

# Impact Underserved Communities

## Building Sustainable Youth Soccer Programs



# Session Overview

- Sustainability – What is it and why is it important?
- Program Elements
- Key Stakeholders & Partnerships
- Real World Example – NB3 Foundation
- Discussion: Opportunities & Challenges
- Moving Forward

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Sustainability + Underserved Communities

=

Great Challenge

and

Great Rewards

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## NB3 Foundation & Native American Youth

**71,000**

(number of sports & recreational nonprofit programs in US)



**1**

(number of programs that utilize sport & wellness programs to address diabetes & obesity in Native American Youth)

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## Facts

- *40-50% of Native children classified overweight or obese by age 10*
- *2 of 5 Native American 5 year olds are overweight and 1 of 4 obese*
- *68% increase in diabetes 1994-2004*
- *1 out of 2 Native children born after 2000 will develop type 2 diabetes*
- *Average life span after diagnoses is 25 years*
- *Less than .5% of all philanthropic dollars to N.A. programs, of that less than 9% to N.A. youth*

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# Sustainability

Refers to the overall strategy of the organization

- Rise above temporary challenges
- Quality in the present
- Maintain solid foundation for future viability

*Q: Can you continue the program without your main funding source?*



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# Sustainable Programs

## Include

- Long term focus and long term value
- Community resources involved in services
- Improve individuals or communities
- Community champion(s)

## Require

- Transformation
- Steady leadership
- Community integration
- Funding diversity
- Partnerships
- Evaluation & impact
- Niche

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# Six Major Factors for Sustaining Community Based Programs

- ① Vision & Leadership
- ② Collaboration & Partnerships
- ③ Community Awareness & Involvement
- ④ Demonstrated Program Impact
- ⑤ Funding
- ⑥ Staffing

Referenced from: Mancini, J.A., Marek, L.L., Brock, D.J. (2009). *Continuity, Success, and Survival of Community-Based Projects: The National Youth at Risk Program Sustainability Study*. (Virginia Cooperative Extension Publication 350-801). Blacksburg, VA: Virginia Polytechnic Institute and State University.

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# The Aha! Moment

The realization that this is not just a 'soccer' program....



But a vehicle for social change:

Health, academics, OST, at-risk behaviors, leadership, community impact, etc...

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# Key Stakeholders

- The Community – are they interested?
  - Participation, support, volunteers, buy-in
  - Surveys, feedback, needs assessment
- Individual(s) from the community that will champion the cause
- Start Local – then reach out beyond



# Key Stakeholders

- Community financial & organizational assistance
  - Cash or in-kind donations
  - Local businesses
  - Local leaders



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# Partnerships

- What can you offer them?
- Does their mission or objectives fit with yours?
- Where are your personal connections?

Once established, importance of:

- Clearly defined structure
- Aligned strategic approach
- Quality & honest communication



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# Soccer Partners

## Organizations

- Existing youth based organizations
- Local soccer clubs
- State Associations
- Local schools & Universities
- Civic organizations

## Ways to Help

- In-kind equipment donations
- Facility sharing
- Coaching education
- Player development/clinics
- Volunteers
- Research & evaluation
- Fundraising events

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## NOTAH BEGAY III FOUNDATION

*“Reduce the incidence of obesity and type 2 diabetes and advance the lives of Native American youth through sports and wellness programming in the forms of golf & soccer”.*

- **We are a health based organization**
- **Soccer is our vehicle for social change**

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## Vision & Leadership

- Professional athlete & consistent executive staff
- Ultimate goal to reduce diabetes by half in 30 years
- Impact health & youth development through sports
- Replicate throughout Indian Country

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# Collaboration & Partnerships

- NMYSA & State Associations: Coach education, promotion, equipment donations, staffing
- Clubs: Equipment, player scholarships, fundraisers
- Colleges: Traveling banner project



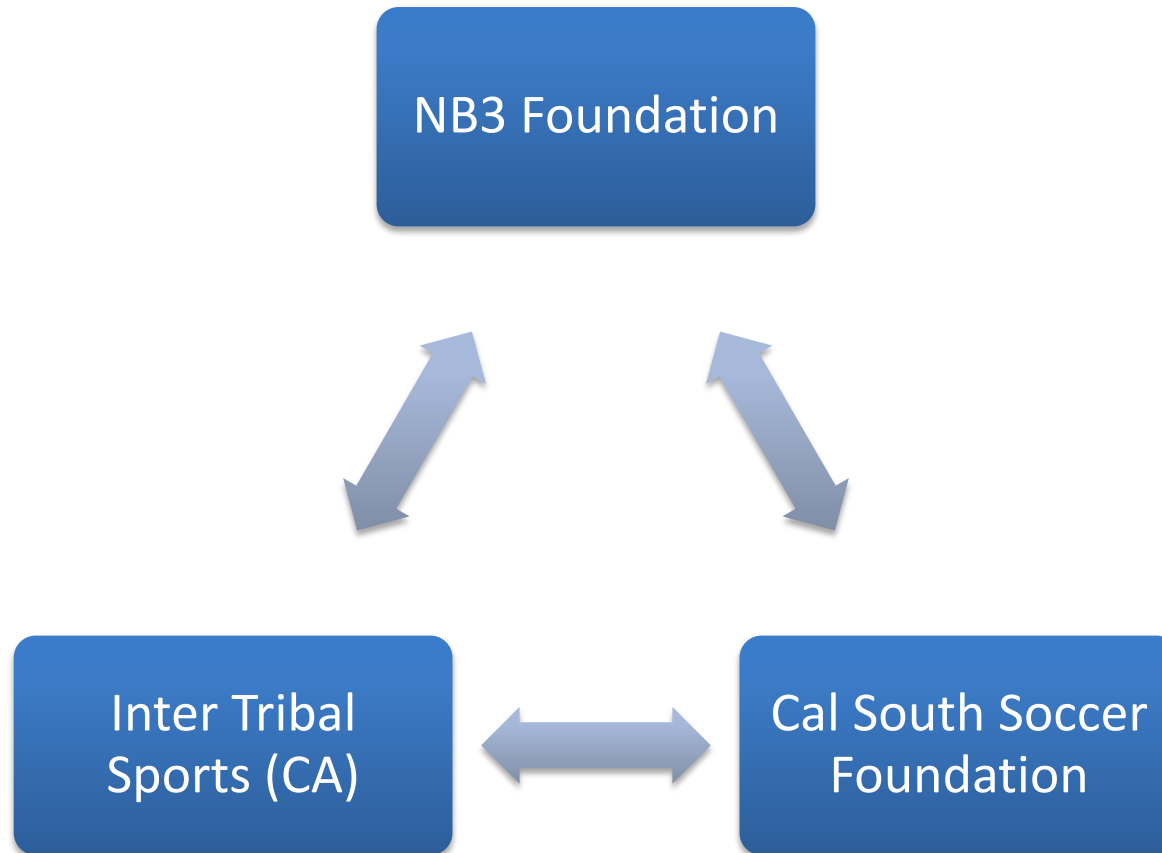
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# Collaboration & Partnerships



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# Community



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- All Pueblo coaches
- Identified champions
- Youth as coaches & leaders
- Holistic programs with nutrition, health & wellness

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# Impact & Funding

Evaluation: Johns Hopkins Center for American Indian Health study (2010) resulted in evidence based program status

Diverse funding streams:

- Individual
- Corporate
- Local & national
- Public & private
- Cash & in-kind



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# Discussion Groups – 10 minutes

1. Urban
2. Rural
3. Other

Each group address the following:

## I. Opportunities

- Examples of what has worked
- Ideas of what could work

## II. Challenges

- Barriers, obstacles to success
- Solutions



# Are you ready to make a long-term commitment?



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# Helpful Resources

1. *Sustainability Planning and Resource Development for Youth Mentoring Programs (2007)* <http://gwired.gwu.edu/hamfish/merlin-cgi/p/downloadFile/d/20703/n/off/other/1/name/sustainabilitypdf/>
2. *A New Day for Youth: Creating Sustainable Quality in Out-of-School Time (2008)* [http://www.wallacefoundation.org/knowledge-center/after-school/financial-management-for-nonprofits/Documents/whitepaper\\_noam.pdf](http://www.wallacefoundation.org/knowledge-center/after-school/financial-management-for-nonprofits/Documents/whitepaper_noam.pdf)
3. *Get Set to Make the Case: Presenting Sports as an Agent For Social Change* <http://www.up2us.org/uploads/reports/Up2UsNikeGetSetOrangePaper.pdf>
4. *Financing and Sustaining Out of School Time Programs in Rural Communities* <http://www.financeproject.org/publications/ostruralyouth.pdf>
5. The Council on Foundations [www.cof.org](http://www.cof.org)
6. The Finance Project [www.financeproject.org](http://www.financeproject.org)





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