



# IMPACT NEWS

February 8, 2011

A couple years ago, before David Price participated in the Youth Impact Program, he could have easily been written off as a dropout statistic. Price was a witness to the drugs and gang violence that leads most inner-city youth to failing grade point averages. Price grew up in Los Angeles, just 10 minutes south of the University of Southern California, but had never stepped foot on campus.

Everything changed for David when he participated in the Youth Impact Program in July, 2008. He had no idea how the program would change his life. His success on the football field carried over to other aspects of his life. He stayed out of trouble, concentrated on school, and graduated from middle school. David is now a highly sought after college recruit who plays defensive back for Long Beach Poly High School and is a volunteer mentor for Youth Impact Program.

David is just one of our success stories. Unfortunately, for every 12 to 14 year-old we reach, many more are lost. I encourage you to read further to learn more about Youth Impact Program, why we are different than other programs and to find out how you can get involved to support our efforts to change these young lives for the better.

Sincerely,

Riki Ellison

Founder, Youth Impact Program  
NFL Super Bowl Champion XIX, XXIII



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*"These kids come from some of the toughest neighborhoods - they wake up each morning and just going to school they run the risk of getting shot or being a victim of gang violence"*

- YIP Camp Counselor, Gary Ng, USC

*"I enjoyed my teachers and what they have taught me. I learned that it takes a bigger man to walk away. Respect is not given, you have to earn it. Self confidence is when you believe in yourself and not anyone else. Choices are good and some are bad. I made a lot of bad choices in my life, but my teachers motivate me to make right choices."*

- Current participant, Rice University



Youth Impact Program at Tulane



## Youth Impact Program History

In 2003, Riki Ellison, a ten-year veteran of the National Football League (NFL) and three-time Super Bowl Champion, had a vision to provide America's at-risk inner-city youth with a positive, life-changing experience. Building on the inherent allure and character-building qualities of football, he developed a combined academic and athletic program. The program was first launched in Los Angeles at the University of Southern California. Then, during 2008, Tulane University was added to the program. In the summer of 2009, the YIP program served 471 young men between the ages of 9 and 12. One hundred forty-eight of these boys participated in the program at the University of Southern California (USC), 128 participated in the program at Tulane University, 88 participated in the program at Rice University, and 107 participated in the program at the University of Southern Florida. In 2010, YIP expanded to Syracuse University having more than 80 participants and Tulane University had over 140 participants for their 2010 program.

The Youth Impact Program is an innovative program serving low-income, urban-based, at-risk middle school males. Over ninety percent of YIP's program participants meet the national guidelines for low income. Based in the community, YIP builds resiliency by providing minority at-risk boys with a free football summer training camp program that promotes character development, academic skills enhancement, and social interaction activities. Adult male role models provide camaraderie, guidance, and discipline, and introduce these boys to the world of higher education. At the same time, the program provides academic support, guidance counseling and mentoring to help struggling children build confidence and develop an interest in learning.

YIP brings together universities, colleges, community leaders, parents, local agencies, and national organizations like the National Football League to make substantial and measurable differences in the lives of youth in inner cities and on native reservations. Major goals of this program are:

- Decreasing middle school and high school dropout rates
- Preventing gang involvement
- Developing skilled football players for local high school programs
- Promoting a lifelong love of football

YIP program staff members, including partnering university personnel and local school district personnel, teach a combination of enrichment classes during the summer. Class subjects include reading, math, science, life skills, and football training, providing program participants with the tools to develop positive outlook on life, a set of values, and an improved self-image. By the end of the program, participants have built an enhanced resiliency that will serve and protect them well into the future.





## **Make a Difference, Create an Impact Change a Life**

### **Our Program is Different.**

What sets us apart from other programs is that our students earn the right to play football. Our program requires hard work. *It's not just all fun and games – its reading, math and life skills.* Any type of change is difficult, especially for our students who have never had positive role models. While at camp these young men are required to live by a code of conduct – one based on mutual respect, honesty and responsibility.

A history of poor performance has resulted in a dislike of school, a lack of discipline and personal accountability. Many have simply not been given the one-on-one attention they desperately need. We maintain a **5:1 student-to-staff ratio**. This gives our teachers the ability to work closely with students and to better their individual needs.

### **You can't get rid of us that easily.**

Follow up takes place year-round. Students bond together and form lasting friendships that carry over to their schools where they hold one another accountable for their actions long after camp has ended. YIP established a year-round after school program, once a week for 60 minutes throughout the regular school year. Our staff lives and works in their communities and is familiar with the issues these at-risk youth confront on a daily basis, often our mentors have endured similar struggles giving them the ability to relate on a more personal level.

### **The Results Are In.**

Now in the 6<sup>th</sup> year, we have proven that our program works. The most significant areas of improvement are made in aspects of student's lives off the football field. When asked to give a 'yes or no' answer to the statement, *"I understand why I do what I do,"* we noticed an impressive 27% shift in the number of positive responses in our post-camp survey of the 2010 class. Before camp began 50% of our students told us that they had never read a book. By the end of the camp, all 100% had read the novel *Maniac Magee* or *Crash*. *"I like the character Crash, because he reminded me of me."* Youth Impact Program takes kids off the streets for 4-weeks in the summer when they are out of school and most susceptible to outside negative influences.

### **Sponsor a Student Today & Join Our Team!**

You can help today by sponsoring a young man in this critical and life-changing program. Youth Impact Program is 100% free to participants, many of whom would not otherwise have had the opportunity to attend. We rely on contributions from people like you to provide textbooks, meals, clothes, transportation and instruction to students.

Our camps are operating in the inner cities of New Orleans, Syracuse, Houston, Miami and San Jose. We're working hard to establish a national network of professional athletes, athletic directors, head coaches, elected officials, teachers, business people and sponsors like you who are committed to making a difference in these young boy's lives. **We appreciate your support and thank you in advance for your donation and welcome you to our team!**

*"The students remind me of myself. I didn't grow up in a great community, either, until my mom got me out. Most of these kids come from low-income, single-parent households. I tell them it's OK. I was the first in my family to go to college."*

- **Syracuse University Defensive End, Chandler Jones**



## **Sponsorship Opportunities**

**YIP Fan:** \$500 (Supports YIP's Football Program)

- Official Youth Impact Program Coin
- Weekly e-newsletter with update from camp throughout July
- The opportunity to visit camp and meet the students, coaches and mentors

**Veterans:** \$750 (Supports YIP's Education Program)

- Official Youth Impact Program Coin
- Weekly e-newsletter with update from camp throughout July
- The opportunity to visit camp and meet the students, coaches and mentors
- Photograph of the Youth Impact Program students

**All-American:** \$1,000 (Sponsor one YIP children)

- Official Youth Impact Program Coin
- Weekly e-newsletter with update from camp throughout July
- A personal note from the student about his experience
- Photograph of the individual student you sponsor to attend camp
- The opportunity to visit camp and meet your student, coaches and mentors
- Football signed by Youth Impact Program students and Riki Ellison

**Heisman:** \$3,000 (Sponsor three YIP children)

- Youth Impact Program Polo Shirt
- Official Youth Impact Program Coin
- Weekly e-newsletter with update from camp throughout July
- A personal note from the students about their experiences
- Photograph of each individual student you sponsor to attend camp
- The opportunity to visit camp and meet your students, coaches and mentors
- Football signed by Youth Impact Program students and Riki Ellison

**Head Coach:** \$5,000 (Sponsor five YIP children)

- Youth Impact Program Polo Shirt
- Official Youth Impact Program Coin
- Weekly e-newsletter with update from camp throughout July
- A personal note from the students about their experiences
- Photograph of each individual student you sponsor to attend camp
- The opportunity to visit camp and meet your students, coaches and mentors
- Football signed by Youth Impact Program and Riki Ellison
- Complimentary football tickets (2) from a participating YIP University



**All Donations are Tax Deductible.**

**Federal Tax ID: 30-0508140**

**Donate a Gift-in-Kind**

A “gift-in-kind” is a donation of a product, items or merchandise in place of a cash donation to Youth Impact Program. (Examples include: clothes, merchandise, food, services, transportation, etc.) For further information, please contact Marco Impeduglia.

**Sponsoring a Player is easy.**

**Option 1:** The easiest way to make a donation is to visit our website at [www.youthimpactprogram.org](http://www.youthimpactprogram.org)

**Option 2: Payment Information**

**Donation Amount = \$**

**Al-a-Carte Donation Amount = \$**

**GRAND TOTAL DUE: = \$**

Pay by credit card, or make checks payable to Youth Impact Program to:

**Youth Impact Program  
515 King Street, Suite 320  
Alexandria, VA 22314**

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Contact Us:**

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