Impact Underserved Communities

Building Sustainable Youth Soccer Programs
Session Overview

- Sustainability – What is it and why is it important?
- Program Elements
- Key Stakeholders & Partnerships
- Real World Example – NB3 Foundation
- Discussion: Opportunities & Challenges
- Moving Forward
Sustainability + Underserved Communities = Great Challenge and Great Rewards
Facts

• 40-50% of Native children classified overweight or obese by age 10
• 2 of 5 Native American 5 year olds are overweight and 1 of 4 obese
• 68% increase in diabetes 1994-2004
• 1 out of 2 Native children born after 2000 will develop type 2 diabetes
• Average life span after diagnoses is 25 years
• Less than .5% of all philanthropic dollars to N.A. programs, of that less than 9% to N.A. youth

NB3 Foundation & Native American Youth

71,000
(number of sports & recreational nonprofit programs in US)

1
(number of programs that utilize sport & wellness programs to address diabetes & obesity in Native American Youth)

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Sustainability

Refers to the overall strategy of the organization

- Rise above temporary challenges
- Quality in the present
- Maintain solid foundation for future viability

Q: Can you continue the program without your main funding source?

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Sustainable Programs

**Include**
- Long term focus and long term value
- Community resources involved in services
- Improve individuals or communities
- Community champion(s)

**Require**
- Transformation
- Steady leadership
- Community integration
- Funding diversity
- Partnerships
- Evaluation & impact
- Niche

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USYOUTHSOCCER.ORG
Six Major Factors for Sustaining Community Based Programs

① Vision & Leadership
② Collaboration & Partnerships
③ Community Awareness & Involvement
④ Demonstrated Program Impact
⑤ Funding
⑥ Staffing

The Aha! Moment

The realization that this is not just a ‘soccer’ program....

But a vehicle for social change:

Health, academics, OST, at-risk behaviors, leadership, community impact, etc...
Key Stakeholders

• The Community – are they interested?
  – Participation, support, volunteers, buy-in
  – Surveys, feedback, needs assessment

• Individual(s) from the community that will champion the cause

• Start Local – then reach out beyond
Key Stakeholders

• Community financial & organizational assistance
  – Cash or in-kind donations
  – Local businesses
  – Local leaders
Partnerships

• What can you offer them?
• Does their mission or objectives fit with yours?
• Where are your personal connections?

Once established, importance of:
• Clearly defined structure
• Aligned strategic approach
• Quality & honest communication
## Soccer Partners

### Organizations
- Existing youth based organizations
- Local soccer clubs
- State Associations
- Local schools & Universities
- Civic organizations

### Ways to Help
- In-kind equipment donations
- Facility sharing
- Coaching education
- Player development/clinics
- Volunteers
- Research & evaluation
- Fundraising events

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Vision & Leadership

- Professional athlete & consistent executive staff
- Ultimate goal to reduce diabetes by half in 30 years
- Impact health & youth development through sports
- Replicate throughout Indian Country

“Reduce the incidence of obesity and type 2 diabetes and advance the lives of Native American youth through sports and wellness programming in the forms of golf & soccer”.

- We are a health based organization
- Soccer is our vehicle for social change
Collaboration & Partnerships

• NMYSA & State Associations: Coach education, promotion, equipment donations, staffing
• Clubs: Equipment, player scholarships, fundraisers
• Colleges: Traveling banner project

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Collaboration & Partnerships

NB3 Foundation

Inter Tribal Sports (CA)

Cal South Soccer Foundation

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Community

- All Pueblo coaches
- Identified champions
- Youth as coaches & leaders
- Holistic programs with nutrition, health & wellness

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Impact & Funding

Evaluation: Johns Hopkins Center for American Indian Health study (2010) resulted in evidence based program status

Diverse funding streams:
- Individual
- Corporate
- Local & national
- Public & private
- Cash & in-kind

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Discussion Groups – 10 minutes

1. Urban          2. Rural          3. Other

Each group address the following:

I. Opportunities
   - Examples of what has worked
   - Ideas of what could work

II. Challenges
   - Barriers, obstacles to success
   - Solutions

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Are you ready to make a long-term commitment?
Helpful Resources


6. The Finance Project [www.financeproject.org](http://www.financeproject.org)
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