



• ATHLETES HELPING ATHLETES •

START SOMETHING THAT MATTERS!

FOLLOWING THE GAME PLAN

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PRO PLAYERS FOUNDATION

About Pro Players: Getting to know Pro Players Foundation

Mission: Enriching the Lives of Children

The Pro Players Foundation (PPF) is a group of professional athletes and business and community leaders, who volunteer their time and talents to assist disadvantaged youth. With the mission of “Enriching the Lives of Children,” PPF fosters the growth and development of disadvantaged children in North Texas through sports based programs.

Pro Players Foundation is a 501(c)3, not-for-profit organization that relies on donations from the community and the partnership of corporate and local sponsors to help achieve its goals. To date, PPF has helped thousands of children in the North Texas Region.

Current PPF programs and projects include:

Instant RePlay: Extreme makeovers of community based youth sports facilities. Community based revitalization projects which give needy children a place to play and a heart warming and life changing experience.

Character Camps: Sports heroes and coaches from professional sports teams give underprivileged youth the opportunity to learn the importance of character, purpose and responsibility while simultaneously developing their athletic skills.

Play It Forward: A program which facilitates the collection and rejuvenation of sporting equipment to be donated to kids in need, ensuring every child in North Texas has the chance to get in the game.

The Foundation is comprised of a Board of Directors, an Advisory Board and Pro Players. The Advisory Board consists of business leaders, media representatives and executives from each of the professional sports teams in the North Texas area; Pro Players are current and former professional athletes who seek to go beyond the game to raise dollars and community awareness through direct support of the Foundation’s special events and programs; and the Board of Directors is responsible for day to day operation of the Foundation.

A Note To You From the Founder

Dear Friends,

Thank you for considering involvement with the Pro Players Foundation.

The nonprofit sector has long been a force for good in Texas. Nonprofit organizations like ours help to provide opportunities for young people who would otherwise be left out. PPF is made up of volunteers who work for the good of others with passion, daring, tenacity and optimism. We provide exceptional services where and when they are needed most and we welcome your support.

Play It Forward has become a integral part of our organization by offering young people an opportunity to help each other.

By supporting the nonprofit sector, you are investing in a better quality of life for all of us. You are joining together with hundreds of other people, to really make a difference. Thank you for doing your part to make things better.

Sincerely,

Brad Bradley
Founder & Chairman
Pro Players Foundation





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PLAY IT FORWARD

About Play It Forward

Mission: To collect gently used sporting equipment and apparel, and donate them to the families of need in our community. Develop Play It Forward (PIF) into an ongoing community service organization with ambassadors at area schools/communities providing an opportunity for students to engage in philanthropic enrichment, leadership activities and business development.

Play It Forward - USA is the newest member of the Pro Players Foundation family and its official youth component. Started in April 2010, by five local High School students, PIF is dedicated to making sure no child in the North Texas area is unable to participate in a sport because they can't afford the necessary equipment.

With the motto "Athletes Helping Athletes," Play It Forward started as a small, grass-roots effort by to collect gently used sporting equipment, refurbish it and donate it to needy athletes. It has since grown into a much larger and wider-based endeavor, helping athletes across North Texas. Play It Forward now works with area teams, leagues and foundations to fulfill its mission.

The PIF team has conducted numerous equipment drives with schools and local youth teams of all sports. The equipment collected has already outfitted inner-city football and baseball teams, as well as a number of individual athletes from area shelters and orphanages. PIF has started local chapters in area high schools and continues to meet with interested athletes from other area schools to mentor and educate them about PIF.

PLAY IT FORWARD

A Note From The Boy Who Started It All

With one throw of a ball, my life changed forever. As I lost control of my left side and fell off of the mound I wondered what had just happened. I remember being in the emergency room with a doctor telling me I had broken two vertebrae and injured a disc. He said I would need surgery and be in bed for two months. My life as I knew it passed before my eyes. What now? I had two options. I could feel sorry for myself or I could do something with my newly acquired time. That moment was the beginning of Play It Forward.

Over the next two months, I recruited four of my friends that I knew were great guys. I decided that since we were all athletes, we could help other athletes. We determined the best way was to collect used sporting equipment from our community through donations. We could then refurbish it and give it to children in need who have not had the opportunities we have been given.

This small seed of an idea April 2010, has blossomed into an amazing organization that now serves thousands of needy kids with used equipment. Without the equipment we gave them, or the time we will spend with them, they would never have this opportunity. That is what Play It Forward is all about. “One-time” needs are tended to as well as the large groups. Our goal for Play It Forward is simple. We want to grow so that every child across the nation has a chance to be an athlete. We cannot wait for the many opportunities the future holds for us. I have always heard that our lives are journeys and it is not the destination but the road we take that matters. My passion for baseball is no longer my only road in this journey. Play It Forward is what I believe to be a part of my new destination. Thank you so much for joining us in this journey. Together we can truly make a difference.

– Garrett Grim



GETTING STARTED:

The Planning Stage

Initial Contact

In order to establish Play It Forward at your school, there are a few things you need to do first:

1) FIND A SPONSOR

Most schools require a teacher or faculty member to sponsor any school group. Find a teacher you have a close relationship with and ask them to sponsor Play It Forward with you. If you do not have a teacher in mind, talk to your principal or counselor to get suggestions. If you show that you are serious about starting this group at your school, they will be more than willing to help find you a sponsor.

2) FIND OUT THE REQUIREMENTS

In order to officially create a group at your school, you need to make sure you have permission and are following the right steps. Each school may have different steps, so this is an area that your sponsor can help with. If you are having trouble finding out the needed steps, try talking to another groups sponsor to find out more information.

3) ESTABLISHING YOUR GROUP

Once you have a sponsor and have gone through the steps to set up the group within your school, it is time to start recruiting members to help. Close friends are always a good first place to start looking if you have not already told them about Play It Forward. If possible, make signs to put up around school or even get permission to have announcements. If you have a school paper, ask if you can put in an advertisement. An informational meeting to explain Play It Forward would also be a good start.



Choosing a Name

1) WEBSITE DOMAIN (optional)

Setting up a website domain is helpful but optional. If you plan to set up a permanent PIF chapter at your school it is suggested. Otherwise, contact Julie or Garrett Grim to have your personal contact information posted on the current site so donors can contact you.

If you plan to set up a permanent PIF Chapter at your school, you need to choose a domain name for your Play It Forward website. If you are setting a group up at your high school, it is a good idea to keep it simple. Your website domain name can be “playitforward” followed by your high school name. For example: playitforwardsouthlake.org OR playitforwardkeller.org

2) RESERVE YOUR DOMAIN

Once you have decided on your domain name for your website, go onto godaddy.com to reserve it. Follow the steps below:

- a) Go to godaddy.com
- b) Search for your domain name. Remember to use ".org"
- c) Continue through the process, clicking next.
- d) Make sure to specify the registration length. If you are doing Play It Forward as a onetime thing, just do one year. If you plan to establish it at your school for a longer period of time, put a longer period of time. However, make sure to leave the information to access the domain settings to someone for when you graduate.
- e) Leave all other settings as they are.
- f) The next area will let you select a user name and password. Try to make it something generic for your group at school. Remember: Write down all information from this page, you will need to keep it in a safe place to pass on to the next person who runs Play It Forward at your school.
- g) Pay the domain fee in the manner you choose. If your school is willing to pay the fee, make sure your sponsor helps you with this part. They may need a receipt or screen shot. Always remember to keep records of what you do.
- h) From here, it is best to find a teacher that can help you create your website for the domain. There are many options out there that allow you to make a website for free. Look into these and work with a teacher or sponsor that may have more knowledge in this area.

Designing Your Logo

1) CUSTOMIZE YOUR CHAPTER

This step is one of the easiest. Luckily, the Play It Forward logo has already been designed. Simply Change the “USA” in the red part of the banner to your high school’s name. For Example:



GATHERING EQUIPMENT:

Implementation Stage

Marketing Your Philanthropy

HOW TO GET THE WORD OUT

Word of Mouth

- a) Start with friends and family first. Tell them about your project and ask them to spread the word. They're the people you're closest to, so they're the most likely to help you out!
- b) Ask to make an announcement during your school's morning or afternoon announcements. This is a great way to let all the students at your school know!
- c) Talk to your Team! Tell coaches, teammates, and your teammates' parents on the sports teams you play on. Who else is most likely to have extra sports equipment than people who you know play sports?

Advertising

- a) Make Flyers! Hang them up around your school, preferably in the areas with heaviest traffic such as stairwells, message boards, and lunch rooms. You can also pass them out at the end of the school day!
- b) Ask to put an ad in your school newspaper. Include your logo, a short explanation of what you're doing, and a phone number so people who are interested can contact you.

Social Media

- a) Make a Facebook or Twitter page to increase your network and to update all your friends and group members about important dates.

GATHERING EQUIPMENT

Collection and Bin Placement

Where to Place Your Bins

- a) Put them up around any sports fields during games – high school, club league, or recreational – and tape a sign on the front explaining what it is. Make the sign fun and easy to read!
- b) Ask permission to place a bin in your High School Gym, where students will see it often and be reminded to donate their equipment!
- c) Offer to help coach a practice for a young kids' team in your area in exchange for being able to bring along a bin and tell people about your project!
- d) See if your local gym or recreation center would be willing to place a bin in their facilities!

How to Decorate the Bins

- a) Make signs for your bins that are fun and easy to read. The better they look, the more likely people are to know you mean business and donate to your cause!
- b) Put the Play It Forward logo on the bin, so people know what organization they are helping.
- c) Make sure the signs are visible from all sides of the bin, if that means putting Multiple signs on there, do it!
- d) Add any Extra Decorations that you think would make your bin look cool!

For Examples of Bin Placement and Decoration go to:
http://www.playitforwardusa.org/Play_it_Forward_USA/Welcome.html

Getting Help From Others

JUST ASK!

- a) Ask your close friends to spread the word to their friends and sports teams. If you tell your friends, and they tell their friends, and they tell their friends – and so on, think of how many people you can reach!
- b) See if your friends will let you set up bins at their games.
- c) Most of the time people are more than willing to help – all you have to do is ASK!

EQUIPMENT BENEFACTOR:

Donation Stage

How to Choose a Recipient

1) USING YOUR COMMUNITY

- a) Ask the local churches.
- b) Find local sports club or teams.
- c) Ask different organizations such as the local YMCA, or local Public Parks and Recreation.
- d) Ask friends, and family members

2) MAKE A LIST OF POTENTIAL RECIPIENTS & MARKET TO THEM

Marketing to Potential Recipients

NECESSARY STEPS

- a) Get the contact information of those “in charge” of the various organizations on your list.
- b) Email or call those “in charge” and find out if/what they need.
- c) Create flyers to put in areas around those organizations on your list.
- d) After making initial contact, choose a recipient for a donation.

Creating Chances For Systematic Re-occurrence

MUTUALLY BENEFICIAL RELATIONSHIPS

- a) Keep your list of organizations and teams in need of equipment.
- b) Choose one recipient after each drive or collection period.
- c) Continue to communicate with the organizations or teams in need and pay attention to when their need is the greatest.
- d) Create a donation cycle focusing on which organization or team you donate to and how frequently the donations will occur.

COLLECTION AND INVENTORY:

The Final Stage

Counting and Storing Inventory

Now that you have collected the equipment from your drive, it is time to count and store the inventory!

1) STEP ONE: THE SPREADSHEET

a) You will be given a spreadsheet that will allow you to inventory the equipment you have collected, and Play It Forward can provide storage if necessary.

2) BE AWARE OF INCOMING EQUIPMENT

a) Make sure that you keep track of the equipment coming in during the drive so that you are not scrambling at the last minute to complete your inventory of sporting goods.

Two Options for Equipment Drive Donation

Keep track after all the equipment is inventoried, there are two options for the conclusion of the drive:

OPTION 1: Deliver it to the recipient of the equipment. The smile on the kids' faces will let you know how important and significant your contribution is to them.

OPTION 2: Hold an "end of the drive" event where the recipient will come to gather the equipment. Get everyone out there and cheer on the recipient

Keep the Ball Rolling!

One of the most important things to take from this opportunity is to "Pay it forward for Play it Forward." Please get the word out so that every kid will have equipment for which they can finally become the athlete that they always wanted to be. There are several ways to do this.

- a. Get your school to compete against another local school and make it a competition to see who can bring in more equipment.
- b. Keep it up at your own school, start a club that will last forever.

At the end of the day, this organization is all about people helping people. Next time you think about throwing away your old sporting equipment or just watch it collect dust in the garage, do the right thing and help these young athletes in need. How much fun did you have growing up playing sports? You can now give that feeling to the kids in your community who may have been unable to. The next Michael Jordan or Derek Jeter or Mia Hamm might be right next door but they may never get the chance to show their sport unless we help them out. This cause is extremely important and can truly affect the lives of children.

HOW TO APPLY

Information

Pro Players Foundation is a non-profit corporation chartered in the State of Texas and authorized by the IRS to operate as a 501(c)(3) organization, *however PIF Affiliates/Chapters are not covered under this IRS designation and are therefore not tax-exempt.*

Play It Forward/Pro Players Foundation wishes to affiliate and work cooperatively with local school organizations that share our general goals. The following guidelines indicate the criteria which an organization must meet to qualify for affiliation with Play It Forward/Pro Players Foundation, including the use of "Play It Forward" in the affiliate's name:

1. Applicant group must comply with all school and/or ISD requirements for campus organizations, and must seek official recognition from the school/ISD.
2. The group must agree to conduct organizational business in a manner prescribed by school and/or ISD policies, including the holding of regular board meetings, the keeping of meeting minutes, and the holding of regular elections as required in their bylaws. Affiliates may be required to send an end of the year report to PIF/PPF.
3. The group must agree to operate in a professional manner and to avoid activities that would bring disrepute or otherwise harm Play It Forward/Pro Players Foundation and its efforts.

Play It Forward/Pro Players Foundation reserves the right to revoke the affiliate/chapter status of any group or organization which fails to operate in accordance with these guidelines. In order for a chapter's affiliate status to be revoked, it must receive one formal warning, in writing, detailing which guidelines they fail to comply with and what can be done to remedy the situation. If two months after the warning has been issued the affiliate still is not in compliance, their status as an official Play It Forward/Pro Players Foundation affiliate may be revoked by a vote of the Pro Players Foundation Board of Directors.

Questions regarding the affiliation process should be directed to info@playeritforwardkeller.org.



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Application for Affiliation with Play It Forward/Pro Players Foundation:

Groups that wish to affiliate with Play It Forward/Pro Players Foundation must complete the following application and submit to Play It Forward/Pro Players Foundation for approval. No group or organization is authorized to act as an affiliate, or to publicly include "Play It Forward/Pro Players Foundation" in their name, until the application has been approved Play It Forward/Pro Players Foundation.

Proposed Affiliate Information

Name of Proposed Affiliate: _____

Contact Person: _____

Email Address: _____ Phone: _____

Mailing Address: _____

City, State, Postal Code: _____

Proposed Founders / Initial Board of Directors

Executive Director: _____ Email: _____

Director: _____ Email: _____

Secretary: _____ Email: _____

Treasurer: _____ Email: _____



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I hereby submit this application to form a new group to be affiliated with Play It Forward/Pro Players Foundation. I understand that I may recruit new members, but cannot act as an official Play It Forward Chapter until this application is approved by Play It Forward/Pro Players Foundation, and I will not submit any paperwork to student government until this application is approved.

Signature: _____ Date: _____

Delivery Instructions:

Please mail this application to:

Pro Players Foundation
1256 Main Street, Suite 252
Southlake, TX 76092

If you have any questions about the application process, please call (817) 381-8590.