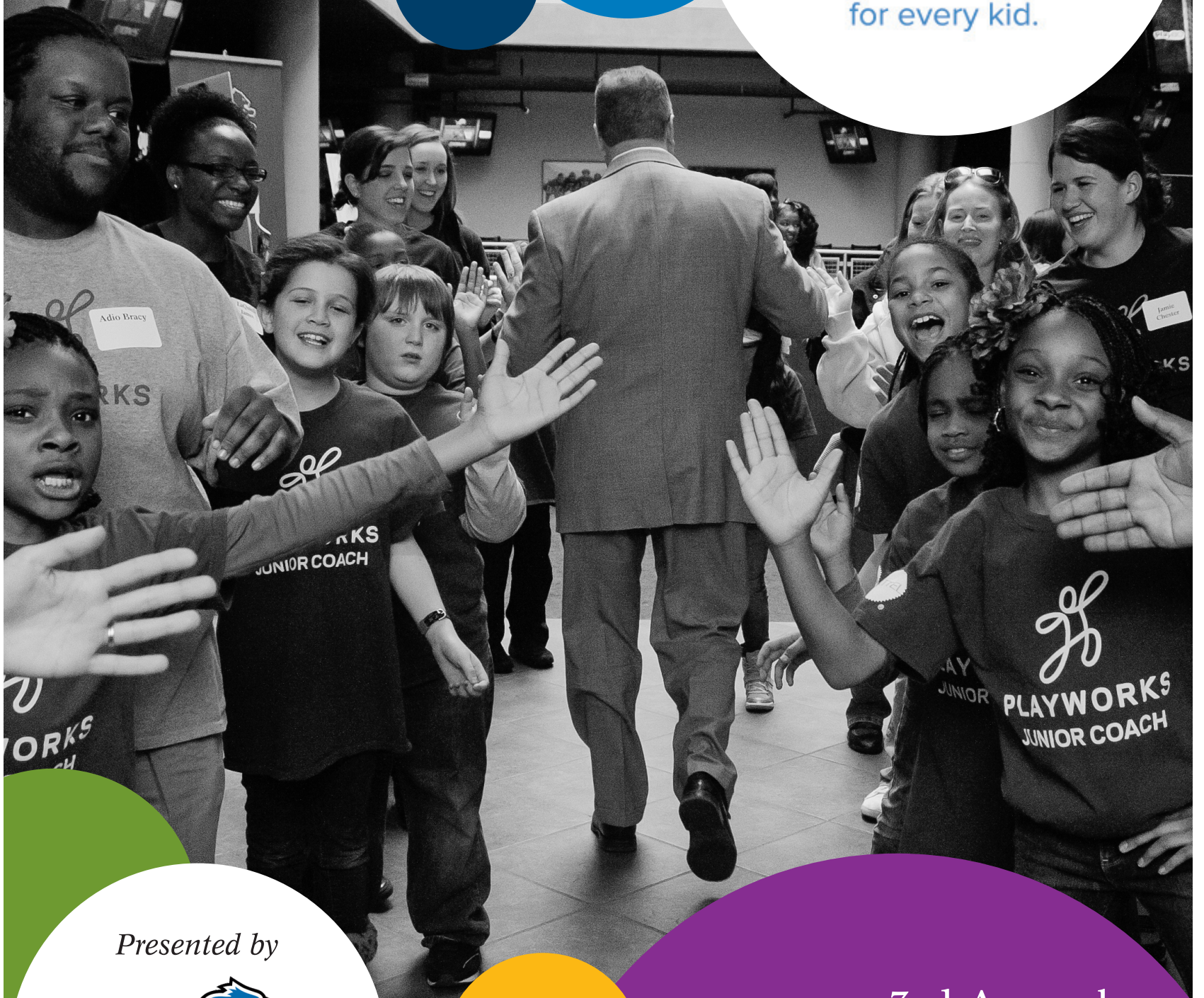




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3rd Annual  
**GET IN THE GAME**  
Luncheon



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# PLAYWORKS MICHIGAN GET IN THE GAME LUNCHEON

April 2, 2014 Ford Field

## RECESS

Playworks Staff and Junior Coaches

## WELCOME

Jeannine Gant, Executive Director

## AWARD PRESENTATION

Community Service - Young Detroit Builders - Angela Wilson, Executive Director

Respect - The Ideal Group - Loren Venegas, President

Inclusion - Loretta V. Davis, President - Institute for Population Health

Healthy Play - HYPE Athletics - Ali Sayed, Founder and CEO

Healthy Community - PNC Bank/Grow Up Great Program - Ric DeVore, Regional President

Chairman's Award - MGM Grand Detroit - Steve Zanella, President & COO

## GUEST SPEAKER

Jill Violet, CEO and Founder / Playworks

Founders Award - The Detroit Lions - Tom Lewand, President

## CLOSING

Kareim Cade, Playworks Board President

## SPECIAL THANKS TO OUR LUNCHEON SPONSORS!







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in honoring the recipients of this year's Game Changer  
a shining example of how all of us can help improve the  
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Dear Playful Friends,

Welcome to the 2014 Playworks Get in the Game Luncheon and Game Changer Awards presented by our partner the Detroit Lions. We are so glad that you have chosen to spend some time with us today to celebrate those changing the direction of our Detroit community. I'd like to believe each of us is a game changer at heart and in action.

Together we can make real change for the children in our community. If each of us makes a decision to reach outside of ourselves to learn about the obstacles and challenges facing our community and children, and then offer our resources to help, we can make a difference today. You might offer your time as a volunteer or consider making a donation to an organization that is meaningful to you.

We invite you to get involved with Playworks. We believe in the power of play to bring out the best in every child. Our mission is to improve the health and wellbeing of children by providing opportunities for safe, meaningful play and physical activity. We are the recess experts! Every day through our school-based program we are teaching valuable life skills, like creativity (what can you do with a ball), communication and collaboration (do you want to play with me), citizenship (using rock, paper, scissors to solve a conflict), and personal and social responsibility (learn how to follow rules and make sure everyone gets a chance to play). We are helping children to learn the value of a healthy lifestyle that will hopefully reduce risks like childhood obesity and diabetes.

Since 2010, Playworks in Michigan has served more than 25,000 children and we need support from individuals, companies, foundations and community organizations to sustain our programming in the Detroit area. We are creating real change in our schools right now; making sure recess is a place where children from different backgrounds feel safe, are happy to participate in games and feel welcomed. What's more, this positive feeling of inclusion, success and fun is carried back into the classroom. It means kids are more focused and ready to learn and it means they can't wait to come to school.

Solutions do not have to be complicated. Helping our children and community does not have to be difficult. If you change the game for someone today and you will empower them to change the game for someone tomorrow. Thank you for support!

Peace and foursquare,

Jeannine Gant

Playworks

Executive Director

# 2014 PLAYWORKS GAME CHANGERS



## FOUNDER'S AWARD THE DETROIT LIONS

Living for the City is the philanthropic program of The Detroit Lions. Its goal is to support transformational efforts that improve the wellbeing of metro Detroit's underserved communities. Living for the City focuses on sustainable health and wellness initiatives and community development. Living for the City supports organizations that pursue integrated approaches to physical fitness, healthy eating, housing, land use and environmental planning, public transportation, community infrastructure and aligned workforce opportunities.

In partnership with the Detroit Lions, Playworks has been able to bring its mission and fun activities to many Detroit Public Schools and community events including Meet Up & Eat Up with the Lions, Hometown Huddle and Lions Play 60. Playworks Coaches, kids, teachers, and parents believe in the power of play to make kids, schools and communities stronger. Playworks is the official Detroit Lions Play 60 partner, promoting physical activity and safe, meaningful play at Detroit area schools and throughout the community.







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### A TRADITION OF GIVING

One thing hasn't changed since 1934: Our commitment to giving back to the communities we serve. From developing outreach programs to fundraisers to preserving the environment—we're committed to helping our communities become better places to live, work and play. We care about you, strive to understand your families needs and cooperate with you and your community in order to provide the best service possible.

*Congratulations to our friends at the Detroit Lions for your  
2014 Playworks Founder's Award.*



Visit your Meijer Detroit store at 1301 West Eight Mile at Woodward

# 2014 PLAYWORKS GAME CHANGERS

## CHAIRMANS AWARD

MGM GRAND DETROIT

**Committed to our youth: MGM Grand Detroit salutes Playworks**

MGM Grand Detroit understands that an investment in youth is the best investment a society can make. For this reason, MGM Grand Detroit is proud to support organizations like Playworks that nurture the next generation of leaders.

Our company, along with our more than 3,000 team members stand united when it comes to empowering youth at all levels. From supporting scholarship programs, to volunteering at schools, and virtually everything in between, MGM Grand Detroit is ready and willing to touch the lives of our youth in a positive way.

The impact of our community partnerships and volunteer initiatives targeting youth is multiplied thanks to our team member-funded MGM Resorts Foundation. "Strengthening Children" is a primary point of emphasis for the Foundation, which our team members support by funding programs in three critical categories: Early Childhood Development, Success in School, and Prevention and Intervention.

Looking ahead, MGM Grand Detroit is excited about a continued partnership with Playworks. A recent grant to Playworks from the MGM Resorts Foundation will help improve the health and well-being of children in our area by increasing physical activity and safe play opportunities for low-income elementary students. We share Playworks' belief in the power of play to bring out the best in every child, and we are honored to receive the Chairman's Award. Working together MGM Grand Detroit believes much can be accomplished, and we are proud to do our part where we live, work and play!



**MGM GRAND.**  
**DETROIT**

**TOUCHING COMMUNITIES.  
TOUCHING LIVES.™**





## Who We Are

We believe in the power of play to bring out the best in every child. We create a place for every child on the playground. A place where every child belongs, has fun and is part of the game. Playworks' vision is that one day, every child in America will have access to safe, healthy play, recognizing that play creates valuable opportunities for children to grow physically, emotionally and socially. Research shows play is essential to a child's development and an invaluable tool for improving school climate. Playworks began operating in two public schools in Berkeley, California in 1996. Since that time, it has grown to 23 regions nationwide, including Michigan.

## ABOUT PLAYWORKS



## What We Do

Our experience over the years has demonstrated that relatively simple intervention - placing one full-time, well-trained, young adult "coach" in an urban school positively impacts children's cognitive, social and physical development.

Playworks coaches implement our five-component youth development play and physical activity curriculum to build young people's life skills. This system also provides them with meaningful role models and leadership opportunities and foster supportive relationships with peers and adults. Those five components include an organized recess, Class Game Time, a Junior Coach Leadership Development program, an after school program and interscholastic, developmental sports leagues.

## Why We Do It

Teachers tell us the children do better in school when they have a good experience on the playground. Principals say that children no longer spend important learning time sitting in their office after a lunchtime dispute, that children get along better and bullying decreases. Teachers can then do what they do best - TEACH!

# 2014 PLAYWORKS GAME CHANGERS

## HEALTHY PLAY HYPE ATHLETICS



The mission of H.Y.P.E. Athletics Community is to create and strengthen infrastructures that support the positive development of Wayne County youth through athletic participation and competition, educational tutoring and literacy development, and Social awareness with mentoring, counseling, life skills training and substance abuse education and prevention.

H.Y.P.E. Athletics Community was established in April 2001 to provide Wayne County area children a positive and constructive outlet through organized sports – free from drugs and violence.

HYPE Athletics Community has two components. The first component includes athletic training camps, leagues and tournaments in basketball, football, baseball, soccer, volleyball, tennis and more. Our second component being a social driven service offered to the youth and their families with tutoring, mentoring, counseling, substance abuse prevention and education and young professional entrepreneurial and leadership training. In addition, H.Y.P.E. offers Training Camps, Leagues & Tournaments in Basketball, Soccer, Football, Baseball, Volleyball, Tennis and Wrestling.

HYPE prides itself on being a diverse and harmonious youth organization, servicing Wayne County, Michigan Youth. HYPE Athletics Community prides itself in providing culturally competent services to the populations of youth involved in its programs. The organization exhibits an ongoing acceptance of and respect for differences in the populations served, pays careful attention to the dynamics of those differences, and makes adaptations to the service model(s) in order to best meet the needs of different racial and / or ethnic groups. HYPE Athletics Community retains staff that represent the racial and ethnic makeup of youth and communities being served, and the administration and Board of Directors provides support to staff to become comfortable working in cross-cultural situations.

## COMMUNITY SERVICE YOUNG DETROIT BUILDERS

Young Detroit Builders (YDB) strives to develop the positive energy and the capacity of young adult Detroiters to be personally and professionally successful; models for others, and a force in rebuilding low-income communities.

YouthBuild Detroit, the primary program of YDB, a full time, 10 month program that provides on-the-job construction training with national certifications. GED preparatory education, career, leadership and life skills development, and counseling for young adults are just some of the benefits of participation. Included is a small stipend that is paid to all participants who maintain at least 85% attendance.

While in the program trainees learn as they build and rehabilitate affordable housing for low-income families and the homeless. Once trainees complete the program they receive assistance with Post-Secondary Education and job placement. Select trainees may also receive the opportunity to earn funding for post-secondary education as part time AmeriCorps members.

YouthBuild Detroit trainees have worked on the Woodbridge Estates, the Villages of Parkside Public Housing developments, completed rehabilitation of single-family homes in partnership with the U-SNAP-BAC Nonprofit Housing Corporation and on homes owned by YDB in the North Star neighborhood. Trainees worked with Habitat for Humanity Detroit building new homes in the Core City Neighborhoods community and have worked with Clear Corps Detroit on Health and Safety repairs for families with children. YDB has a long-standing relationship with Rebuilding Together Detroit and Christmas in April Detroit to complete repairs and improvements for low-income seniors and veterans. Among these large projects, trainees have also constructed over 80 wheel chair ramps in the Detroit area. YDB is currently partnered with Write A House to renovate homes that will bring literary writers into a Detroit neighborhood as residents.



**YOUNG DETROIT BUILDERS**





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# 2014 PLAYWORKS GAME CHANGERS

## HEALTHY COMMUNITY

PNC BANK/GROW UP GREAT PROGRAM



### The Right Cause

The research is compelling: A focus on the years from birth to age five helps reap dividends for society and the economy. Statistics show better achievement in school, more graduates of high school and college, higher salaries, less crime and drug abuse, fewer people on welfare, etc. An even better dividend: the chance to feed the passions and curiosity of all those young minds.

### An Investment in the Future

In 2004, while continuing to support local philanthropic initiatives, PNC adopted a corporate-wide program focusing resources on early childhood education to make a tremendous impact. Research and input from employees revealed that focusing on the country's most treasured resource — young children and their education — wasn't just the smart thing to do — it was the right thing to do.

### Taking Action

Since then, the PNC initiative, Grow Up Great has distributed more than \$73 million in grants and worked with partners like Sesame Workshop® to develop rich educational materials for children, families and educators. PNC champions this issue from state capitals to the Capitol itself. PNC employees have volunteered more than 410,000 hours and counting to make the vision real. To date, this national program has served approximately 2 million children throughout 19 states and the District of Columbia.

for making a difference  
an everyday thing.

*Working for the community. Inspiring the community. PNC supports those who are striving to do amazing things every day. That's why we're so proud to be a part of Playworks Michigan.*

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# 2014 PLAYWORKS GAME CHANGERS



## RESPECT THE IDEAL GROUP

Founded in 1979, the Ideal Group employs nearly 500 people with annual revenues approaching \$250 million.

The Ideal Group consists of seven companies including, Ideal Contracting, Ideal Setech, Ideal Setech Share-The-Spare, Ideal Shield, Ideal Surplus Sales and newly formed Ideal Utility Supply. Ideal is a ten time General Motors Supplier of the Year, has received multiple safety awards and is a member of the Michigan Minority Supplier Diversity Council (MMSDC), Michigan Hispanic Chamber of Commerce (MHCC) and the Detroit Regional Chamber of Commerce.

Located in Southwest Detroit, the Ideal Group believes in taking care of the community in which it resides. Using this philosophy, Ideal Group works with non-profits in Southwest Detroit including Detroit Cristo Rey, Detroit Hispanic Development Corporation (DHDC), LA SED, Ser Metro, Southwest Environmental Vision (SDEV), and private projects such as Cadillac Urban Gardens on Merritt and Scarcyny Park & Gardens.

## INCLUSION

LORETTA V. DAVIS,  
INSTITUTE FOR POPULATION HEALTH

Commitment – it separates doers from dreamers; and Loretta V. Davis, public health executive and avid reader of John C. Maxwell, not only gets the job done every time, but does so in a way that puts community health first. Ms. Davis's management experience spans 25 years, two sectors, a myriad of key public health issues and a full range of administrative and operational functions, including fiscal management, contract negotiations, policy and procedure development, personnel management, and program design and development. Now President and CEO of the Institute for Population Health, Ms. Davis joins the ranks of only four other city-level public health institute CEOs across the United States. In this position she oversees the provision of public health services to the residents and visitors of the City of Detroit. A well-respected public health leader, Ms. Davis has been called upon to respond to a number of public health challenges throughout her career. In addition to leading the formation of the Institute for Population Health, she has led the financial repair of five clinics across southeast Michigan, bringing them from deficit spending to viability; mobilized a county's response to the H1N1 flu pandemic; served as a principal partner in creating and implementing Michigan's early response to HIV/AIDS; and partnered in crafting the HIV/AIDS response in Ethiopia. Despite the demands of her career, Ms. Davis generously extends her leadership expertise to serve in her community. She served as Vice Chairperson of the Western Wayne Family Health Center Board of Directors, in addition to her membership on numerous other boards of directors. Ms. Davis earned her Bachelor of Arts degree in Sociology from the University of Michigan, and her Master of Science in Health Service Administration from Central Michigan University.



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## Jill VIALET

CEO and Founder, Playworks



CEO and Founder Jill Vialet has spent more than 25 years in the nonprofit sector, focusing her entrepreneurial skills on creating and developing two successful nonprofit organizations for kids.

In 1996, Vialet launched Sports4Kids, now called Playworks, in two Berkeley, CA elementary schools. Playworks believes in the power of play to bring out the best in every kid and creates a place for every kid on the playground – a place where they belong, have fun and are part of the game. Playworks creates safe, inclusive school environments that allow kids to thrive and discover their own superpowers. We currently serve more than 380 schools in 23 cities, and expect to reach nearly 425,000 students directly and through training services that reach hundreds of additional schools and community organizations.

Prior to Playworks, Vialet co-founded the Museum of Children's Art (MOCHA), an organization dedicated to helping families and communities celebrate the art and creativity of their children. As executive director, Jill developed an "artists in residency" program in the schools and brought artists to work with children in pediatric wards of hospitals. She served as the executive director at mocha for nine years, ultimately expanding its programs to reach 20,000 young people each year.

Vialet graduated from Harvard University where she studied medical sociology, played rugby, and became actively involved with Harvard's service-learning community. Vialet served as the director of Harvard's Public Service Program during the 1986-87 school year. In 1996, she was awarded Radcliffe's Jane Rainie Opel Award for achievement by a young alumna.

Vialet was a Eureka Fellow from 2000 to 2001, and 2004 she was selected as an Ashoka Fellow. Vialet and Playworks were selected as a member of the Clinton Global Initiative in 2009. Jill was recently named to the Forbes Impact 30 as one of the 30 leading social entrepreneurs worldwide. She was also recognized by the Womens' Sports Foundation's 40 for 40 list of women who have made a significant impact on society after playing sports in high school or college during the 40 years of the Title IX era.

Vialet was among a small group of Californians honored with a 2013 James Irvine Foundation Leadership Award for her contributions to advancing proven, innovative solutions to some of California's most difficult problems. Jill plays actively by running and mountain biking, among other outdoor activities.

*Playworks Presents*

# CORPORATE RECESS

Corporate Recess is a fun and active team building and community engagement experience that takes your employees from the office to the playground. Developed by Playworks, the national leader in play, Corporate Recess is customized for you. We engage your staff in lively playground games that promote trust, collaboration, teamwork and conflict resolution.

Unique team building and community engagement experience  
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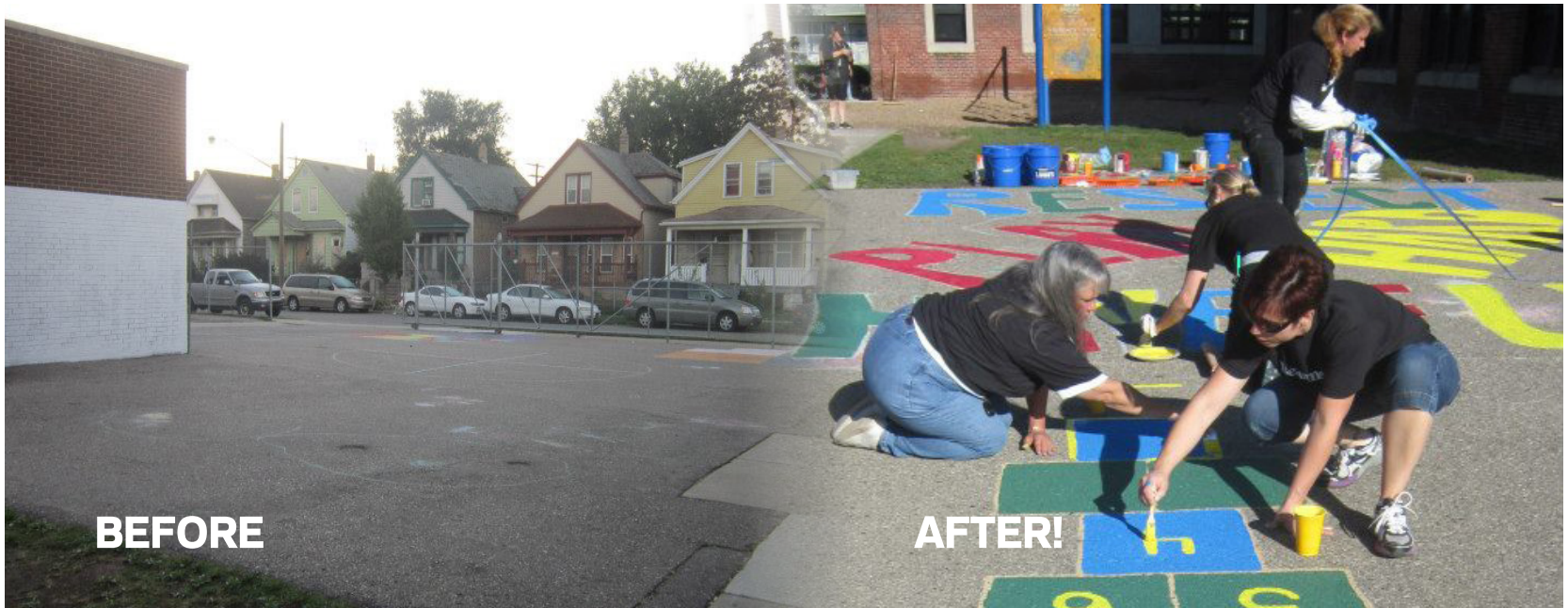
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*Playworks Presents*

# PLAYGROUND PAINT

Playworks Playground Paints offer a community service project that teams playing and learning, while transforming asphalt playgrounds into colorful and safe spaces for play. Teams will paint boundaries, and add in color to a local underserved elementary school playground. This event will engage your employees and the school communities in a collaborative project where you will immediately see the impact of your work.



## *2014 Playworks Events*

**Recess Day with Detroit's Mayor**

**Get in the Game Luncheon**

**Flag Football Tournament**

**Thanksgiving Day with the Detroit Lions**

**Playground Painting at Playworks Partner Schools**

*Ready to Get in the Game?*

**Contact us today to bring play, fun, community, engagement and team building to your group!**

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Henry Ford Health System is proud to sponsor the Playworks 2014 Get in the Game Luncheon and Game Changer Awards. We congratulate all of today's honorees and believe that their commitment to making an impact on the lives of the people of Michigan and metro Detroit is what makes for a healthier, stronger community.





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in such a positive way.

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The Detroit Lions are proud to partner with Playworks Detroit to activate its 'Play 60' initiative. NFL 'Play 60' is the National Football League's campaign to encourage kids to be active for 60 minutes a day in order to help reverse the trend of childhood obesity. During the school year, Playworks Detroit program coordinators work with students at the Detroit Lions Academy and Detroit Public Schools encouraging play as a way to help kids make the right choices when it comes to respecting and including others.



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