



It's Time to Take Play Seriously

As 170 Sports4Kids coaches take to school playgrounds this month, we are thrilled to announce that the Robert Wood Johnson Foundation is making a significant investment in our efforts to bring play and physical activity to low-income children all across the country. Specifically, the foundation has committed \$18.7 million to support Sports4Kids' growth to 27 cities reaching 250,000 children in 650 schools by 2012.

This grant also supports growth of our training and technical assistance business so we can teach more people how to effectively tap the power of play for the benefit of children.

The foundation's investment represents a tremendous vote of confidence in our ambitious plans to make it possible for every child in America to have the opportunity for safe and healthy play at school every day. It also sets up a challenge — to establish programs across the country that rely on both local and national funding for financial sustainability.



As our programs launch in St. Louis and New Orleans in the first wave of this expansion, we are excited and daunted by the tasks

ahead of us. And in typical Sports4Kids' fashion, we are forging ahead with all the enthusiasm and exuberance we can muster, along

with 265 employees and a broad network of principals, teachers, parents, policymakers, community leaders, and individual donors ready to be a part of this national movement to make play a real part of the school day.

Sports4Kids by the Numbers:

18.7 Million dollars recently granted to Sports4Kids by the Robert Wood Johnson Foundation

170 Schools we are serving this year

65,000 Students who play with us every day

3 'Danas' in our Bay Area office, leading to countless confusing phone calls

While it is wonderful that we have this new support, we must work especially hard now, as the foundation has entrusted us to accelerate our individual giving program and our earned income sources to be able to sustain a higher level of operation each year. We look forward to sharing our progress and inviting you to continue your generous support as we grow.

Sports4Kids Enters New Frontiers

School's in session, and so are we. Sports4Kids returns energized and excited for our 13th year. This year we'll provide programming to 170 schools across the country serving nearly 65,000 students daily.

As part of our national expansion, Sports4Kids welcomes St. Louis and New Orleans as our latest city partners, representing our entry

into the South and Midwest regions of the country. We're rolling out our unique brand of play to about 5000 kids in these two new expansion cities. We have received tremendous support from both cities and look forward to a successful year.

"It's our vision to one day bring healthy play to every child in America, and to watch this movement take root and grow in these new cities is a

very exciting and rewarding experience for everyone involved," said Sports4Kids National Program Director, David Gallagher.

In addition to successfully premiering in two new cities, Sports4Kids showcases our largest contingent of AmeriCorps members to date, with 102 members serving their community in our schools.

"Sports4Kids is such a natural match to the energy and talent of the young adults that join our program as AmeriCorps members," says Sports4Kids Founder Jill Vialet. "Their service to the community is invaluable, and their rock star status among school kids is phenomenal. It's a great combination for everyone."

Sports4Kids Around the Country



Sports4Kids a Hit with Bay Area Big Leagues

Over the past year, Sports4Kids has had the pleasure of partnering with the Oakland Athletics and San Francisco Giants on numerous occasions in support of youth in our communities. Our organizations share the same goals of community building and children's health, making Sports4Kids and these major league teams ideal partners in the mission of improving the health and well-being of children.

This past spring, the Oakland Athletics, in collaboration with Perfect Push-Up and Alta Bates Summit Medical Center, created the Fitness Sluggers program. Sports4Kids assisted in distributing hundreds of workbooks designed to engage and educate children on healthy living and healthy eating. Students who recorded their dietary habits for a month were invited to participate in an active play day on the Oakland A's outfield facilitated by Sports4Kids.



In May, the San Francisco Giants and Catholic Healthcare West hosted their 9th annual Kids are Giants Too! event. Students from schools across the Bay Area were invited to AT&T Park to learn about nutrition and healthy living from the Giants' staff, trainers, ball players and Lou Seal, the Giants' ever popular mascot. Students also got to run the bases and eat lunch in the bleachers of the ballpark. Sports4Kids made this portion of the event active and engaging for the students. More than 1,000 students participated in

"Sports4Kids was such a huge addition to the day. They really reenergized the event, and the kids had a great time interacting with their staff."

- Shana Daum, SF Giants Director of Public Affairs and Community Relations

activities that got them moving their feet, clapping their hands and cheering with excitement.

Sports4Kids thanks the Oakland A's and San Francisco Giants for their continued support. We wish both clubs continued success on and off the field.



Sports4Kids Presents
Comedy4Play
 A night of friends and funny benefitting Sports4Kids programs in low-income schools across the country
 Featuring:
 Joe Klocek, San Francisco favorite featured on Comedy Central and our very own Dana LoVecchio
 The Clubhouse
 414 Mason Street, San Francisco
 Friday, November 21, 2008
 Show starts at 9 p.m.
 Doors open at 8:30 p.m.
 (Bring Your Own Beverage)
 Please contact Steve Fox at steve@sports4kids.org, (510) 893-4180 for more information or to purchase tickets.

Opening Up the Playbook:

Everybody's It!

*That's right, everyone is 'it' in this twist on the classic game of tag. **Everybody's It** is a game of focus, quick reflexes and lots and lots of running. If you've got a big, energetic group and want to see some tired and happy faces, this is your game!*

Group Size: 8-50
 Age Group: 6-96
 Length of Activity: 15 minutes

Equipment Needed: None

Developmental Goal: To develop awareness and memorization skills

Skills Practiced: Evasion, spatial awareness, safe tagging and stamina

Set-Up: Designate a large play area with clear boundaries

How to Play:

- The object of the game is to tag as many people as possible without getting tagged yourself
- If you get tagged, you must remember who tagged you and drop down to one knee and freeze
- If you are down on one knee because you have been tagged, your job is to watch

the person who tagged you – once that person gets tagged and drops to one knee, you can get back up and start tagging again

- If there is a simultaneous tagging between two people, a quick game of rock, paper, scissors is played to determine who goes down on one knee (no one is allowed to tag players engaging in rock, paper, scissors)
- The game can continue for as long as you wish, but generally 10-15 minutes is a good amount of time
- If the participants are confused or not following the rules, bring the group back together and review how to play

Before You Start:

- Demonstrate safe tagging:
 - Light touch, like a butterfly wings, on the shoulder
 - Unsafe tags: hard contact that might cause the person being tagged to fall

- Review the game boundaries and the consequences for going outside of them (you automatically have to go to one knee and watch the person who chased you out of bounds)
- Review signals for how the game will begin and finish (i.e. one whistle = start, two whistles = freeze)

Variations:

- Make the play area smaller and have the players speed walk to make it more difficult
- Make the participants skip, hop or act like their favorite animal while tagging and evading

Coach's Reminders:

"Don't forget who tagged you, or you'll never be able to get up!"
 "You have to be honest or the game doesn't work."



Sports4Kids Pilots Training Model

As part of our vision of bringing play to every school in America, Sports4Kids is piloting an exciting new program in Stockton, California. Starting this month, we will work intensively with eight public schools, taking one person from each school — ranging from security guard to teachers — and training them on techniques for a healthy, safe recess. As part of the program, participants will set specific goals and objectives, receive group trainings and get one-on-one technical assistance, along with feedback and observation from Sports4Kids trainers.

“Stockton Unified staff and administrators have been tremendously supportive and enthusiastic about bringing play and physical activity to the forefront of our educational culture and school environments,” says

“This is a tremendous opportunity to bring a new model of play to Stockton schools.

This program will allow us to further refine our best practices and better inform our program for years to come.”

- David Rothenberg, Executive Director at Sports4Kids

Jeremy Lansing, community training coordinator at Sports4Kids. “They’ve taken a real leadership position on the issue, and we’re looking forward to great results from the partnership.”

Participants in the Stockton program will receive intensive support in creating a structured and healthy recess and game time,

mapping out the schoolyard, facilitating girls and boys playing together, running inclusive games, and getting adults to participate in the games and model positive behavior.

In addition to training and technical support, Sports4Kids is developing a specialized system for documenting the process and evaluating outcomes to support a sustainable model.

“This is a tremendous opportunity to bring a new model of play to Stockton schools. This program will allow us to further refine our best practices and better inform our program for years to come,” says David Rothenberg, executive director at Sports4Kids. “The Stockton program is a great model for Sports4Kids’ vision of bringing healthy, inclusive play and all its associated benefits — greater focus in the classroom; conflict resolution skills and more opportunities for physical activity — to students everywhere.”

New Sports4Kids Video Wows Audiences

For 13 years now, Sports4Kids has been proving what one well-trained, energetic adult can do when they step onto a schoolyard equipped with our five-component program. The opportunity to capture that transformation presented itself when Sports4Kids was asked to take its award-winning program to St. Louis for a Recess Roll-Out week in March of this year. The Robert Wood Johnson Foundation shared our excitement for this opportunity, and with their financial support we commissioned a video team to document the incredible difference our programs can make in just one week.

Washington Montessori Elementary School was chosen as the school site for the project, and Jamila Hornesby, our site coordinator at Hoover Elementary School in Oakland, was chosen as the Roll-Out coach for the week.

Want to see the remarkable before and after footage and testimonials? See the transformation for yourself by going to our website www.sports4kids.org and clicking on the ‘Check out the Video’ link from our homepage.

A special thanks to the Robert Wood Johnson Foundation, video producer Margaret Bailey, the staff and children at Washington Montessori Elementary and of course our very own Coach Jam. This project would not have been possible without the help of each of you!



STARS IN THE COMMUNITY



Vanita Bhargava, formerly a senior program officer with the Lucile Packard Foundation for Children’s Health, is an original advisory council member in Washington, D.C. Vanita’s expertise in navigating the Washington, D.C. foundation community has been quite helpful and greatly appreciated.



Diane Brandt has spent the last 30 years of her professional career in general management and investment banking. She will now be applying her business savvy to Sports4Kids as the chair of the Silicon Valley Advisory Council. Diane is currently establishing a recruitment strategy for future advisory council members. We are thrilled to have her on board.



Michael Coffino is an attorney with Reed Smith LLP in San Francisco. Michael has been an exceptional advocate for Sports4Kids, recruiting attendees for events like the wine tasting event and Corporate Kickball Tournament. Michael has been with the San Francisco Advisory Council since its inception and we look forward to working together in the future.



Dave Czesniuk is the director of operations at Northeastern University’s Center for the Study in Sport in Society. A founding member of Boston’s Advisory Council, Dave’s support through Sport in Society initiatives and the partnerships he brokered with area schools have proven to be an invaluable addition to our community.



Eyanna Spencer is the principal at Manzanita Elementary School in Oakland and an outspoken supporter on our Oakland Advisory Council. Eyanna was gracious enough to sing the praises of Sports4Kids at a Robert Wood Johnson Foundation site visit. As a principal, Eyanna has witnessed first-hand the importance our program and we are grateful to have her support.



Debbie Thomas is the executive assistant to the Office of Student Support in the Baltimore City Public School System. Debbie played a vital role in bringing the Sports4Kids program to the city in 2005 and has advocated for the program at every turn, first as a principal and now with the school district. Her support cannot be understated.



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If you'd like to receive electronic updates from Sports4Kids, please go to www.Sports4Kids.org and click on "eNewsletter."

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www.Sports4Kids.org

Our Mission:

To improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play.

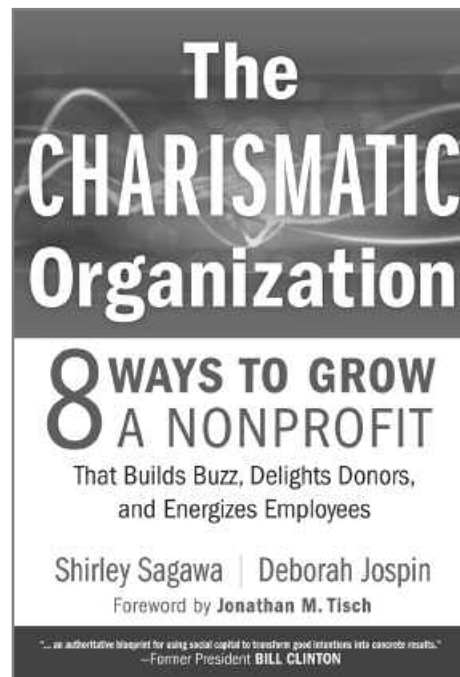
Sports4Kids Featured as a Charismatic Organization

Is Sports4Kids a charismatic organization? You bet. Charismatic organizations achieve powerful results, tell their stories effectively, and attract growing networks of friends and followers.

A new book, *"The Charismatic Organization - Eight ways to Grow a Nonprofit that Builds Buzz, Delights Donors, and Energizes Employees,"* shares how organizations can increase their impact, resonance with the public, and ability to obtain the resources they need to thrive by building their social capital.

The book is filled with inspiring stories and insightful analysis, and features Sports4Kids and founder Jill Vialet as an example of a charismatic organization that successfully uses the power of story, imagery, and emotional connection to build the tools needed to effectively communicate to a variety of audiences.

Co-written by Shirley Sagawa and Deborah Jospin, the book will be available in stores on October 20. To learn more, check out www.charismaticorganization.com.



What we do:

Sports4Kids brings play and physical activity back to the playgrounds of low-income public schools across the country. At each school, well-trained and enthusiastic site coordinators create structured activities at recess, work with teachers to provide physical activity classes, coordinate daily after-school programs and coach teams for our developmental sports leagues. As a testament to the effectiveness of the program, schools pay nearly 40 percent of the average \$55,000 annual cost of the program.

