65%
\$68,116,284

Summary of Expenditures from Inception (1985) to June 30, 2014 \$222,101,117

GRANTS
\$103,265,971



SPORTS
PROGRAMS
\$33,916,742

LIBRARY, WEBSITE, AND RESEARCH
\$39,162,089

FACILITIES
\$16,059,918

ADMINISTRATION AND OTHER
\$29,696,397

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