

**Agency: Commerce, Community and Economic Development**

**Grants to Named Recipients (AS 37.05.316)**

**Grant Recipient: Community Sports, Inc.**

**Federal Tax ID: 20-8580189**

**Project Title:**

**Project Type: Other**

# Community Sports, Inc. - Development & Implementation Project

**State Funding Requested: \$100,000**

**House District: Mat-Su Areawide (13-16)**

Future Funding May Be Requested

**Brief Project Description:**

Information compiled by the Mat-Su Substance Abuse Prevention Coalition, suggests if programs were accessible, and affordable more community members would utilize the programs, creating a healthier community. Through the funding assistance provided, Community Sports, Inc. will be able to further support our programs, and continue development, and formation of a strong and sustainable organization.

**Funding Plan:**

**Total Cost of Project: \$150,000**

	<u>Funding Secured</u>		<u>Other Pending Requests</u>		<u>Anticipated Future Need</u>	
	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>
Federal Funds			\$25,000	11		
Other Funds			\$70,000	10		
<b>Total</b>			<b>\$95,000</b>			

*Explanation of Other Funds:*  
Mat-Su Health Foundation

**Detailed Project Description and Justification:**

I. Project Narrative:  
A. Project Description:

Community Sports, Inc. is requesting grant funding to support our Healthy & Sustainable Mission Development & Implementation Project. Community Sports, Inc (CSI) is dedicated "to enhancing the health and fitness of our community by developing, implementing, and supporting local athletic and sports programs which encourage active participation by our community members."

The funding provided will allow for continued growth and establishment of mission, development of revenue projects, completion and full implementation of a sound strategic plan, and programs currently in pilot periods to be extended into full year programming. Since opening our doors in April of 2009 the Board of Directors has established a list of goals and priorities, completed state and federal non-profit requirements, received training from Foraker Group, in addition to working on a public relations campaign to present CSI to our Valley Community. We have applied for and received some initial grant monies, developed an Annual Giving Campaign, and developed and implemented two pilot programs; Night Courts and Pay

*For use by Co-chair Staff Only:*

\$100,000  
Approved

it Forward Scholarships.

As a newly operational organization in the Mat-Su, CSI is currently working on multiple goals including community awareness. In order to become well established and recognized in the Valley, Community Sports, Inc. has met with many community partners, youth organizations, chamber members, and has interviewed with media to spread our mission, goals, and programs. However establishment of such an organization is not achieved overnight and requires funding in order to provide an office and personnel to achieve such a goal. During the upcoming year(s) Community Sports, Inc. looks forward to becoming established as a leader in partnership and support of community athletics and healthy living programs, completing the development of the first of our revenue projects, as well as establishing successful year round programs to serve the Mat-Su Valley community.

#### B. Programs:

The operations and programs provided by Community Sports, Inc. have been developed and implemented through on going research of other similar programs, National organizations, and community needs inquiries and suggestions. These programs have been chosen in order to have the deepest impact of community health and wellness, substance abuse, drop out rates, and to reverse the other negatively impacting choices of our community members.

One such program CSI is currently piloting is the Pay it Forward Scholarship program providing scholarship support for families faced with financial barriers to participation. The scholarship program requires award recipients to provide 1 hour of volunteerism with any area non-profit in return of each \$25 increment. This program allows for our community members to be involved in not only the healthy lifestyle activity but also assists in volunteer recruitment and in providing additional opportunities for positive engagement with area adult mentors and community leaders.

Finally CSI has implemented the Pilot Program of Night Courts, an alternative program to more negative choices during the High Risk Hours on Friday nights. This program provides a free, safe, drug free environment at the AT&T Sports Center in which youth 13-18 can enjoy basketball, volleyball, dodge-ball, as well as having the influence of the National Guard's Drug Demand Reduction program. Night Courts provides valley youth and adult mentors the chance to "Get off the streets & On the courts!" However the most exciting part of Night Courts is that youth can participate in a healthy choice free of cost at the only free place for valley youth to go on Friday nights.

#### C. State of Need:

Investigation with community partners shows a trend in increased registration rates for participants in most fields of athletics. These increases have in many cases become a limiting factor for community members. As such youth are without positive, healthy, active based community engagement. Limited community adult engagement has been identified by the Alaska Healthy Kids Survey of 2008 as a leading cause for youth substance use/abuse. This is one of the 5 key recommendations made by the Mat-Su Substance Abuse Prevention Coalition data project to be addressed in order to begin positive change in the Valley's substance abuse issues.

As a partnership organization CSI does not operate solely to provide programs, but also to provide support to existing programs in order to assist in affordable, accessible opportunities for community members. In establishing this mission, CSI must become established in a model that is multi-faceted. CSI strives to demonstrate competent assistance to our community partners by conducting research in order to maintain knowledge and understanding of state and national trends without negatively impacting services provided to those partners. While doing so CSI must also establish sustainability,

training, and growth in an administrative capacity. The capacity building of a new organization must be done in a manner that is conservative in order to honor partners and funders this requires funding to support such growth simultaneously.

E. Target Population:

Current target population is Mat-Su valley youth, and youth athletics, though this may be adjusted over time and with greater sustainability and data research. Though currently addressing the needs of partners and programs focused on the Palmer/Wasilla corridor Community Sports, Inc. anticipates extending its services and programming valley wide in future years. CSI is currently serving registered partner participants of approximately 1000 youth, and non-registered participants equaling nearly 5000 youth and community members. Partnership organizations are inclusive but not limited to Wasilla Youth Baseball, Valley Youth Basketball, and Wasilla Outdoor Youth Hockey Association, other include NAOI, Red Cross, and Big Brothers Big Sisters. Community Sports, Inc. does not limit its support to only partners that have registered participants. We are dedicated to serving partners that are included in our mission and in the positive health and fitness of our community.

F. Expected Outcomes:

Information compiled through research regionally, statewide, and nationally has inferred that by providing accessible, affordable health, active programs the creation of a healthier community will begin to take form. Community Sports, Inc. would like to see our partnership organizations increase throughout all areas of athletics, health, and fitness.

Increased participation in youth activities focused on active, healthy lifestyles is the mission of Community Sports, Inc. Through this mission it is additionally expected to have a direct impact on the reduction of youth substance use/abuse, drop out rates, obesity, as well as mental health issues are key goals for the services provided to partners, as well as through CSI specific programs, Pay it Forward Scholarships and Night Courts. Through increased physical activity youth are often seen to have higher self-image, positive peer and adult relationships, and to experience positive peer pressure, thus, the direct impact to achieve our expected outcomes.

G. Evaluation Model:

In order to ascertain success in our establishment and growth over upcoming years, CSI is collecting data of the number of registered partners and the number of participants served by those partners. We are additionally asking for participation data from our non-registered partners, which would include those partners that do not have participants that are either paid or registered into those programs. An example of this would be the Winter Safety Fair organized by NAOI and the City of Wasilla.

Currently through the Pay it Forward Scholarship program awards have been given to 22 participants and hours of volunteerism is being tracked currently to ascertain if the volunteerism requirement is being met, where, and by whom. The Night Courts program has registered nearly 200 youth in the first month, as well as 50 adult mentors, not inclusive of the National Guard DDR educators. We are additionally working towards compiling trends in registration due to economics, transportation, and other environmental factors.

An additional evaluation model will be data compiled by the Mat-Su Substance Abuse Prevention Coalition, and the Mat-Su Borough School District. Utilizing information from data projects such as the Alaska Healthy Kids Survey and the Youth Risk Behavior Survey, Alaska when available.

**H. Community Support:**

Community Sports, Inc. has gained support from multiple agencies, including but not limited to Department of Juvenile Justice, Community Justice Coalition, Wasilla High School Peer Helpers Students, Wasilla Youth Baseball, Valley Youth Basketball, National Guard Drug Demand Reduction Program, Wasilla Police Department, Church on the Rock, First Presbyterian Church, Mat-Su School District Activities/Athletics Department, Alaska State Troopers, Jessica Stevens Foundation, as well as various local businesses.

**II. Project Budget:****A. Use of Funds:**

Grant funds will be used in combination with additional fundraising and grant writing efforts to support the initial full operational year of program start up. The total investment will be utilized to fund administrative operations, program operations; including Pay it Forward Scholarships, Night Courts, facility acquisition planning, before/after school activities, and health/wellness programs and events developed and implemented by CSI, in addition to the finalization and implementation of a sound and sustainable revenue project. Without operating fund support CSI is unable to foresee a strong and successful future, as these are the funding resources that are currently most difficult for a start up program to secure. Upon receiving funds CSI will be able to institute a full scale annual giving campaign, begin the revenue project that is currently in development, and our long term program goals, as well as having the resources in place to support active mission activities by the staff and board of directors.

**B. Sources of Revenue:**

One vital area of focus for Community Sports, Inc. has been to research, develop, and begin to implement a sustainability model. The sustainability projects being developed by CSI include a partnership fees, Annual Giving Campaign, and grant writing efforts. Additional sustainability projects being established include the Community Sports Illustrated Calendar, which would be used to highlight area youth athletes. These calendars would have advertising space to be sold to area businesses and programs, and would then be printed for sale through community partners, CSI offices, and possibly through an on-line store. Current fee structure anticipates the model to be one that would supply an excellent cost/income ratio. Furthermore CSI anticipates qualifying for and joining the Pick, Click, and Give PFD campaign. Finally CSI is researching establishment of a future endowment investment for long term sustainability. Community Sports, Inc. is working to ensure that our sustainability model is one that will honor current and future philanthropic goals, and trends.

Community Sports, Inc. to date has/is being supported by private donations, grant funding, and partnership fees.

**Project Timeline:**

As a full fiscal support request it is anticipated that this project will require 1 - 2 years for completion. During which time fiscal expenditures will be incurred monthly.

**Entity Responsible for the Ongoing Operation and Maintenance of this Project:**

Community Sports, Inc.

**Grant Recipient Contact Information:**

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Has this project been through a public review process at the local level and is it a community priority?  Yes  No