



# About RYAA

## Mission

To build character, families, and faith in Christ in the youth of East Palo Alto and the Belle Haven community through positive sports programs at all levels of play.

## Strategy

The RYAA will offer a variety of low-cost, high-quality sports programs to the Ravenswood community. Sports creates an environment of small groups where children are eager to learn from the coach. We will recruit these coaches from churches inside and outside of the community, and equip them with training and materials that will help them teach Biblical principles through sports.

We will also support the efforts of the coaches with the following:

- A positive coaching curriculum based on Biblical principles.
- An incentive program that rewards youth for demonstrating good character during games.
- An environment that encourages prayer at practices and games.
- Team mentors that will assist the coach and focus on the development of the parents as a team and follow-up with players that are struggling socially or academically.
- A full-time Community Development director that will focus on the most at-risk youth, provide families with information on other community resources, assist team mentors, and create a fun, enticing environment overall.

**Character**

Develop curriculum to teach Biblical principles through sport

Develop an environment of positive coaching and good sportsmanship

Use an incentive program to reward youth that display good character during games

**Families**

Work with city to develop new recreational facilities for the community

Use team mentors to organize parents, plan outings and assist coaches

Hire a Community Development Director that will follow up with the most needy children and direct them to other community resources, as well as work with team mentors to build families

**Faith**

Recruit volunteers and staff from local churches

Train coaches in how to teach principles of faith and encourage them to bring families to church

Encourage prayer at games and practices

## Focus

We are currently focusing on building competitive and recreational soccer programs for the fall. Soccer has become the sport that is most in demand in our community, and is also the sport that is least served by other community groups. Once these programs are operational and stable, we will focus on expansion to other sports.

We will be sponsoring three types of leagues in the fall:

- CYSA Competitive league for the most advanced players. These teams will compete with teams from other cities through the Redwood Jr. League.
- Advanced recreational league. This league will be for 5th grade and up. Whole teams may be entered by coaches, or individuals may sign up and be placed on a team. This will allow schools or churches to enter teams, and allow long-term relationships to develop with coaches and mentors.
- Beginners league. For ages 4 - 18. This will be a development league, providing instruction for young players and a fun, positive environment for older players who are just learning the game.



Registration fees will be \$40 to \$100 per player, depending on the type of league. However, for those players who cannot afford the full fee, we will offer 50% discounts in exchange for work in the league. Jobs will include setup and cleanup of fields, refereeing younger players, helping in the snack shack, etc. Additionally, we will offer youth that obtain advanced licenses for refereeing or coaching the opportunity to be paid for services.

## Budget

Income	2006	2007
Grants	\$0	\$200,000
Contributions	80,000	100,000
Registration Income	30,000	100,000
<b>Total Income</b>	<b>\$110,000</b>	<b>\$400,000</b>

Expenses		
Salaries (Exec. Dir., Comm. Developer, Admin. Assist.)	\$20,000	\$140,000
Taxes and Benefits	7,000	40,000
Program Expenses	63,179	185,200
Administration	12,920	24,420
<b>Total Expenses</b>	<b>\$103,099</b>	<b>\$389,620</b>