

WELCOME TO SPORTS DREAMS

“Fueling Rare Dreams”

WHY WE EXIST....?

- ▶ 81% of Detroit High School students do not attend PE.¹
- ▶ 21% of Detroit High School students do not participate in at least 60 minutes of physical activity on any day.¹
- ▶ Limited access to after-school recreation and tutoring programs
- ▶ Just over half of Detroit's children under 18 lived in poverty, compared to less than one in four children statewide.²
- ▶ The death rate for Detroit children 1 to 14 years of age was nearly 6.5 times the state rate. For the 15 to 24 age cohort, Detroit's death rate was 2.2 times the state rate.²

¹ CDC 2011 Detroit Youth Risk Behavior Survey

² The State of the Detroit Child

WHY WE DO IT...?

- ▶ **Organization Mission:**
To fuel dreams that create better options for youth, through rare sports and access to community heroes
- ▶ **Research Mission:**
Sports Dreams will produce scholarly work and conduct research related to: Social Mobility, Health, and Youth Development
- ▶ **Purpose Statement:**
Sports Dreams, a 501(c)(3) organization, minimizes the barriers which prevent underrepresented communities from access to Olympic training and NCAA scholarships in non-traditional sports

HOW WE ACHIEVE OUR GOALS...?

► Strategic Partnerships:

- US Olympic Committee
- City of Detroit
- Forgotten Harvest
- And more..

► Coaching & Management Team:

- Experienced coaches – NCAA competitors or Professional Athletes
- Partner with existing non-traditional sports programs
- Experienced researchers

WHAT'S THE PLAN...?

Year 1:

- ▶ Begin fund development for 3 years of operations
- ▶ Evaluate & partner with existing programs
- ▶ Identify facility partners
- ▶ Continue community outreach initiatives
- ▶ Launch 4 new sports- Fencing, Lacrosse, Hockey, & Volleyball

Year 2:

- ▶ Continue to develop board & corporate partnerships
- ▶ Begin corporate & collegiate volunteer coaching drive
- ▶ Increase program capacity- Staffing, Facility, Travel, Academic support

MORE THAN SPORTS...

Community Heroes Program

Heroes give us permission to dream...

Our Community Heroes Programs recruits local young professionals and graduate students interested in becoming a hero to a children with dreams. In return, we offer discounted adult sports classes and social events

- ▶ Mentoring
- ▶ Cultural Exposure Trips
- ▶ Academic Support & STEM Events

HOW WILL YOU BE SUSTAINABLE...?

Our relationship with the US Olympic Committee provides on-going financial support, which includes access to sponsors of the US Olympic Team in our local market: Dow Chemical, any P&G brand, AT&T, Coke, Acer, etc.

Revenue Streams:

- ▶ Annual Giving Campaigns
 - ▶ Targeting professional athletes
 - ▶ Employee based donation programs
- ▶ Grants & Foundation Support
 - ▶ Youth Crime Prevention
 - ▶ Health & Nutrition Programs
 - ▶ Youth Sports Programs
 - ▶ Academic Services
- ▶ Research Grants
- ▶ Earned Revenue
 - ▶ School-based Programming
 - ▶ Adult Classes
 - ▶ Non-traditional sports equipment resale

LONG TERM GOALS...

- 20x20 Dreamer's Initiative
 - 20 participants in 2020 Olympic Trials
 - 20 program participants awarded NCAA scholarships by 2020
- Regional Economic Impact
 - Continue to secure national tournaments and US Olympic events to be held in Detroit
- Future Sports
 - Soccer, Rowing, Boxing, Tennis, Baseball, Golf