



Sports4Kids Voted Winner in Sport for a Better World Competition

Out of 382 entries, Sports4Kids has been chosen as one of three winners in the Sport for a Better World competition. Ashoka's Changemakers initiative co-sponsored the international competition with Nike, seeking to identify the most powerful ideas for using sport for social change. Sports4Kids was selected among nominees across the world, from Kenya to Cambodia.

"We were honored just to be nominated for this award," explained Jill Vialet, President and Founder of Sports4Kids. "But outlasting so many other incredibly worthy entries tells us that we've really struck a chord. The values of play are universal."

The cash prize notwithstanding, the award will help us leverage more financial support for Sports4Kids as we expand across the country. We couldn't have secured this prestigious and ground-breaking award if it weren't for so many of you who took the time out to vote online and forward the message on to family and friends. Thanks so much!



Meet Sports4Kids' New Team Captain

The Sports4Kids Board of Directors and Jill Vialet, President and Founder, are thrilled to announce that David Rothenberg has joined Sports4Kids as the organization's new Executive Director. David has served in a variety of senior management positions helping mission-driven organizations grow and succeed. He was most recently the President and CEO of Nolo, the nation's largest and most respected publisher of legal information for consumers and small businesses.

David graduated from the Haas School of Business at the University of California, Berkeley and began his career as a CPA working with a variety of private, public and nonprofit organizations. He volunteers on the board of two nonprofits, Small Press Distribution and The Clarence Foundation, a donor-engaged international philanthropic organization.

"The hard work, creativity and commitment of the people of Sports4Kids have created this very special opportunity to impact the lives of children throughout the country," said David. "I am honored and delighted to



play a part in realizing the vision that Jill and the Board have set in motion. As far as I'm concerned, the sky's the limit."

David lives in Berkeley with his wife Lorraine and their two children Isaac and Isabella who attend Berkeley public schools.

Sports4Kids by the Numbers:

7,250	<i>Dollars donated by Sports4Kids staff to our recent End of Year Appeal</i>
382	<i>Number of entries from across the world in the Sport for a Better World competition hosted by Ashoka Changemakers and Nike</i>
3	<i>Number of winners in the contest, of which Sports4Kids was one!</i>
6,550	<i>Percentage of growth in Sports4Kids school programs over the last 12 years</i>
.2	<i>Club record at "Green Carpet Run," the Bay Area office's 3-hole putting green course</i>

Schools Try on Sports4Kids with Recess Roll-Out

If a picture is worth a thousand words, then a first-hand experience of Sports4Kids' unique brand of play transforming a schoolyard is worth all the brochures, testimonials and statistics we've gathered in the last 12 years. So when it's time to bring our award-winning program to a new city, that's just what we do — give a handful of schools a taste of how their communities can change for the better, and we do it in just one week.

The Sports4Kids demonstration week known as "Recess Roll-Out" has been an extremely effective means of building excitement for our programs and establishing a reputation for our organization in each of our expansion cities. The recent Roll-Out weeks in New Orleans and St. Louis, both hopeful cities for our 2008-09 program year, were no exception.

For each Recess Roll-Out, an all-star cast of Site Coordinators, Area Directors, and office staff is recruited from our cities across the country. With plane tickets, food money, and the address of their

temporary home in hand, this group takes off to a potential expansion city as the face, and more importantly, character of our organization. When they depart a week later — tired, sunburned and dreaming of their own bed — they invariably leave behind a city clamoring for our full-time program.

"Our staff are fearless. They stride onto the schoolyards with a bag of sports equipment and within two hours, they're rock stars! I've heard it a hundred times if I've heard it once, 'We thought our kids weren't capable of playing together like this — but apparently they just needed to have someone show them how!'"

- Jill Vialet, Sports4Kids President and Founder

Shark Attacks St. Louis Elementary...Minnows Escape

The minnows slowly tiptoe toward the middle of the pond, ever aware of the shark lurking in the background. The shark's eyes widen and the suspense builds as the nervous fish advance in anticipation of the inevitable "Shark Attack!" The shark, Justin "J.Ro" Robinson, finally springs into action, giving chase as the third-grade minnows scatter enthusiastically.

J.Ro, whose everyday job is the Recruiter for Sports4Kids' Oakland office, became an instant celebrity during Dewey Elementary School's Recess Roll-Out week in April. Dewey is one of eight St. Louis schools that recently participated in Sports4Kids' week-long program demonstration in potential expansion cities. J.Ro spent the week at Dewey organizing games at recess and leading individual Class Game Times during non-recess periods.

One such Class Game Time had J.Ro teaching Ms. Cley's third graders Sharks and Minnows, a tag game where the kids run from one side

of the playing field to the other without being caught by the shark. J.Ro reviewed safety precautions before they began, tying shoelaces, demonstrating gentle "butterfly tags" and establishing proper boundaries.

The game produced happy and tired but uninjured children, something Ms. Sikes, the school nurse, certainly appreciated. "Since Sports4Kids came to our school, I haven't seen any children in my office," she said. "I went outside to see what was going on and the children were playing together, sharing equipment and taking turns. I even played a little jump rope myself."

While J.Ro was only able to stay for one week, the impression he left on the school

was visible before his departure. **"It's amazing to see the influence you can have on a school yard in such a short time. The kids were participating in the games I'd taught them without supervision, they were using Ro Sham Bo to settle their problems and would run up to me like they've known me forever. It reminded me why I work so hard to get fantastic people to come be a part of our team at Sports4Kids."**



Third graders at Dewey Elementary School in St. Louis rush toward Coach Justin "J.Ro" Robinson during Class Game Time.



New Orleans Recess Roll-Out Team: (left to right) C.J. Strauss, Boston; Dwight Phyll, Baltimore; Honour McClellan, Baltimore; Eben Dower, Washington, D.C.; Eunice Dunham, Boston; Joe Kelly, Oakland; Diane Tadano, Oakland; Jonathan Blasher, Oakland; Bill Vanark, Oakland



St. Louis Recess Roll-Out Team: (back row, left to right) Jamila Hornesby, Oakland; Kailyn Jones, Washington, D.C.; Justin 'J.Ro' Robinson, Oakland; Colleen Harvey, Baltimore; Calvet Liburd, Washington, D.C.; Ayanna Rutherford, Washington, D.C.; (front row, left to right) Jordan Smith, Washington, D.C.; Jackie Hemann, Oakland; Aloise Shepard, Baltimore; Steve Fox, Oakland

First Grader 'Rocks' New Orleans Recess

When Eben Dower, Sports4Kids Site Coordinator based in Washington, D.C., stepped onto Singleton Elementary School's campus in New Orleans, he was ready for the joy and heartache that are the day-to-day reality of city schools in recovery. But he wasn't entirely sure New Orleans was ready for Sports4Kids. It only took one first-grade girl to change his mind.

Sandineesha didn't particularly stand out the first time Coach Eben met her during an early morning Class Game Time on the first day of

the New Orleans Recess Roll-Out. Initially lost among two classes of other first graders, it wasn't until recess later that day that Sandineesha made her presence known.

"ROCK SHAM BO! ROCK SHAM BO!"

Her words got Eben's attention not only because they were a mixed-up version of "Ro Sham Bo" and "Rock Paper Scissors" but also because of the way this tiny girl was yelling them, with such conviction.

Sandineesha was playing in a game of



Kindergarten students at Coghill Elementary School in New Orleans pass around a ball during lunch recess.

Switch that Coach Eben had set up for recess but had somehow gone from energetic bystander to being completely in charge of the game. She walked each waiting participant up to the middle of the play area and ran around facilitating 'Rock' Sham Bo between stu-

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How You Can Help

Connect

Know someone in New Orleans or St. Louis? Help us learn the ins and outs of these cities by connecting us to your friends and colleagues.

Recruit

We need superstar Site Coordinators for these new cities, and referrals of energetic, dynamic applicants have produced some of our best employees.

Give

Establishing a strong presence in a new city requires hard work, lots of networking and the resources to support our staff doing what they do best. Gifts of any amount go a long way in building a solid foundation at this critical time. And you can always designate your gift to a specific city if you wish.

If you'd like to help, please contact Elizabeth Cushing, (510) 893-4180, elizabeth@sports4kids.org

Sports4Kids Takes Play to the Streets (and Summer Camps, and Youth Centers...)

With Sports4Kids' growing reputation for transforming school playgrounds, demand from schools, after-school programs, youth centers and summer camps has risen to a fever pitch. In response to this rising demand, we expanded our services beyond in-school programming through the Sports4Kids Community Training Program (CTP). This program furthers our mission to increase opportunities for play and demonstrates our commitment to deliver high quality services that built our reputation in schools.

Five years into this experiment, Sports4Kids' Community Training Program has exceeded

We don't stop playing because we grow old; we grow old because we stop playing.

-George Bernard Shaw

all expectations. Since its inception, thousands of youth workers from school districts, after-school programs and youth development organizations such as the Boys and Girls Club, YMCA and Girls Inc. have received

hands-on, customized trainings from our talented staff.

"No matter where you go, good people are looking to make children's lives better. Our training program gives these service providers tangible tools for implementing safe and meaningful play into any existing program," said Dana LoVecchio, Senior Trainer and CTP Manager. "We take a fun, interactive approach in our trainings, which are tailored to each provider's specific needs."

CTP creates an accessible and affordable vehicle for youth-service providers to take advantage of our years of experience teaching games and sports in a non-competitive, inclusive manner. Our expert trainers have held workshops and trainings across the country, from California to Massachusetts and New Mexico to Florida. (In fact, they want everyone to know they are willing to go just about anywhere to help kids, including Hawaii, the Virgin Islands and the Bahamas!)

Even as Sports4Kids continues to rapidly grow and expand into new cities, we hold an unwavering commitment to the fundamental belief that well-trained, talented and fun adults can use play to bring about positive

"I have been in the teaching field for 20 years and I have never had so much fun and learned so much as I did at the Sports4Kids training. I have third-grade girls that would just sit and watch if they could, but now enjoy participating because they see everyone having fun with games that do not force you to be last or on the 'losing' team. You have not only changed the lives of my students but you have changed my perception of play and how I can teach it!"

- Sandy Stevenson, Assistant Director, SchoolZOut After-School Program, Ft. Madison, Iowa

change within a community. We hope to continue using our Community Training Program to make sure this change is within reach to everyone across the country.

To schedule a training contact
Jeremy Lansing at (510) 893-4180 or
jlansing@sports4kids.org



We couldn't be more excited to welcome Sharon Smith-Mauney as Sports4Kids' new Director of Community Training. Sharon has been with the United States Tennis Association (USTA) since 1990, most recently as Managing Director of the Outreach Division with direct responsibility for public relations, marketing communications, diversity programming, fundraising, community outreach and corporate relations.

"Having spent nearly 20 years working in the sports and nonprofit industry prior to joining Sports4Kids, I am immensely honored to become part of a team that does such groundbreaking and important work," says Sharon. "As both a lifelong athlete and a mother, I understand first hand what a profound impact sports participation and physical activity can have at all stages of life — not only in forming healthy bodies and minds, but in building bridges to new experiences, friendships and opportunities."

Opening Up the Playbook:

Wah!

A game guaranteed to get you laughing, Wah! involves concentration, quick reflexes and yelling "wah!" more times than you can imagine. We're not making this up — type "wah game" into a YouTube search and see what pops up!

Group Size: 8-20
Age Group: 8-98
Length of Activity: 10 minutes

Equipment Needed: None

Developmental Goal: To develop awareness and active listening capability

Skills Practiced: Memorization, quick thinking, concentration and cooperation

Set-Up: Everyone standing in a circle facing each other

How to Play:

- Play begins when a designated player raises both arms over their head with palms together to form a "tree" (see picture 1) and says "Wah!"
- The two players on either side of the tree become lumberjacks and must chop the tree down by placing their own palms together and simultaneously make one chopping motion toward the midsection of the tree (see picture 2) while also saying "Wah!" (Remember not to actually touch the tree with the chopping motion.)

- When the tree is chopped, it falls by bending at the waist, saying "Wah!" and pointing to another member of the circle (see picture 3). The fallen tree may point to anyone in the circle except the players directly next to them.
- The player whom the fallen tree points at must immediately become the next tree by raising both arms together and saying "Wah!"
- The game continues with the players on either side of the new tree chopping it down, the tree falling and pointing at another player, and the player pointed at creating the next tree.
- If at any time a member of the circle hesitates, performs the wrong motion or does not say "Wah!" that player is eliminated and must step outside the circle. The game stops to let the player step out and starts again when a new tree goes up (anyone may do this).
- Eliminated players remain active by walking around the outside of the circle and

distracting the remaining players by heckling them (without touching or yelling).

- As players are eliminated, the circle continues to shrink until the final four players are congratulated as the winners.

Before You Start:

- Make sure participants understand the three motions: becoming a tree, chopping down a tree, and having a tree fall. Review when in the game you would perform each motion.
- Review proper chopping (no touching), as well as proper heckling (no touching or yelling).
- Play a slow motion practice round.

Variations:

- Don't eliminate players, work together to go as fast as you can.
- Change the "Wah!" to something else, like "Uma!" or "Oprah!"

Coach's Reminders:

"The more creative your 'wah!' the better."
"Focus, focus, focus!"



We would like to thank all our sponsors for their support of our 2008 Corporate Kickball Tournaments across the country — and a special thanks to our title sponsor, 24 Hour Fitness!



Sports4Kids
Corporate Kickball 2008



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dents who were having disagreements. She made sure everyone encouraged each other with high-fives, telling each other “Good jaa! Good jaa!” and kept the game moving.

As Coach Eben recalled, “I don’t know how it became ‘Rock’ Sham Bo, but I was so impressed by what I was seeing that it didn’t matter what she called it. As recess ended, I got a chance to ask Sandineesha about why she decided to help instead of play and she said, “Cause I just like helping people,” says Eben. “Right then I knew they were ready for Sports4Kids — so that all the Sandineeshas down in New Orleans could have the chance to help people in the way she did that day.”

Thanks to everyone who helped make these Recess Roll-Outs happen:

Katie Kappell
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Vincent Nzinga
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Zea’s Restaurant
Brian Gandolfo
Ebony Hamilton
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Alorea Gilyot
Sean Goodwin
Coach Lovell Cooper
Sister Noel
LaVerne Price
Brenda Sisco
Paul Vallas
Kerri Ramsdell
Bethany Housman

And a special thanks to all our partner principals:

St. Louis:
Dr. Ann Russek, Dewey International
Mr. Carey Cunningham, Simmons-Marshall
Mrs. DeAndrienne Torrey, Washington Montessori
Mr. George Taubenheim, Woerner Elementary
Mr. Brian Zimerman, Mann School
Dr. Gerald Arbini, Monroe
Monica Miller, Mitchell
Ms. Vrhonnee Irving Brown, Columbia

New Orleans:
Melrose Biagas, Singleton Charter
Keith Bartlett, Dibert
Wanda Anderson, Craig
Cheryllyn Branche, Banneker
Janet Johnson, Laurel
Aisha Jones, Mary D. Coghill
Kelly Batiste, Fannie C. Williams

STARS IN THE FIELD



Alicia Hernandez, Urban Promise Academy, Oakland
Participants in Coach Alicia’s After School Program were in for quite a treat when she arranged for a number of stars from the University of California Berkeley Women’s basketball team to show up and help the students with their basketball skills — but only after they were done with their homework!



Brad Hunter, Mt. Royal Elementary, Baltimore
Coach Brad created the “Positive Wall,” a place for students and staff to post notes about the encouraging things they see happening around their school. With hundreds of cards covering the wall, one thing is clear: Mt. Royal is an uplifting place.



John Moore, Horace Mann Elementary, San Jose
Coach John has done a tremendous job of finding something for everyone with eight separate recess tournament options ranging from soccer to jump rope. Even the teachers get in on the action through his student versus teacher “Skill Ball” tournament.



LeNeac Weathersby, Charles Drew Elementary, San Francisco
Coach LeNeac uses the barrier-breaking language of play to create a deep sense of connection between the staff and students of Charles Drew through her annual teacher/student volleyball tournament.



Nick Hildebidle, CAPCS – Rand Campus, Washington, D.C.
Coach Nick enlisted the services of the Georgetown Ultimate Frisbee Team to lead the children of Rand Campus in a fun-filled afternoon of learning and playing this exciting and growing sport.



Pamm Colasacco, Ohrenberger Elementary, Boston
In motivating her running club, star Site Coordinator Pamm Colasacco pulled out all the stops. Coach Pamm had the kids fill out surveys on their favorite numbers and colors, and on the day of their timed mile she surprised them with race numbers she had made based on their survey answers to pin on their shirts.

Wanna be a ‘Star’?

Apply online at www.sports4kids.org

for positions in Baltimore, Boston,

New Orleans, the San Francisco

Bay Area, the Silicon Valley, St.

Louis and Washington, D.C.

Sports4Kids

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

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

Sports4Kids Welcomes New Board Member

Randy Drake is currently the Senior Vice President of Community and Business Development for 24 Hour Fitness. Randy grew up near the Oregon-California border, graduated from Linfield College in McMinnville, Oregon, and received his MBA from the

University of Oregon. He has previously served as the Vice President of Sales at Starbucks and the Senior Director of Strategy and Communications at Nabisco. Randy has also served as a board member for the Ronald McDonald House Charities of the Northwest.

A Big Thank You and a Fond Farewell

As we welcome our new Executive Director, we sadly say goodbye to our good friend and colleague Susan Rothstein as she moves on after gracefully and expertly stepping in as Interim Executive Director since July of 2007, a period of great change and rapid growth here at Sports4Kids.



She was fast to jump in and become part of Sports4Kids, adjusting surprisingly quickly to

our culture of playing hard, having fun and respecting the game. Most importantly, Susan truly understood the management needs of our organization and stepped up and filled in where we needed her most.

Susan's next challenge will be volunteering in Uganda with Conservation Through Public Health, an entrepreneurial organization that recognizes the inter-relationship between the health of critically endangered mountain gorillas and the health of the villages that surround their habitat.

Please join us in sending a huge Sports4Kids thank you to Susan for this past year of leadership, caring and friendship.

What we do:

Sports4Kids brings play and physical activity back to the playgrounds of low-income public schools across the country. At each school, a well-trained and enthusiastic Site Coordinator creates structured activities at recess, works with teachers to provide physical activity classes, coordinates a daily after-school program and coaches teams for our developmental sports leagues. As a testament to the effectiveness of the program, schools pay nearly 40% of the average \$55,000 annual cost of the program.

